

Fundraising Ideas

Great Suggestions for Raising Needed Funds

NOTE: You may need additional insurance to cover some of these activities. If you have any questions, please contact the USPC Finance Director, at mainoffice@ponyclub.org.

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Host a clinic with a renowned clinician. Plan way ahead and find a clinician who is Pony Club savvy and sympathetic and really wants to help. Open up to entire horse community. Or, make it a clinic series.



Bring in a Horse Communicator. Whether you believe or not, it's fun, and people secretly always want to know what their horse is thinking. Book appointments in advance.



Bring in a Horse Photographer. Book appointments for photo shoot sessions, mini sessions and hour sessions. Have everything (terms and conditions) agreed upon beforehand.



Host a used tack sale at a horse show. This works best if all the items offered for sale are clean, polished, well presented and still have some life left in them. Remember, to comply with insurance requirements, you must post the following disclaimer if you hold a used tack sale: "We do not warrant the safety or condition of this tack/equipment now or in the future."



Host a Fun Show. Be sure you keep it FUN with prizes, fun classes for old and young alike.

Host a Pony Show. A young-kid-friendly-show for the smallest of riders. Have beginner classes and lots of fun classes.



Host a Hunter Pace. This can be a lot of work but well worth the results. Well-publicized hunter paces are often well attended. Be sure and have good food available, ribbons, a beautiful place to ride, preferably not a place that has been overused. Make sure you do the work so the landowners don't have to.



Host a gymkhana – have beginner and advanced divisions. This is a great place to have area beginner riders come learn about Pony Club fun. Make it a kid's event with lots of fun prizes. Serve hot dogs and hamburgers.



Host a recognized Horse Trial. This will take a lot of planning. Get help from someone who is very familiar with USEA rules and regulations. Start planning a year out. Ask other Pony Clubs that have done this for insight as to what makes their event successful.



Fill a need at a Steeplechase, Foxhunt or Horse Show event. Offer to let Pony Club sell tee shirts, man a food booth, etc., and get a portion of the proceeds or a flat fee.



Create a personalized community horse calendar. Be sure to include as many disciplines as possible. Get local horse photographers to donate photographs but be sure to give photo credit.



If your area has a steeplechase, consider making fabulous Steeplechase ladies hats. You will need help from a really talented crafty person or a milliner. Everyone wants to wear an elegant hat, or a novelty hat, at the Steeplechase but most don't have time to make or buy one. Have a preview party where the hats can be purchased. See if your steeplechase organizers will let you have a hat booth on the grounds.



Put Your (Farm) Name Out There. Make arrangements with someone that does personalized license plates, mugs, etc. Do a mailing, followed by a telephone campaign and take orders for personalized farm license plates. Set up a booth at a horse show with your best examples to show.



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Publish an Annual Horse Resource Directory if your area does not have one. Your money is made by sell-ing the ads. Have listings for boarding barns, trainers, hay and feed dealers, tack stores, vets, farriers, equine massage therapists, equine dentists, real estate agents specializing in equine proper-ties, pasture maintenance, grooms, barn builders, trailer dealers, leather repair, transportation, plus area clubs, foxhunts, etc. Sell ads to support the list-ings. Include a calendar of local events.



Any monogrammers in your group? Have a Monogram Day with several machines set up. Advertise to area to have their sheets, hats, pads, etc. monogrammed. Prepare by already having a variety of horse motifs ready and the ability to scan a logo, etc.



Have a Blanket Wash. Send a notice to area barns in spring that Pony Club will wash their blankets. This is a lot of work, but it is high profit if done right. Every blanket must be securely identified when checked in so there are no lost or misplaced blankets. Mainly this takes time and effort. Find a horse friendly laundry mat unless someone has an old heavy duty washer/dryer. Hold this fundraiser for a whole month (April or May). Have a drop off point or pickup and delivery for an added charge. This requires a lot of work from parents. On the bright side, it's a dirty job that people would be happy to hand over to someone else and pay for it. You can actually schedule this twice a year, in the spring after the winter, and in the early fall-in preparation for winter.



Create a CD of horsey music.

Bring in a horsey musician with horsey music and sponsor a concert. Example: Mary Ann Kennedy.



Create a CD of musical selections with suggested riding program/test to go with it. Everyone is always looking for musical kur ideas. Get the help of a local dressage master.



Have a Steeplechase party. Have club take orders for Steeplechase cakes, or related food for the big event. Take orders way ahead of time and deliver or have a specific pick-up time.



Host a Derby party at a restaurant, etc. Order Derby napkins, decorations. Have several big screen TV's, plenty of munchy food. Do not serve alcohol but serve non-alcoholic Mint Juleps. Play Derby trivia for small prizes.



Horse Trailer "Car" Wash
Host a Competitive Trail Ride
Have a horsey book sale.



Organize and host a barn tour if your area does not have one already. Pick 6-10 barns in your area that are unique, beautiful. This is a good fall activity or even Christmas season. A ticket includes admission to all the barns and a box lunch at a half way point. The program should include history of the barn, if any, architect, unusual features, owners, etc.



Have an Auction. But not just any auction. Make it a Horse Heaven Auction. A very nice saddle. A horseback holiday. Auction memorabilia from the Horse Community's Celebrities i.e.: Karen/David O'Connor, Bruce Davidson, Debbie McDonald, etc. Contact horse organizations for a donation. Tickets to Derby or another race. Autographs from jockeys or famous riders; books autographed by authors, framed prints and original art, lessons with famous clinicians. Make it a nice event at a great location. A session of riding camp. Gift certificate from equine massage therapist. This is a very big project and takes a lot of time and effort. Months and months of advance planning, but the payoff is a large profit.



Do a "Support Pony Club" mailing to local horse community. Make sure that your Pony Club has delegates to other area horse organizations. Be sure your letter includes why Pony Club is important, what your area club is accomplishing and a return envelope. Maybe even a sticker for their car or a pin.



For the Techno-Geeks in your club, offer the horse community the opportunity to make a video of their horse using their photographs. Put it together on VHS or DVD; add music, neat graphics, VOILA! Take orders at horse shows, or do a mailing.



Design a really neat T-shirt or ball cap for a local horse event. Do it in plenty of time to see if the organizers would be interested. Do something that hasn't been done over and over. Remember the best tee shirts are the ones that someone will want regardless of the event.



At Halloween, have a Costume Party on horseback. This also requires lots of extra adults to make this a safe activity. It takes lots of advance notes and adult-generated hype to get costumes ready.



Contract with an equine Christmas ornament company and sell horsey ornaments at Christmas. You can even do an email mailing to horse community. Include tree ornaments, horsey wreaths, etc.



During the 2-3 weekends prior to Christmas, partner with a local tack shop to set up a wrapping station in the store for Christmas packages. Make sure you staff it with your best wrappers and bow makers. Charge per package to wrap. Hurried shoppers are happy to pay. Order your horsey holiday wrapping paper far enough in advance.



Offer to make personalized Christmas cards from photos. You can offer the photo Christmas card, the sepia photo card, the photo turned into a watercolor card. Take orders in Oct, for Dec. 1 delivery. Again, this is for the Techno-Geeks in your club.



Have a Christmas on Horseback program at an arena with songs, skits, etc. including costumes, really good music, and scenery. Combine items donated by members, local equine retailers and hold a silent auction.