FRIEND RAISING
Sharing the Passion

Making your local Pony Club & the National Organization Financially Viable
Why Pony Club?

The mission of the United States Pony Clubs is: The United States Pony Clubs, Inc. develops character, leadership, confidence and a sense of community in youth through a program that teaches the care of horses and ponies, riding and mounted sports.
FUND RAISING REALITIES

Fundamentals & Misconceptions
You Must Have a Plan!

- Needs of the moment vs long range goals
- Identify your costs - Where will donations go?
- Identify your supporters
- Keep Good Records
Who makes a good friend of Pony Club?

How to broaden your base!

- Members
- Legacies
- Individuals
- Corporations
- Community

Volunteers = Donors
Donations = Any Amount
Each person in your club knows more people than they realize!

Start with people you already know then add to the list:

- Current donors
- Civic Groups
- Service Organizations/Churches
- Other horse organizations
- Vendors
- Corporations
How to turn your “friends” into donors:

- Make people feel invested
- Keep new friends involved with “feel good” events
- Build Bridges – partner with the community
- Alumni open houses
- “Meet & Greet” activities with prospective members
- Communicate your needs
- Find out your “friend’s” interests
- Say Thank You
- Keep in Touch
Take some preliminary steps before asking for help

- Get to know your potential donors well – invest them emotionally long before you ask for money!
- Find out what each donor really cares about and tap into that
- Take them to see first hand what you do
- Ask how you can help them!
- Let them know how much previous gifts have meant
- Even if the folks you talk with are not interested in donating, ALWAYS ask them if they know anyone else who might be interested in Pony Club.
Follow-up
Follow-up
Follow-up
Follow-up!
The Local Club &
the National Annual Fund

How do we help everyone while building for the future of Pony Club?
Let’s do a little brain-storming!
QUESTIONS???