



Drive to Ride Packet Information

Items included in Campaign Packet:

1. Overview letter
2. Donation Collection Info page
3. Donation Planning sheet
4. Donation Collection form
5. Online Donation Instructions
6. Credit Card Payment forms
7. Credit Card Receipt forms
8. Sample Donation Request Letter (We can send you the electronic version if you would like to insert your own information)
9. Labeled envelope (For checks and credit card forms)

Please let us know if you need any additional copies of anything!

Heartland Equine Therapeutic Riding Academy
PO Box 260 • Valley, NE 68064 • (402) 359-8830
www.HETRA.org

HETRA's mission is to improve the quality of life both physically and emotionally of adults and children with disabilities through equine assisted activities.



Heartland Equine Therapeutic Riding Academy

Where horses and you make dreams come true!

HETRA is kicking off our 2013 "Drive to Ride" Campaign! This is one of our main fundraising events of the year. We hope you will participate this year and help make it a big success. In 2013, HETRA had 20 teams participate in this campaign. Each team consisted of a HETRA rider, volunteers, and HETRA staff. These 20 teams raised over \$35,000! All funds raised from this event will go to help support the HETRA Student Sponsorship Fund. HETRA supplements a large portion of the cost of each of the student's sessions in order to keep the program affordable for our families. We also provide scholarships to those families in greater need.

Interested in Participating??

We are offering some awesome incentives to the HETRA families that participate in the event!!

- Students/families that sign up and set up a web page will receive one free 30 minute HETRA session.
- Teams raising - \$500.00 - will earn a \$100 discount towards their HETRA sessions to be used by 12/1/14
- Teams raising - \$1,000.00 - will earn one 12 week "free" HETRA Course to be used by 12/1/14
- Teams raising - \$2,000.00 - will earn two 12 week "free" HETRA Courses to be used by 12/1/14
- Teams raising - \$3,000.00 - will earn three 12 week "free" HETRA Courses to be used by 12/1/14
- Teams raising - \$4,000.00 - will earn four 12 week "free" HETRA Courses to be used by 12/1/14

Ready to Get Started?

- Let us know you would like to participate in one of the following ways:
 1. Send us an email (erin@hetra.org) and we can help you get your page set up.
 2. The HETRA staff will be at the barns to help set up donation pages for those that would like to participate.
 3. You can go to this link: <http://www.tfaforms.com/210283> to fill out the form and get started! We have also included a sample letter you can use to mail off to our friends and family if you would prefer to use a paper method.
- We will buddy you up with volunteers who will become part of your team. Or if you have a special HETRA volunteer you would like to get involved let us know!
- Set a goal for your team and determine how much money you would like to raise.
- Make a list of whom you will ask for pledges. Don't forget to include parents, grandparents, aunts, uncles and neighbors. We have included a donation planning sheet you can use to start making a list. Email is a great way to get the word out, as well as Facebook and Twitter! Remember to only ask those people that you know. Please remind any potential donors if they wish to remain anonymous to note that when they make their contribution.
- Collect all pledges as you go along. All pledge forms and donations must be turned in by 10:00 p.m. on October 31st, 2013 to be eligible for prizes. All donations must be in monetary form (cash, check, or credit card, credit card forms included, or donors can donate through your campaign page on the HETRA website) – in kind donations will not be accepted for the pledge contest.
- Don't forget to **Say Thank You!** Be sure to say and then send a thank you note to everyone who sponsored you. If you need donor addresses, please notify Erin Bevington at erin@hetra.org.
- We will keep a weekly running total at the HETRA barns, as well on the HETRA website to track each team's progress. If you are collecting donations via the paper form be sure to turn those in or update us weekly so we can keep your totals up to date on the website and at the barns.
- Some companies will match a donation made by their employees. Find out if your supporters work for a company that offers this program. Matching funds are created towards the individual team even if received after the deadline.

Donation Planning Form

Make a list of everyone you think might like to make a donation to your team. Mark them off after you have contacted them and keep working on your list until you have talked to everyone! Family, friends, teachers, therapists, neighbors...ask everyone you can think of! Remember to ask if their employer matches donations!

	Name of potential donor	Has been contacted
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		
11		
12		
13		
14		
15		
16		
17		
18		
19		
20		



I, _____, am participating in HETRA's 2013 "Drive to Ride" Campaign. All donation dollars will go directly to the HETRA Student Sponsorship Fund. HETRA is a 501 (c) (3) Non-profit organization that offers therapeutic riding to children and adults with special needs. Your generous donation will help make it possible for us to serve more riders, regardless of their ability to pay for services. Help HETRA make a meaningful difference in the life of many students every week!

Thank you for your support!

	Name	Address	City	State	Zip	Phone #	Donation Amount	Paid
1	Tom Smith	123 Main St.	Kansas City	KS	12345	913-123-4567	\$50	X
2								
3								
4								
5								
6								
7								
8								
9								
10								
11								
12								
13								
14								
15								

Please make all checks payable to: HETRA (Credit Cards are also accepted)

MAKING ONLINE DONATIONS to HETRA

Please follow these instructions:

- Go to www.HETRA.org
- Choose the “You Can Help” tab
- Select “Drive to Ride” from the drop down menu
- On that page you can choose which team you would like to support. On each team’s page there is a paypal widget that you can use to make a donation.

Thank you for your contribution!

MAKING ONLINE DONATIONS to HETRA

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Thank you for your contribution!

Credit Card Payment Information

VISA AMEX MC Discover

Credit Card #: _____

CVV# _____

Expiration Date: _____

Amount to be charged: _____

Signature: _____

Credit Card Billing Information:

Date: _____

Name on Card: _____

Billing Address: _____

City, State, Zip: _____

Phone #: _____

Email: _____

(Keep this part with your donations)

Credit Card Payment Information

VISA AMEX MC Discover

Credit Card #: _____

CVV# _____

Expiration Date: _____

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Date: _____

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Billing Address: _____

City, State, Zip: _____

Phone #: _____

Email: _____

(Keep this part with your donations)

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Signature: _____

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Name on Card: _____

Billing Address: _____

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Phone #: _____

Email: _____

(Keep this part with your donations)

Credit Card Receipt

Date: _____

VISA AMEX MC Discover

Credit Card #: _____

Payment Amount: _____

Payment made to: HETRA
Purpose: 2012 Drive to Ride Campaign

HETRA is a 501(c)(3) non- profit organization

Thank you for your support!

(Give this part to the donor for their records)

Credit Card Receipt

Date: _____

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Heartland Equine Therapeutic Riding Academy

HETRA ■ PO Box 260 ■ Valley, NE 68064 ■ (402) 359-8830 ■ www.HETRA.org

Dear _____,

I am writing you today to tell you about an event I am participating in that is very exciting and important to me. It is the HETRA "Drive to Ride" Campaign.

HETRA is a PATH, Intl. Premier Accredited therapeutic riding center that has been serving Omaha and the surrounding communities since 1989. Their mission is to improve the quality of life both physically and emotionally of adults and children with disabilities through equine assisted activities. HETRA currently operates out of two facilities, one in Omaha and one in Valley, and works with approximately 100 students per week.

I have been participating in HETRA's therapeutic riding program for _____ years. The results I have seen from therapeutic riding are amazing! I have continued to make progress in _____. The best aspect of HETRA therapy is having so much fun!

My horse's name is _____. My favorite activity to do with ___(horse's name)___ each week is _____.

I would like to ask you to help Team _____ by making a contribution today. My goal this year is to raise \$_____ for HETRA. By making a donation to my team you will also be helping me earn free HETRA sessions, as HETRA is awarding me 12 weeks of "free" sessions for every \$1,000.00 I earn. HETRA is a 501 (c)3 organization so any donation you make to support my participation in this event is tax deductible. When you make a donation to HETRA your donation goes directly to the Student Sponsorship Program. This fund enables HETRA to continue to provide a valuable service to individuals with disabilities. The support from the community is very important to HETRA as insurance does not cover this type of therapy or therapeutic activity. You can learn more about the "Drive to Ride" Campaign as well as online donation opportunities on their website at www.HETRA.org.

Thank you in advance for your support!

If you have any questions please contact us at _____

Sincerely,

[your name]

P.S. I am very thankful to my HETRA instructor _____ and all the HETRA volunteers. They have become family to me. I am thankful for everything they do for me and my family and I look forward to seeing them each week!



{insert your picture}

HETRA Board of Directors:

Kathy Lewis ■ Steve Henthorn ■ Vicki Kreckek ■ Kathy Sangimino
Ben Wormington ■ Lisa Hobza ■ Kris Covi ■ Kim Falk ■ Cynthia Makinster ■ Marc Bowman ■ Mike Doiel