

DRIVE to RIDE

2014 LAUNCH PACKET

Our Mission *To cultivate personal growth by strengthening the mind, body, and spirit through unique horse-facilitated experiences.*

Items included in Drive to Ride Launch Packet

1. Overview Letter
2. Donation Planning Sheet
3. Donation Collection Form
4. Online Donation Instructions
5. Sample Donation Request Letter
 - o We can send you the electronic version if you would like to insert your own information.

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

Overview Letter for Drive to Ride

Agape is kicking off our 2nd annual "Drive to Ride" campaign! This will be one of our main fundraising events this year. We hope you will participate and help make it a big success. Our goal for 2014 is to raise \$18,000! All funds raised from this event will help support Agape programs, horses, and the rider support fund. **The campaign will kick off March 1st and run through April 12th, 2014.**

We are offering some awesome incentives to the Agape riders, families, and volunteers that participate in the event! All teams must raise \$200 per individual on the team or more to receive a **FREE Agape "Drive to Ride" sweatshirt!** Additionally, for each \$100 raised, each team member will receive a raffle ticket to enter in a drawing at the D2R celebration, which will be April 12th. There will be multiple drawings so you can pick and choose where your raffle tickets go. All donations and forms must be turned in by 11:00am on April 12th, 2014 to be eligible for prizes.

So are you **READY** to get started!?!

It's as easy as 1-2-3... and 4 to get started with your own Drive to Ride fundraising page!

1. **Team up** with a volunteer or staff member or more to fundraise with you. The goal is that we all come together to support the barn we love! Be sure to pick a team leader who is designated to create your team on the website!
2. **Set a fundraising goal** with your team and... *Remember the sweatshirts!*
3. **Go to drivetoride.org** and click on "Create a fundraiser or join a team"
 - o To Create a profile/individual fundraiser. Enter your email and create a password, then it will ask you to login using your email and password that you just created (everyone must have a profile and an individual fundraising page).
 - ★ Once you have logged in, fill in your profile with a picture and your name.
 - ★ Next select my fundraising page
 - ★ Fill in your individual URL (even if you are going to be on a team), personal goal, and click Save...Your personal goal will be added to the teams so as the team members increase so does your teams overall goal!
 - ★ From here you can join a team, blog about Agape, and spread the word about Drive to Ride!
 - o To Create a team (only the leader of your team has to do this)
 - ★ Select the teams tab located to the left of your screen
 - ★ Click on Create a new team in the top right corner
 - ★ Enter your team's photo, name, URL, and team appeal and click Create Team
 - o To join a team
 - ★ Click the teams tab located on the left
 - ★ Select the team you wish to join and click "Join Team"
4. Once your profile is created, you can **start raising money for Agape!**
 - o Most of the information is already there for you to use as a default.
 - o You can even provide a brief paragraph about why your friends and family should support your cause!
 - o We have also included a sample letter below you can use to mail off to your friends and family if you prefer to use a paper method.

Watch and follow all of the Drive to Ride excitement at DriveToRide.org

Fundraising Tips

- Make a list of whom you will ask for donations.
- A good place to start is with your parents, grandparents, aunts, uncles, friends and neighbors, etc.
- We have included a donation planning sheet you can use to start your list. Here is how easy it can be to raise \$200:
 - 10 people who give only \$20 = \$200
 - 8 people who give only \$25 = \$200
- **Email, and especially Facebook and Twitter, are great ways to get the word out!**
- Our fundraising site (drivetoride.org) makes it really EASY for you to do this!
- Remember to only ask those people that you know.
- Let people know that Agape is a registered 501(c)3 organization and all donations are tax deductible.
- *Please remind any potential donors if they wish to remain anonymous to note that when they make their contribution.*

Don't forget to say THANK YOU!!!

Be sure to say it, and then, follow up by sending a thank you note to everyone who supported you. We will send all donors a thank you as well, but it is extra special when it comes directly from you!

We will keep a weekly running total at the Agape barn, as well as on the Drive to Ride website to track each team's progress. If you are collecting donations via 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 barn.

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!

	Name of Potential Donor	Contact (Y/N)
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		
11		
12		
13		
14		
15		
16		
17		
18		
19		

Agape: Drive to Ride 2014 Donation Form

Your Name (s) _____

Address _____

City _____ State _____ Zip _____

Email _____

Phone _____

Yes, I/we enclose my/our Drive to Ride gift to Agape for \$ _____ (*Donation Amount*)

This donation is for Drive to Ride Team _____ (*team name*)

- or -

This donation is to support all Drive to Ride Teams!

Method of Payment (*Circle one*): Cash | Check | Visa | MasterCard | American Express

Credit Card Number _____

Exp Date _____

Name on Card _____

Authorized Signature _____

**Please make checks payable to Agape Therapeutic Riding Resources.
Also, please include Drive to Ride Fund in the memo of your check.**

Additional Information

- Agape Tax-Exempt ID: 31-1193132
- p: (317) 773-RIDE
- f: (949) 240-3447
- URL: agaperiding.org

Please complete this form and mail or fax (above) to:

Agape Therapeutic Riding Resources
Attn: Drive to Ride
24970 Mt. Pleasant Road
PO Box 207
Cicero, IN 46034

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Online Donation Instructions

MAKING ONLINE DONATIONS TO AGAPE FOR DRIVE TO RIDE

- Go to drivetoride.org
- On that page, you can choose which team, or fundraiser, you would like to support. You can also choose to donate through the campaign's main page by simply selecting "Give Today."
- Each team's page has a "Give Today" widget to submit a secure donation through Stripe.
- Thank you for your contribution!

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Sample Donation Letter

Dear [insert potential donor name],

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 called "Drive to Ride," and it benefits Agape.

Agape is a PATH, Intl. Premier Accredited therapeutic (horse) riding center that has been serving Indianapolis and the surrounding communities since 1986. Their mission is to cultivate personal growth by strengthening the mind, body, and spirit through unique horse-facilitated experiences. Agape currently has 20 horses and serves more than 1,400 people each year with physical, cognitive, or emotional challenges.

I have been participating in Agape's therapeutic riding program for [number] years. The results I have seen from therapeutic riding are amazing! I have continued to make progress in [describe your experience]. The best aspect of Agape therapy is that I have so much fun during my lesson and feel so special as I get to experience an adventure with every ride.

My horse's name is [insert horse's name]. My favorite activity to do with [insert horse's name] each week is [insert activity]. By riding my horse, my body receives physical and sensory input from the horse's gait which helps strengthen my balance and flexibility with each session.

I would like to ask you to help Team [insert your team's name] by making a contribution today.

My goal this year is to raise \$[your fundraising goal] for Agape. Agape 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 Agape your donation goes directly to supporting the Rider Support Fund, our programs, and the horses. Your gift enables Agape to continue to provide a valuable service to individuals with disabilities. The financial support from the community is very important to Agape because insurance does not cover this type of therapy. You can learn more about "Drive to Ride" as well as online donation opportunities on Agape's website at agaperiding.org and drivetoride.org.

Thank you in advance for your support! If you have any questions please contact me at [insert a way to contact you (phone number)].

Sincerely,

[insert your name]

P.S. I am very thankful to my Agape instructor, [insert instructor's name], and all the Agape 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!