

Become An Equestrian Aid Foundation Ambassador



How would you like to represent the Equestrian Aid Foundation® in your local community?

We are looking for compassionate horse lovers across America who want to participate in our mission to help horse people who are coping with catastrophic injury and illness.

Anyone who has ever been involved with horses can relate to Equestrian Aid's purpose. The Equestrian Aid Ambassador Program is an opportunity for you to volunteer to lend a helping hand and help seriously ill or injured horse people who are struggling to overcome adversity. You can make a difference!

How it works:

The Ambassador program enables you to become the face of Equestrian Aid in your community.

Your voice can create awareness for the Foundation that will help us grow and support a greater number of horse people in need. Your compassion for helping sick and injured equestrians can get others involved, attract new Equestrian Aid donors, and introduce the Foundation to potential sponsors, Board members, volunteers and grant recipients.

The Equestrian Aid Foundation requires that all Ambassadors:

- Review, sign and return the Equestrian Aid Ambassador Commitment.
- Help to raise awareness and build goodwill for Equestrian Aid in your local community.
- Conduct at least one fund-raising and one awareness-raising event per year to help support Foundation grantees.
- Communicate your ideas to Equestrian Aid in advance to ensure that they do not conflict with other fund-raising activities and appropriately represent the organization.
- Help to connect potential new grant recipients, Ambassadors, Board members, sponsors or donors with the Equestrian Aid Foundation.

To help you promote Equestrian Aid's mission, we will provide you with an "elevator speech" card that describes who we are and what we do as well as other helpful program tools to support your activities. We will share your successes using our social media channels and recognize you as an Ambassador on our website.

10 things you can do:

Put your passion into action with activities that support the Equestrian Aid Foundation! People often ask us what they can do to help, so here are some activities to think about as a starting point.

- 1) Help raise awareness about Equestrian Aid. Download news and materials from our website and share them at equestrian-related gatherings, chapter meetings and horse shows in your area. Talk about us at school or work, over coffee or at the water cooler. Spread the word!

- 2) Ask tack shops, equestrian-related businesses and favorite retailers to sponsor a raffle or hold a promotion that donates a percentage of their sales to Equestrian Aid. We can provide you with customizable promotional materials that include everything from an introduction letter to flier and advertising templates, donation cards and “how to” hints that will help you and the retailer be successful with this activity.
- 3) Encourage your local horse show manager or show secretary to support Equestrian Aid by putting an ad in their prize list with a donation option on their entry form, and by holding a warm-up or other special class with donated entry fees. We have customizable program materials that will help the horse show organizer with these activities, too.
- 4) Host a party. This can be something as simple as a lunch, dinner or cocktail party, or as fancy as a “\$ a plate” gathering with raffles, sponsorship opportunities or other activities that will benefit Equestrian Aid grantees. Let your imagination take flight!
- 5) Organize a booth at a festival or event to share our mission, pass out brochures and collect donations. Pair this with a fun bake sale or hold some kind of raffle to attract attention. Collecting contact information and/or donation cards will help keep people who would like to learn more about the Foundation informed, provide them with tax deduction receipts and amplify your efforts.
- 6) Create a ride-a-thon or group trail ride where the riders get sponsored and have fun while raising funds for equestrians in need.
- 7) “Like” Equestrian Aid’s Facebook page, and ask your friends to like and share our page, too. Stay up-to-date and keep your networks informed about what’s happening at the Foundation.
- 8) Share what you are doing for Equestrian Aid on your blog or social media channels. Facebook, Instagram, Snapchat, Twitter and other channels can be powerful tools for showcasing your activities as well as building relationships between the Foundation and other horse lovers.
- 9) Conduct an online donation drive or charity auction. There are cloud services and software on the web that can help you to track bids and donations, handle funds and manage these activities.
- 10) Introduce us to potential sponsors, Board members, grant recipients and other new Ambassadors.

Getting others involved will increase Equestrian Aid’s impact and your own. Every new supporter and every amount raised – no matter how small - will go a long way towards bringing hope and healing to ill and injured equestrians who just need a helping hand.

Your next step:

Review the the Equestrian Aid Foundation Ambassador Commitment carefully, and email the completed form to contact@EquestrianAid.org. You may also mail the form to the Equestrian Aid Foundation at the address provided below. **Thank you for wanting to help!** .

Equestrian Aid Foundation – 11924 W. Forest Hill Blvd., Suite 10A-377, Wellington, FL 33414
EquestrianAidFoundation.org

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