

EVENT SPONSORS



Through the Valley

Trail Ride Fundraiser

Dear Fundraiser Rider,

Thank you for registering for the *Through the Valley* Trail Ride Fund Raiser to benefit the Marmon Valley Ministries *Camp Scholarship Fund*. The ride/walk is Saturday, September 17th. You signed up to (ride or walk) and your registration has been received. With your help we can meet our goal \$20,000 to ensure another year of scholarships, available for campers in need of financial assistance. It is our policy to allow any camper to attend a week of camp regardless of their ability to pay for it, as funds are available. Scholarship donations make this all possible. The following information will prepare you to raise your sponsorship money:

1. **Make a list of potential sponsors. Be creative and think of as many relationships as you can (relatives, neighbors, parents of your friends, your church). Most folks are willing to contribute \$10 to \$20 for a worthwhile cause, or simply because they know you and you asked them to consider sponsoring your ride.**
2. **Fill out the *salutation line* and *address box* on each copy of the enclosed Sponsorship Self Mailer letters included. Contact us if you need more copies. Remember to *sign* each letter and maybe add a *personal note* at the bottom. Write your name on the response card portion of the letter on the line that says "Yes, I want to join the posse by sponsoring print your Full Name ..."**
3. **Send, email or hand deliver a copy of the Sponsorship Self Mailer to everyone on your list. These can be tri-folded, stamped, addressed and sealed with tape for mailing. (A PDF that can be emailed or linked to is available at www.marmonvalleyministries.org.) Your sponsor can then cut off the response card and mail it to Marmon Valley in an envelope along with their contribution or pledge (checks should be made payable to Marmon Valley Ministries) or they can sponsor you online at www.marmonvalleyministries.org. For online sponsorship, your sponsor will go to the website and click on the "SPONSOR A RIDER" link. They can select your name from the list of participants and then complete the form. (Online registration options will go live August 17th).**
4. **Follow up with each potential sponsor by calling them to be sure they received your letter and ask them if you can count on their sponsorship. Remind them that the event is coming up very soon!**
5. **Keep an informal record of the contributions you expect to receive from your sponsors. Remember all riders need to personally contribute at least \$25 and raise a minimum of \$100 to participate (which includes your personal contribution). Use the chart on the back to record contributions if you wish. March as "received" when you know the sponsor has sent the money in.**
6. **Show up on September 17th ready to ride).**

Our intent is that your sponsors will send their contribution directly to Marmon Valley Ministries. This will free you from the responsibility and time commitment of collecting pledges and it will communicate integrity in fundraising from a credible organization. If you receive cash or a sponsor writes a check directly to you, you can simply collect the contributions and send them to Marmon Valley with one of the response cards. Additional materials are available upon request. Remember that contributions for this special project are tax deductible.

Thank you for helping us raise money for the *Summer Horse Camp Scholarship Program!*

