

Drive to Ride:

The Engine Behind Effective Peer-to-Peer Fundraising

Presented By:

Sonya Violette, *Major Gifts Officer*

Kristiana Gingras, *Donor Relations Manager*



Welcome!

Who we Are



Sonya Violette, Major Gifts Officer



Kristiana Gingras, Donor Relations Manager



Agenda

1. The Why Behind the Drive
2. Fueling the Campaign
3. Adapting for Your Center



The *SheaCenter*
for Therapeutic Riding





Part 1

The Why Behind the Drive

The Why Behind the Drive-



What is Drive to Ride

Drive to Ride is our annual online fundraising campaign that brings the community together to raise critical funds for client financial aid, horse care, and priority programs at The Shea Center.



The Why Behind the Drive-

How it Works



Clients



Volunteers

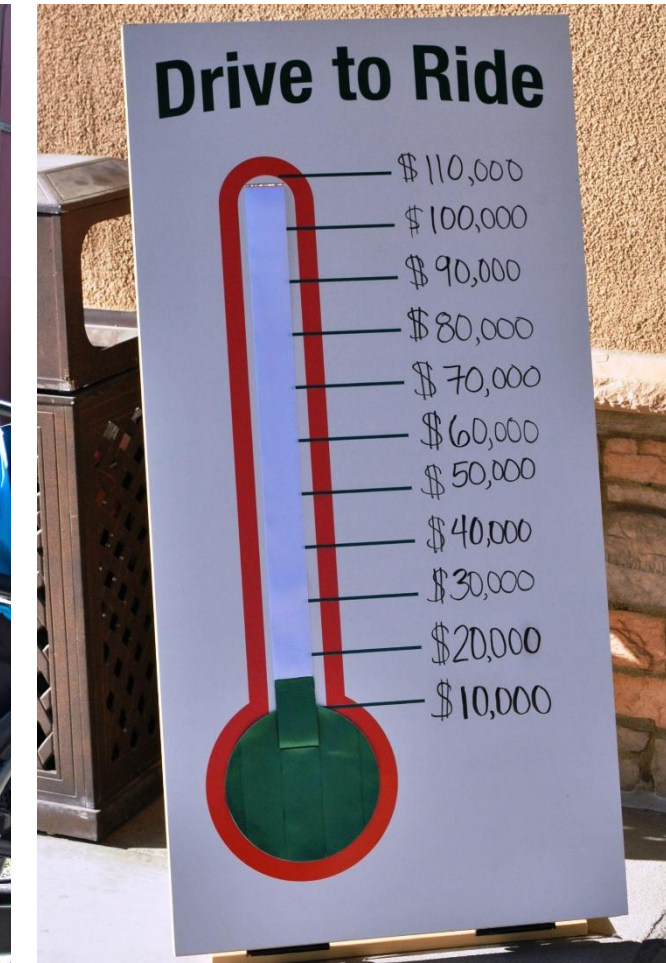


Staff

1. Post their Shea stories on the Drive to Ride website.
2. Share with friends, families, and social media.
3. Help raise money for the campaign!

The Why Behind the Drive-

Where we Started



The Why Behind the Drive-

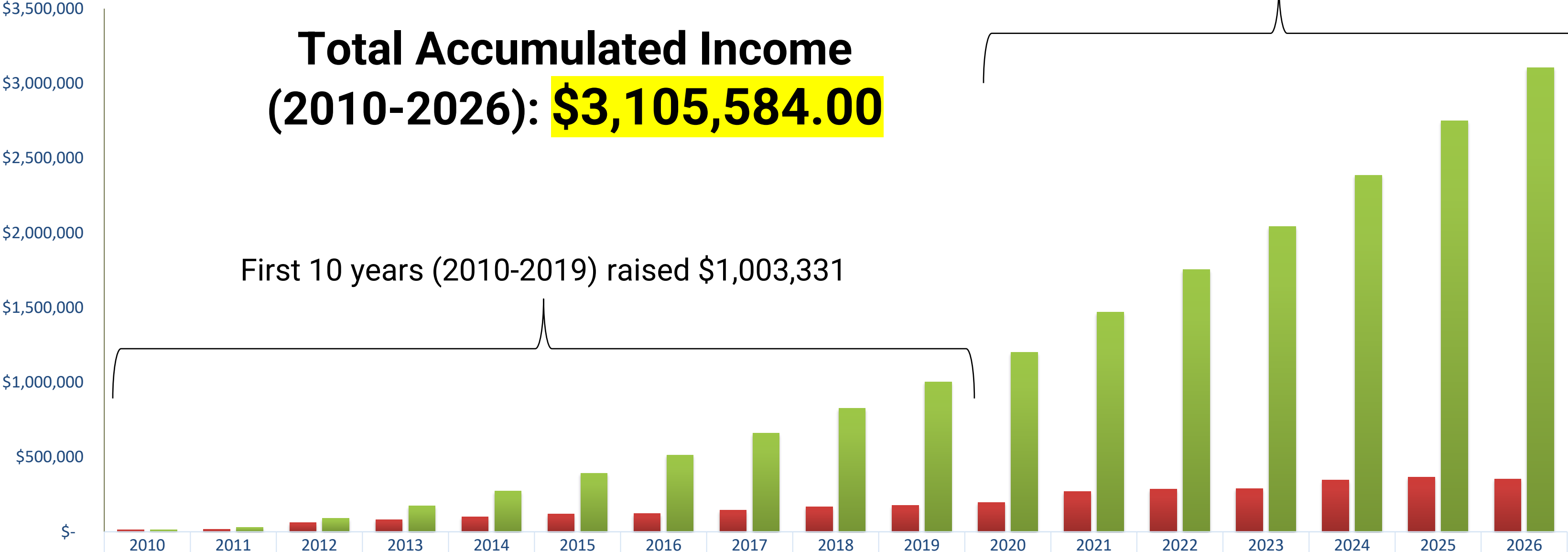


Drive to Ride History

Total Accumulated Income (2010-2026): \$3,105,584.00

Last 7 years (2020-2026) raised \$2,102,253

First 10 years (2010-2019) raised \$1,003,331



| | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 | 2025 | 2026 |
|--------------------------|----------|----------|----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| ■ Annual DTR Income | \$13,199 | \$16,687 | \$61,052 | \$81,777 | \$99,857 | \$119,549 | \$121,937 | \$145,666 | \$166,715 | \$176,892 | \$195,979 | \$268,974 | \$285,325 | \$287,748 | \$345,053 | \$364,860 | \$354,314 |
| ■ Accumulated DTR Income | \$13,199 | \$29,886 | \$90,938 | \$172,715 | \$272,572 | \$392,121 | \$514,058 | \$659,724 | \$826,439 | \$1,003,3 | \$1,199,3 | \$1,468,2 | \$1,753,6 | \$2,041,3 | \$2,386,4 | \$2,751,2 | \$3,105,5 |

The Why Behind the Drive-



The SheaCenter
for Therapeutic Riding



The Power of Storytelling



The Why Behind the Drive-



What Makes a Story Work?

100-150 stories per year

1. From the Heart

2. Personal Experience

3. Impact & Results



Blakesly Grilione

Blakesly's Shea Story



Shea Client Story

Hi, my name is Blakesly and I am 6 years old. I am on the autism spectrum, and my parents have worked hard to find therapies that help me communicate and grow.

Donate Here!



I discovered my love for horses when I was 4 years old after watching my aunt ride for the first time. I was immediately excited to try, and something special happened — I began talking more. From that moment on, horses became my passion and a big part of my progress.

I'm not one for sports or large group activities, but with horses I feel comfortable, confident, and happy. I have been riding at The Shea Center since September, and I go every Tuesday without missing a week because it is my favorite day of the week.

My horse, Murray, and my occupational therapist, Missy, make every ride fun and meaningful. We go on trail rides, do scavenger hunts, and play games on horseback. When I ride, I talk more and express myself in ways that are harder for me elsewhere.

In December, I even received the "Yeehaw Award" because "yeehaw" is my favorite word to say while riding!

Therapeutic riding has made a real difference in my life. Your donations help fund the horses and support The Shea Center so more children like me can experience the joy and benefits of therapy in a fun and supportive environment.

Murray and I would truly appreciate your donations and support.



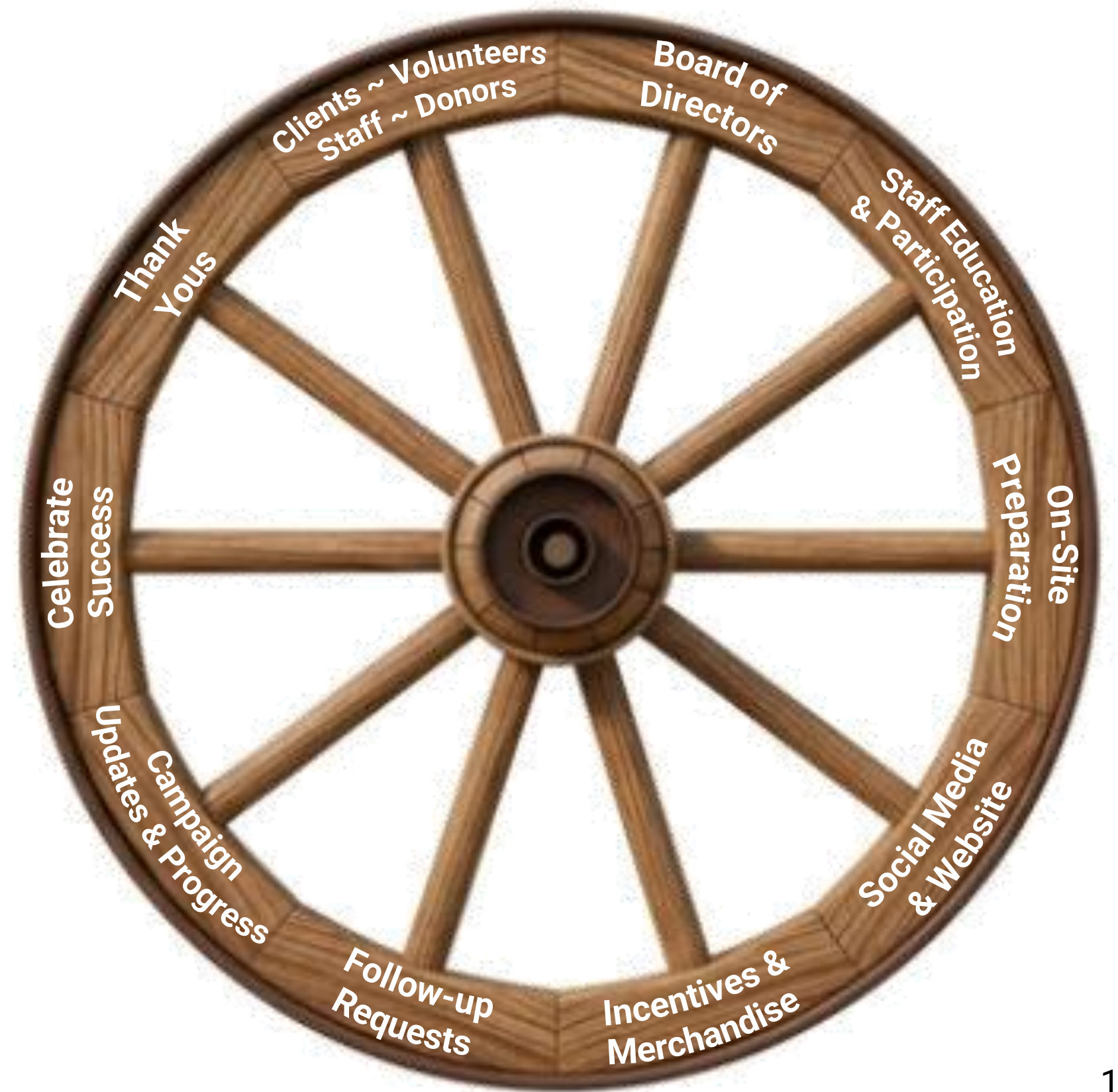
Part 2

Fueling the Campaign

Fueling the Campaign-

Wheel of Success

Each component works together to form a successful campaign.



Fueling the Campaign-



Creating a Timeline

| | |
|---|-------------------------------------|
| <p>1. Build October – December</p> | <p>2. Launch January</p> |
| <p>3. Execute February</p> | <p>4. Close March</p> |

Fueling the Campaign-



Lead Gifts

Who to Solicit?



Community



Client Parents



Peers



Board of Directors



Volunteers

Fueling the Campaign-

Lead Gifts

How to Ask?

1. Share the need
2. Include them in the plan
3. Encourage peer to peer asks
4. Recognize them!!

*****A note from a client goes a long way!***



Fueling the Campaign-



Engaging Donors

- 500-700 donors per DTR campaign
- About 50% new donors each year

New Donors

Goals: Expand beyond Campaign

Trends:

- Friends and family OF
- Minimal Shea knowledge
- Need basic campaign info
- Follow up is key
- Interested in particular story

Returning Donors

Goals: Repeat and Increased Giving, Major Gifts Pipeline

Trends:

- Volunteers and client families
- Expanded Shea knowledge
- Heard it before
- Pre-campaign stewardship is key
- Interested in prior results

Fueling the Campaign-



Website

Features:

- Support/Read a Story
- Tell Your Shea Story
- Make a Donation
- (general & stories)
- Fundraising Progress
- Social Media Links
- How to Information

Scan QR Code to View Website



Drive To Ride Fundraiser

Support/Read a Story | Tell Your Shea Story | Make a Donation | More

CLIENT FINANCIAL AID

HORSE CARE

PRIORITY PROGRAMS

Help Us Raise Funds

\$353,789.36 Raised | \$350,000.00 Goal

Fueling the Campaign-



Emails & Videos

How to get the Info out?



Dear {{Recipient.FirstName}},

The moment is here — our Annual **Drive to Ride** Fundraiser has officially begun, and you're invited to join us! 🐾❤️

At the Shea Center, we provide equine assisted services that empower individuals with disabilities to thrive. Drive to Ride is our online fundraising campaign that brings our community together to support what matters most: client financial aid, exceptional horse care, and priority programs

Here are three easy ways you can get involved:

- **Write and share** your Shea Story — a personal experience or connection with Shea
- **Help spread the word** by sharing a favorite Shea Story with friends and family
- **Make a donation** to support our programs and horses

🌟 **Exciting Incentive!**

A generous board member is helping kick things off by bringing their first 75 stories closer to their goals with a \$200 donation to each one! That means you'll be even closer to earning your exclusive 2026 Drive to Ride hoodie/crewneck! 🐾



Scan QR Code to Watch Video

Fueling the Campaign-

Incentives



Drive to Ride Pin

Free pin to everyone throughout the month



Drive to Ride Socks

Incentive to write Drive to Ride story before February 1st



Kick-Off Week Raffles

One volunteer and one client winner every lesson

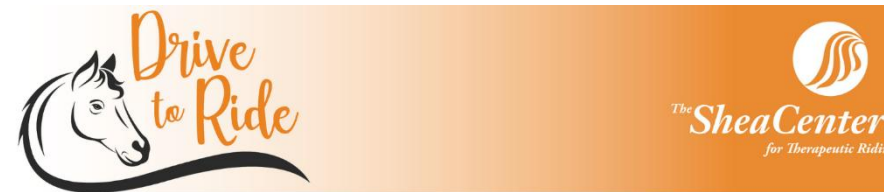
Fueling the Campaign-

Incentives



Drive to Ride Hoodie

Incentive to raise \$1,000 on your Drive to Ride story



Story Incentives

For client & volunteer stories

- **Highest earning Shea Story-**
\$500 Amazon gift card
- **Second highest earning Shea Story-**
\$300 Amazon gift card
- **Third highest earning Shea Story-**
\$200 Amazon gift card
- **Stories with the most donors (client and volunteer)-**
\$200 Amazon gift card



CLIENT FINANCIAL AID | HORSE CARE | PRIORITY PROGRAMS

Clients & Volunteers

Prizes for most money raised and most donors



Staff Winners

Prizes for most money raised and most stories inspired

Fueling the Campaign-

Social Media

sheacenter
Original audio



61 1 1 10

sheacenter 🐾 Drive to Ride is officially HERE! ❤️ Today we kick off our annual Drive to Ride fundraiser—our community-wide effort to support the life-changing equine assisted services at The Shea Center.

There are so many ways to be part of Drive to Ride:

- 🌟 Share your Shea Story
- 🌟 Support someone else's story
- 🌟 Make a donation

Join Us: SheaCenter.org/Drive

Together, we're working toward our \$350,000 goal—and every gift truly makes a difference. Join us today and help drive meaningful impact all month long.

#SheaDrive #SheaCenter #EquineAssistedServices #CommunityImpact #Fundraiser

February 1

sheacenter
Ella Joy Meir · Serenity (Instrumental)



108 3 13

sheacenter Meet Cole Mendoza, a 23-year-old whose love for horses has been a lifelong dream. Born with Down syndrome, verbal apraxia, bilateral clubbed feet, a heart defect, and a colon disease, Cole has overcome incredible obstacles—and nothing could stop his passion for riding. 🐾❤️

For years, he watched his sister ride and longed for the chance to ride himself. Thanks to the Adaptive Riding program and the generosity of donors, that dream finally came true. Each week, Cole lights up during lessons, loves the volunteers who support him, and can't wait to share photos and videos of his adventures.

👉 Read Cole's full story and help make more dreams like his possible during Drive to Ride: link in bio!

#SheaCenter #SheaDrive #AdaptiveRiding #EquineAssistedServices

February 20

sheacenter
J F Shea Therapeutic Riding Center



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sheacenter ❤️ What a difference ONE hour a week can make. 🐾🐾

Volunteer Mary shares her heart in this year's Drive to Ride fundraiser — and her story is a powerful reminder of why The Shea Center matters. 🌟

What began as bringing her youngest son to volunteer quickly became her own calling. What she didn't expect was the deep sense of fulfillment, peace, and joy she would receive in return. 🐾

Each week, Mary witnesses the excitement and freedom our clients and their families experience — moments that often move her to tears. 🥹 Having grown up with a horse of her own, volunteering is now her way to pay it forward so others can feel that same accomplishment and freedom. 🐾

"The Shea Center is an incredible gift to our community and to all those it serves." ❤️

Take a moment to read Mary's story and consider supporting her Drive to Ride page. Every gift helps sustain life-changing equine assisted services for those who need it most. 🐾

Read & support at link in bio!

#SheaDrive #SheaCenter #Volunteerism #EquineAssistedServices

February 23

sheacenter
J F Shea Therapeutic Riding Center



55 1 1 3

sheacenter The Drive to Ride competition winners are in — but the race isn't over! 🐾

We're still \$32,000 short of our overall goal, and our clients are counting on us. Every donation helps provide access to life-changing equine assisted services — let's finish strong, together! ❤️ Donate now at SheaCenter.org/drive/

If you've shared your story but haven't yet reached the \$1,000 level, there's still a week left to earn your Drive to Ride crewneck or hoodie.

Congratulations to our winners, and thank you for being part of this incredible community! 🌟

#SheaDrive #SheaCenter #EquineAssistedServices #Fundraiser

March 1

Fueling the Campaign-



YouTube Ad

Metrics and Results:

- **Spend:** \$2,498.70
- **Impressions:** 1,642,348
- **Views:** 94,396
- **Website Visits:** 26,584



Scan QR Code to Watch Video

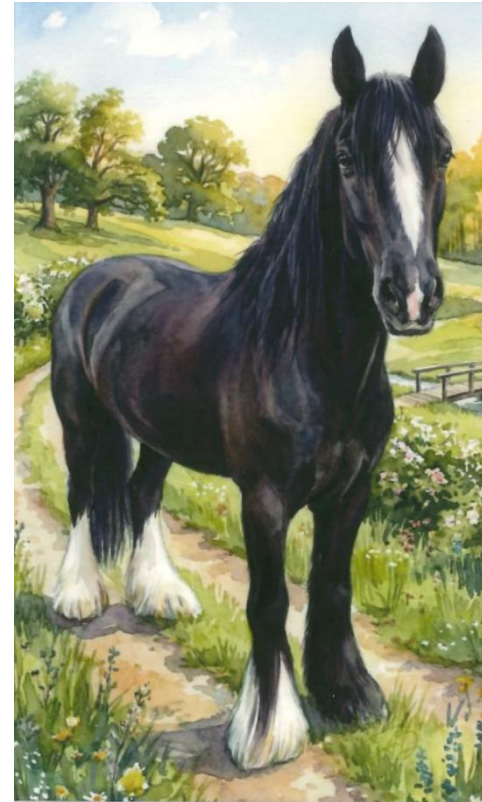


Fueling the Campaign-

Merch Table

Benefits:

- \$10,000+ in donations
- Highlight client work
- Presence on patio
- Clear out old merch
- Raffles, Business Cards, How to Sheets, etc.



Fueling the Campaign-

Matching Gifts

Have the Power to:

- Leverage lead gifts
- Engage board members
- Garner excitement
- End campaign strong



Scan QR Code to Watch Video





Part 3

Adapting for your Center

Adapting for Your Center-



Building your Campaign

How to Get Started:

- Decide what campaign supports
- Get team/board approval
- Figure out your goal
- Determine the right time frame
- Find a website
- Create collateral



Adapting for Your Center-

Staffing

Who are your right people?

- Loves the mission
- Is not afraid to ask for support
- Board member with influence
- Development staff is key
- Goal driven and positive



Adapting for Your Center-

Staffing

Important Roles:

- Staff Lead
- Logistics Lead
- Board Lead
- Volunteer Lead
- Program Champion



That's a Wrap on Drive to Ride!

Any Questions?



The SheaCenter
for Therapeutic Riding





Thank you!

Want this slideshow emailed to you?

Please add your name to the list!



The Shea Center
for Therapeutic Riding

