



JOCKEY FUNDRAISER GUIDE

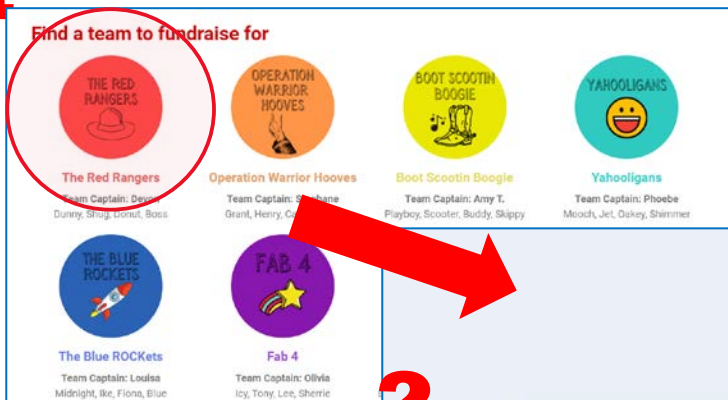


Healing Thru Horses

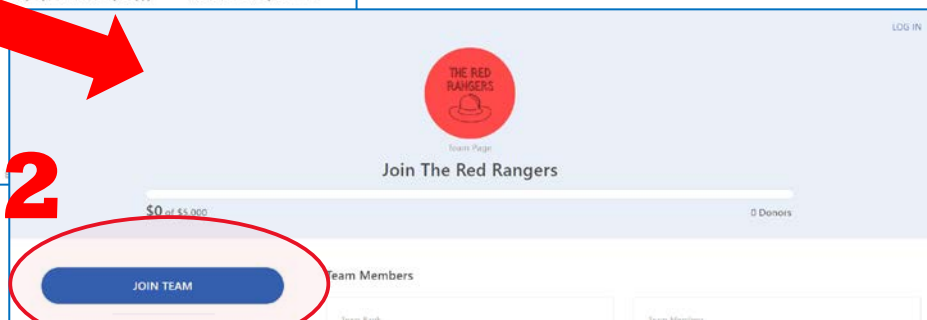
GETTING STARTED

Visit <https://ROCKride.org/rock-derby> to select a team and get signed up.

1. Click on the icon of your desired team

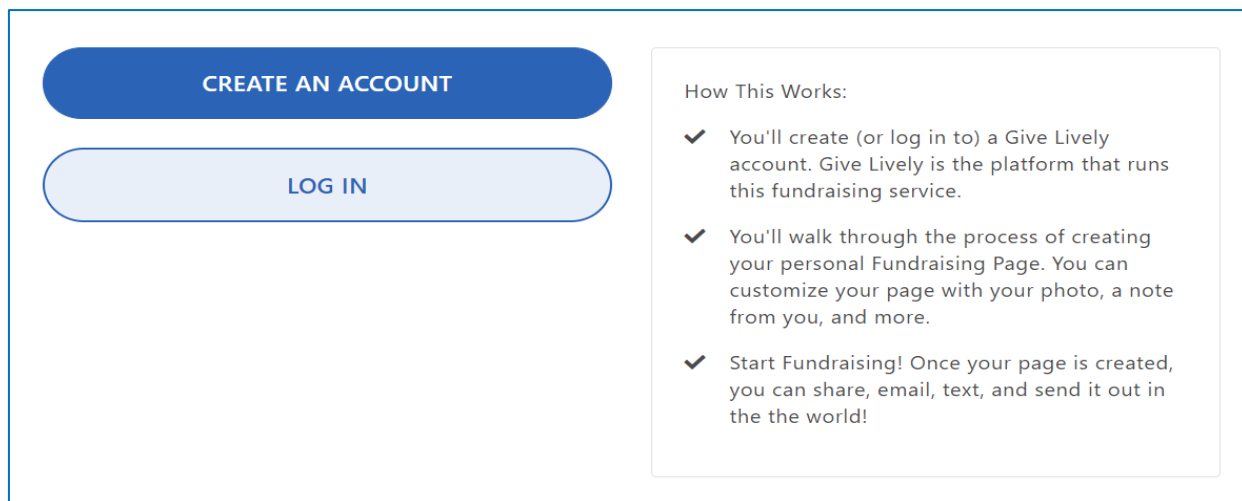


2. Click Join Team on the next page



TEAM NAME	TEAM CAPTAIN	EQUINE PARTNERS
The Red Rangers	Devon Felts	Dunny, Shug, Donut, Boss
Operation Warrior Hooves	Stephane Troxell	Grant, Henry, Cash, Sonny
Boot Scootin Boogie	Amy Tripson	Playboy, Scooter, Buddy, Skippy
Yahooligans	Phoebe Miller	Mooch, Jet, Oakey, Shimmer
The Blue ROCKets	Louisa Chandler	Midnight, Ike, Fiona, Blue
Fab 4	Olivia Coleman	Icy, Tony, Lee, Sherrie
Pretty in Pink	Alyssa O’Kelley	Belle, Skye, Miss Piggy, Peggy Sue

3. Create an Account or Log In to an existing one



CREATE AN ACCOUNT

LOG IN

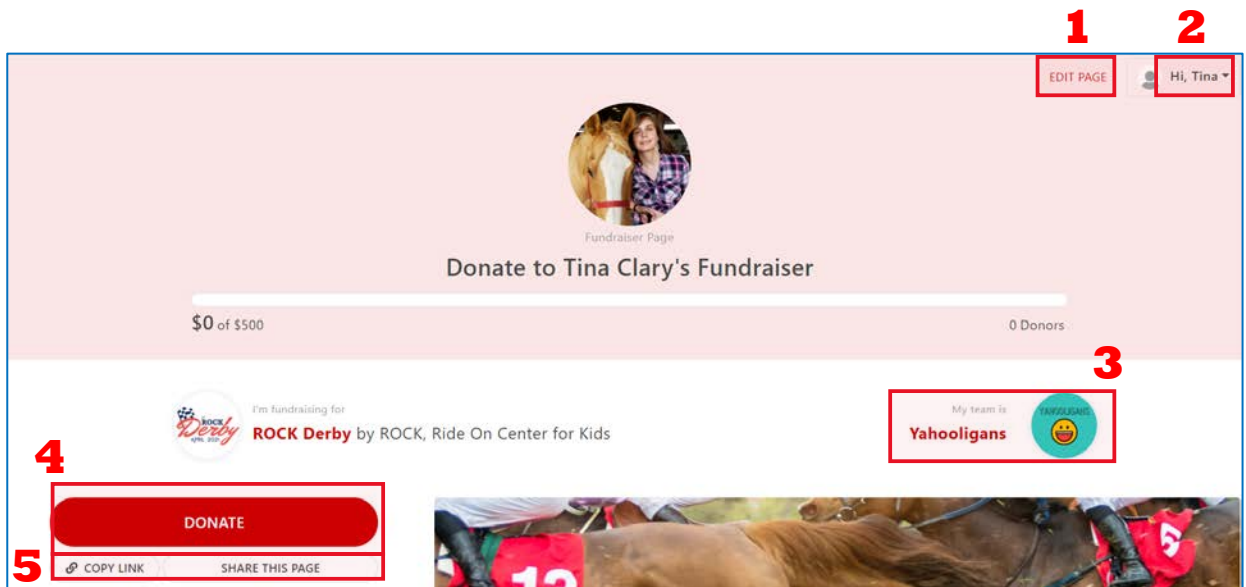
How This Works:

- ✓ You'll create (or log in to) a Give Lively account. Give Lively is the platform that runs this fundraising service.
- ✓ You'll walk through the process of creating your personal Fundraising Page. You can customize your page with your photo, a note from you, and more.
- ✓ Start Fundraising! Once your page is created, you can share, email, text, and send it out in the the world!

ROCK has partnered with Give Lively to provide jockey fundraiser pages and securely process online payments for ROCK Derby. If you've never created a Give Lively account before, select "Create New Account" or you may log into an existing account.

Congratulations! You are now signed up for the ROCK Derby and ready to kick off your fundraising campaign. The next few pages will familiarize you with your jockey profile page, team page and give you all the tools you need to succeed. Walk on!

JOCKEY PROFILES



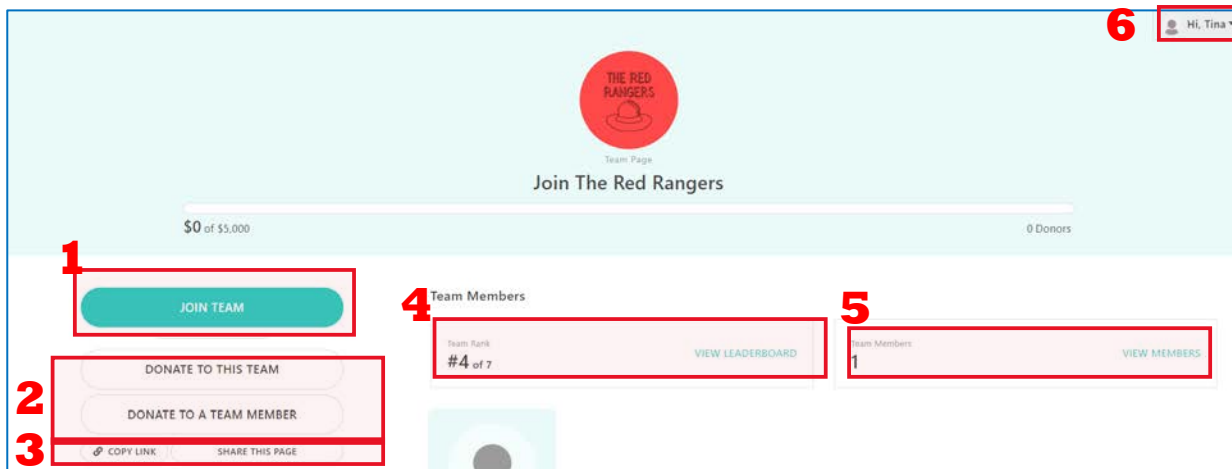
Every jockey will have their own profile page ("Fundraiser") which you can share with your friends and family. Every donation made through your jockey page will be credited to your overall total as well as your equine team.

To find your jockey page, visit the ROCK Derby leaderboard and search for your name here: <https://secure.givelively.org/leaderboard/rock-ride-on-center-for-kids/rock-derby/>

Below is a quick tour of the important things you'll find on your jockey page:

- 1. Edit Page:** Click here to update your fundraising goal, profile photo, cover photo, and personal message.
- 2. Log In/Log Out:** The name of the jockey currently logged in is displayed here. Press the down arrow to logout. If no one is logged in, the words "Log In" will appear here instead.
- 3. Your Team:** The logo and name of your equine team is displayed here. Clicking either will take you to your team page.
- 4. Donate:** Press this button to make a donation to YOUR jockey fundraiser. This is what your supporters will press to donate to your campaign.
- 5. Share Options:** Press Copy Link or Share This Page for options for social and email sharing.

TEAM PROFILES



Each team has a dedicated profile page where you can view your team rank, other team members, and get updates from your team captain.

To find a team page, visit the ROCK Derby portal and click on any team's icon:

<https://rockride.org/rock-derby>

Below is a quick tour of the important information you'll find on your team page:

- 1. Join Team:** If you haven't already joined this team, you'll have the option to do so. (If you are already a member of a team, "Joined Team" will be displayed instead.)
- 2. Donate to Team/Team Member:** Use "Donate to this team" to donate directly to a team. No jockey will be credited for the donation. Press "Donate to a Team Member" to view a list of all Team members. Donations made this way will be credit to the jockey AND team.
- 3. Sharing Options:** Press Copy Link or Share This Page for options for social and email sharing.
- 4. View Team Rank:** See the current rank for this team. Click "View leaderboard" to view all standings.
- 5. View Team Members:** Shows you how many people are currently on this team. Click View Members to see a complete list and view individual jockey profiles.
- 6. Log In/Log Out:** The name of the jockey currently logged in is displayed here. Press the down arrow to logout. If no one is logged in, the words "Log In" will appear here instead.

Tips for Successful Fundraising

Make the first donation your own

Get rid of the \$0 when you become the first person to donate to your fundraising campaign. This will show potential supporters that you're also invested and sets the bar for future donations.

Personalize your story

Take a moment to fill out your jockey profile completely. Use this space to tell potential donors why you're fundraising for ROCK and why ROCK is important to you.

Start a conversation

If asking someone for a donation is too intimidating, start a conversation instead. Let your friends and family know about the ROCK Derby and what you're doing to participate. Chances are they'll ask YOU how they can help.

Use Email & Social media to get the word out

Share, share and share some more! Use the sharing tools on your jockey profile to share your fundraiser with your social media network. This is one of the easiest and most effective ways to ask people to sponsor you. Take it a step further and follow up with a personalized email to make an even bigger impact.

Suggest an amount

Research shows that when you ask for a specific amount, you're likely to get it. Instead of just asking someone to donate, suggest an amount you think they can handle.

Start small and dream big

Set your fundraising goal to an amount you feel comfortable raising. Once you achieve your goal, raise it so your potential sponsors know the race isn't over.

Reach out to your community

Think outside the box when it comes to who might be able to support you. Reach out to your friends, family, co-workers, congregation members, neighbors, and local businesses. Even if they can't donate today, you're helping to spread the word about ROCK. We've also included a printable pledge sheet you can hand to potential sponsors to make it easier for them to donate.

Get a coaching session

Want to take your fundraising to the next level? Reach out to Karah@rockride.org for a personalized coaching session to make you into a superstar fundraiser.

Thank your sponsors and keep them updated

Your sponsors will appreciate getting a personalized thank you and receiving updates along the way so they can stay invested too.

Have fun

Most importantly, enjoy yourself! Events like this are more than an opportunity to raise money for ROCK. They're a great opportunity to get active in your local community and tell others about a place that means a lot to you.

CAN I COUNT YOU IN?

I am a jockey in the 1st ROCK Derby to support ROCK, Ride On Center for Kids. Scan the QR code and search for

_____ to sponsor me and help my team, _____ win the race.
(Your name) (Your team)

You can also visit ROCKride.org/rock-derby to learn more about this event and how you can help support ROCK's mission to improve independence and life skills in partnership with the horse.

Thank you!



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