

Equestrian Fundraising School Frequently Asked Questions

Who should take this course?

The Equestrian Fundraising School is intended for individuals with the skills, abilities, passion, and dedication to reach the highest levels of their chosen equestrian sport. The program is for those choosing to make equestrian sport their career.

Why should I register for the Equestrian Fundraising School if a college/university in my area offers similar courses?

Many of the courses offered through universities and colleges are geared towards public administration and non-profit employees. The Equestrian Fundraising School is directed towards individuals seeking personal support. There are tax and legal differences in these types of fundraising and the Equestrian Fundraising School addresses those issues.

What is the purpose?

The purpose of the program is to provide instruction relating to the communication, presentation, marketing and financial skills needed to secure financial support for reaching the highest levels of equestrian sports.

The donors that provided the initial funding support for this program passionately believe in giving back to their sport and their community. They want to instill this value in others when possible, hence, the giving back portion of the Equestrian Fundraising School, Offering Lessons in Fundraising and Giving.

How was the tuition rate determined?

The Equestrian Fundraising School is similar to online courses offered through colleges and universities. The cost of the program, the tuition charge, was set based on a survey of the cost to attend professional fundraising programs and university courses.

Why are participants asked to raise \$1,000?

Students are asked to raise additional funds for three reasons:

1. This requirement is designed to encourage them to practice asking for money. Throughout the course, there are 'homework' assignments intended to further students' understanding of the material presented. These assignments will increase students' comfort level when the time comes to ask others for funding and support. There are significant tax benefits for donors to give to a non-profit versus giving to an individual. By asking for donations for a non-profit initially, students will experience first-hand why donors may prefer that avenue.
2. The course is titled 'Equestrian Fundraising School, Offering Lessons in Fundraising and Giving.' It is designed to teach students how to gain the support they need for their

careers AND the importance of giving back to their community and their sport. Homework assignments encourage students to raise funds for The Dressage Foundation and other non-profit organizations as they also raise funds for themselves.

3. These funds will be used to support grants, scholarships and programs at The Dressage Foundation. A portion of the funds will be used to provide future training grants and potential scholarships directly related to the Equestrian Fundraising School.

What if I don't raise the \$1,000?

If a student does not raise the additional matching funds, they will still have gained valuable knowledge through the program. They will still be eligible for numerous grants and scholarship programs through The Dressage Foundation. They will not be able to apply for designated Equestrian Fundraising School grants as a graduate of the program.

Why do I need to learn about giving?

Giving is an important part of fundraising. By learning about giving, you will truly be placing yourself in the shoes of the donor. You will have first-hand experience and will be better able to relate to a donor. As you talk with people about supporting you and your career, this understanding will become more and more valuable.

Who is presenting each topic?

As the Foundation reviewed potential presenters, we looked to those in their respective fields with specific knowledge of the topic being presented.

Hilary Moore has organized numerous events and is therefore very well qualified to teach others what it takes to have a successful event.

Reese Koffler-Stanfield has been very successful in securing sponsorships and recognizing what it takes to build a mutually beneficial relationship with sponsors. Therefore, she is presenting the sessions related to sponsors.

Robin Gifford not only provided leadership for the United States Dressage Federation, she also started her own company, successfully teaching countless young adults how to present themselves properly to reach their goals in life. She will be presenting the lesson on communication skills.

Melissa Filipi, The Dressage Foundation Development Director and Certified Fundraising Executive, will be presenting the sessions on charitable gifts, using real world examples. Melissa, with her experience in grant writing as a paid employee and as a freelance writer, will present the session on grant writing.

Jenny Johnson, The Dressage Foundation Administrative Director, handles all aspects of the grant and scholarship review in conjunction with the Selection Committees. Jenny will provide valuable insight into the funds and programs at TDF, what makes a grant application successful, and common pitfalls to avoid.

Gil Merrick, of Mastery Concepts, will teach students valuable lessons related to asking for money. Gil's background with equestrian sports, management consulting, corporate training, and personal effectiveness have made him a sought-after speaker.

Jennifer Baumert, as a rider and instructor, working with riders in dressage, eventing, hunters and jumpers, has seen what it takes to succeed across disciplines and at all levels. She has had to prepare her own plans and goals to gain the support and funding for her career as well as assisting her students in their short- and long-range planning,

Qualified legal, financial, and tax advisors will provide valuable insight into the tax basics as they pertain to fundraising activities. These basics will apply directly to individuals seeking support for themselves as well as briefly covering the differences between tax issues when giving to individuals versus giving to a 501©3 organization. These advisors will also discuss ways to further maximize your support, how to make the most of the support you do receive.

At the conclusion of the program, students will hear directly from prominent supporters in equestrian support. Participants will hear exactly what it takes to receive funding from donors, how to approach them and how to build relationships with them.

Are there tuition scholarships available?

The Dressage Foundation is working to secure additional funding to provide scholarships for the Equestrian Fundraising School. In light of the confidential nature of these ongoing discussions, additional information is not currently available.

What grants will students be eligible to receive?

Graduates will be eligible to apply to a newly-formed fund at the Foundation for grants to further their training. This fund will be formed with a portion of the tuition and matching funds, as well as outside donations. The Foundation is working with potential donors to secure additional funds for this grant/scholarship fund. Again, in light of the confidential nature of these ongoing discussions, additional information is not currently available.

What other benefits will students receive?

Graduates will receive a fundraising toolkit with personalized stationery, business cards and reference materials. Students will also have access to Foundation staff and advisors for assistance in fundraising and charitable giving.