

Saddle Up for an ASHA Trail Ride

Introduction

This handbook has been prepared to give you step-by-step instructions on what to do and when to do it to ensure the success of your ride. If you have any questions, call us at 859.259.2742 for assistance or advice. We have provided all the materials that you need for your Ride-A-Thon. Follow-up certificates will arrive to you approximately 2-4 weeks after your ride is complete.

Where the Coordinator Begins

• Select and confirm the ride route, time and date

This should be completed as soon as possible.

First, make sure your ride date doesn't conflict with events already scheduled in your community by checking with your local schools and youth programs.

Select your course.

You are looking for a 10-mile trail (five miles out, five miles back). The route should be in an area well known in your community. Suggested areas include community parks, private stables, ranches or farms. Make sure there is adequate space near the start for parking and assembly.

• Recruit helpers

To be completed as soon as your route is selected.

Recruit your friends, relatives, or associates to work with you. Hold a planning meeting to review all tasks that need to be done and decide who will handle what jobs. Keep in touch with your helpers on a regular basis to be sure that all tasks are being completed on time.

Tasks to be Completed by You and Your Friends

• Rider recruitment

To be completed no later than four weeks before your ride date.

The most successful way to recruit participants to ride in your event is one-to-one contact! Don't forget to include your children, your helpers' children and their friends! Children are extremely helpful in recruiting riders their own age. The total success of your ride depends on recruiting riders with pledges to participate. Previous coordinators have found that the best time to recruit riders is three to four weeks before the ride. This allows riders enough time to obtain sponsors, but is not so early that riders lose enthusiasm.

Following is a list of suggested items to tell your riders:

- Give an overview of the activities of the American Saddlebred Horse Association and the reason for the ride. Use the informational brochure enclosed to help you with this.
- Tell the riders where the ride will take place, the date and rain date of the event, the hours (e.g. from 9:00 a.m. to 3:00 p.m.), and that a safe 10-mile course will be used. **Note:** Explain that either refreshments will be provided or they need to bring a sack lunch if that is the case.
- Tell everyone that in order to participate, they need to sign up sponsors for each mile they ride. Sponsors must be obtained before the Ride-A-Thon trail ride begins. Encourage them to get as many sponsors as possible. Example: if you have 10 sponsors at 30 cents a mile and ride 10 miles you would raise \$30.00 for ASHA.
- Show the group the sample certificate that you have received in your packet. Explain that everyone who completes the ride will receive a certificate.
- Distribute sponsor forms to everyone wanting to participate. Encourage the whole group to become involved. Invite each of them to bring a friend to ride with them on the day of the event. Offer an extra sponsor form for this purpose.
- **Secure Donated Prizes**
To be completed three and one half weeks before ride date. Riders will be motivated by major prizes such as: halter, horse supplies, equipment, etc. Ask local businesses to donate one or two major prizes to be given to the rider(s) collecting the most money turned in within 7 days after the ride. Each rider who turns in their money will receive a certificate of appreciation. If you cannot obtain major prizes, you can still be successful and have a great time.
- **Refreshments**
To be completed two weeks before ride date. If riders will be riding during lunch, you will need to arrange for refreshments or simply have everyone bring a sack lunch. Other refreshment ideas include: soft drinks, Kool-Aid, candy bars, cookies or fruit. Be sure to have water and don't forget the horses.



The Day of the Ride

On the day of the event, you will need helpers to handle the following:

- **Set up before the start of the ride**
 - Place the trail markers provided in your materials along the trail to keep the riders on course.
 - Set up registration and check-out tables with folding chairs.
 - Select areas along the trail for rest stops and for lunch or refreshments.
 - Display prizes at the registration table (if needed).
- **Registration of riders**
 - Proper registration is important. Rider control sheets to register riders are in your materials.
 - Each rider must bring a properly signed sponsor form to the registration table. Enter his/her name, total pledge per mile, and telephone number on the rider control sheet. **NOTE:** The registration/release/consent portion of the sponsor form must be signed by each rider, or if under 18, by the rider's parent or guardian.
 - The line number used on the rider control sheet can become the rider's number. Write that number down on the rider's sponsor form, file the sponsor form by the rider's last name and tell the rider to go to the starting point to begin.
 - While the riders ride, have a helper or two add up the total amount pledged for each rider (if they have already done so, you may want to check for accuracy), and complete the bottom section of each sponsor form and rider control form.
- **Registration and Check Point**
 - It is highly recommended that the ride start and end at the same location, even if you ride out five miles and then come back on the same trail. This allows everything to be set up only once and makes checking in and out much simpler.
- **Rider Checkout**
 - When the ride is over, all riders return to the registration table. Pull the riders' sponsor form from the file. Give the sponsor form and a collection envelope to the rider, and urge that collection of pledges begin at once. All pledges should be collected within 7 days.
 - Be sure to put the address where the collected pledges are to be returned on each rider's collection envelope. After all riders are checked out, the route area is cleaned

up, you and your volunteers are then ready to leave. Reminder: don't forget to tell your riders that all check should be made payable to ASHA.

Note: If you have to cancel your ride due to weather, ask your riders to collect sponsor pledges based on the 10 miles they would have ridden.

Follow-Up

To be completed one week after the ride.

The longer pledges are left uncollected, the better the chance they will never reach ASHA. Make telephone calls to every rider whose pledges you have not yet received. Remind these riders that the cut-off date for prizes is rapidly approaching and the success of the ride is determined by the amount of funds collected.

Wrap-Up

To be completed two weeks after your ride.

It is now time to send your proceeds to ASHA. Remember to send the copy of the rider control list back to us for a total number of certificates you need for your riders turning in money. Please be sure to include the names and telephone numbers of your helper. Insert the check and money orders, the copy of the rider control list and the completed sponsor forms in the return envelope and drop it in the mail.

Certificates will be sent to you two to four weeks after your money and order have been received.

A donor acknowledgement form letter is enclosed for those donors requesting a receipt. Remember, ASHA is a 501 (c)(3) corporation and donations may be tax deductible.



Busy People Get It Done

If you are like most ride coordinators, you are a very busy person. To get all of your many tasks completed on time, you have to be a good planner. As an aid to help keep you on schedule, what follows is a "not later than" timetable. All of these tasks can be done earlier, of course, but...

Not Later Than:

5 weeks ahead: route location, date and time secured

4 weeks ahead: make recruitment plans, get helpers

3½ weeks ahead: confirm donated prizes

3 weeks ahead: begin recruitment

2 weeks ahead: confirm refreshments and supplies

1 week ahead: final check

Final Checklist

- route checked for safety day before ride
- helpers secured for the ride
- refreshments and supplies secured
- prizes displayed
- clean up arranged
- first aid, pencils, calculator gathered for registration

Ride-A-Thon Safety Tips

1. Appoint an experienced trail boss to be in charge of the actual ride if possible.
2. Ride and mark the trail the day before the ride if possible.
3. Make sure stream crossings have solid bottoms and easily negotiated banks so no horse falls.
4. Have riders check all equipment before starting.
5. Do not allow adults to smoke while in the saddle.
6. Ride single file with one horse length between riders
7. Increase the distance to three (3) horse lengths when going up steep hills.
8. Don't go too far too fast. Remember horses need breaks.
9. Remember that the safety of all riders and horses is imperative to a successful ride.

Have a Great Time!

