



Fundraising Ambassador Story Guide

Your fundraising page is a powerful way to share why this cause matters to you and to invite others to stand with a program you believe in during the Horses for Mental Health Campaign.

This guide is here to help you write a short, genuine message that explains why you chose to support this program, what their work makes possible, and how your community can be part of that impact.

You don't need to say everything. Speak from the heart, use your own voice, and trust that your story is enough.

1. Fundraising Ambassador Worksheet

Why did you choose to support this program?

I'm supporting _____ because _____.

What about their work resonates with you?

What stands out to me about their work is _____.

Who does this program serve, and why does that matter?

They serve _____ in _____.

What becomes possible because of this work?

Their work helps make _____ possible.

What does your fundraising goal help support?

Funds raised will support _____, _____, and _____.

2. Plug-and-Play Ambassador Story Template

I'm fundraising in support of [Program Name] because their work matters deeply to me.

They serve [who they serve] in [community/region], creating opportunities for people to feel supported, connected, and not alone during difficult moments.

I believe in this work because [your personal reason or connection]. Through thoughtfully and professionally facilitated experiences with horses, people are offered space to slow down, reconnect, and move forward in meaningful ways.

During May, Mental Health Awareness Month, I'm working to help this program reach its fundraising goal so their care and support can continue to be available in the community.

Your donation goes directly to this program, supporting [2-3 concrete supports] and helping ensure this care remains available in their community.

I invite you to join me in supporting this important work and making a difference in our community.

Together, we can help ensure no one has to walk this journey alone.

3. One-Line Call to Action (CTA) Ideas

- Join me in making a difference in our community.
- I invite you to join me in supporting this important work.
- If this cause speaks to you, I'd love for you to be part of it.
- Together, we can help ensure no one has to walk this journey alone.
- Your support helps strengthen care and connection in our community.
- Thank you for supporting this program and the people they serve.

4. What to Avoid

- Making the page about yourself instead of the cause
- Over-explaining the program (link to the program's team page instead)
- Using guilt-based or pressure language
- Speaking for the program rather than sharing why you support them

Tip: Your role is to share why this work matters to you. You don't need to be an expert; share from your heart.

5. Example Fundraising Ambassador Page

I'm proud to be fundraising in support of Hoofprints Healing Center because I've seen how deeply their work impacts people in our community.

They support adults and teens navigating stress, trauma, and isolation by offering thoughtfully and professionally facilitated experiences with horses that create space for grounding, connection, and hope.

I chose to support Hoofprints because I believe mental health care incorporating horses should be accessible and community-rooted. **During May, Mental Health Awareness Month, I'm helping them reach their campaign goal so this support remains available for those who need it.**

Your donation goes directly to Hoofprints Healing Center, supporting access to programs, the care of their horses, and the safe environment where healing can unfold.

I invite you to join me in supporting this important work and making a difference in our community.

Together, we can help ensure no one has to walk this journey alone.

Summary

You do not need to say everything.

Share why you chose to support this program and why their work matters to you.

You are helping connect your community to a cause that creates real impact. Your story helps others see how their generosity can make a difference for the people and communities this program serves.

One clear, heartfelt message is more powerful than many explanations.