



# HORSES FOR MENTAL HEALTH C A M P A I G N

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## Team Page Story Guide

Your campaign page is one of the most powerful ways to invite your community to stand with your work during the Horses for Mental Health Campaign.

This guide was created to help you craft a short, heartfelt message that centers the people you serve, reflects your values, and helps supporters understand the meaningful role they play in making your work possible.

Use what resonates, adapt it to your voice, and trust that one clear, genuine message can go a long way.

### 1. Fill-In Worksheet

#### **Who do you serve?**

We serve \_\_\_\_\_ in \_\_\_\_\_.

#### **What are they often carrying when they arrive?**

Many come to us feeling \_\_\_\_\_.

#### **What becomes possible through your work with horses?**

Through time with horses, participants often experience \_\_\_\_\_.  
(Think about how people feel, relate, or show up differently.)

#### **Why does your work matter right now?**

This matters because \_\_\_\_\_.

#### **What does a donation make possible?**

Donations support \_\_\_\_\_, \_\_\_\_\_,  
and \_\_\_\_\_.

## 2. Plug-and-Play Story Template

At [Organization Name], we serve [who you serve] in [community/region] who are navigating [what they're carrying].

Through thoughtfully and professionally facilitated experiences with horses, people are invited to slow down, feel supported, and reconnect with themselves. Many arrive feeling [before]; they leave with more [after].

Your donation makes this possible. It supports [2–3 concrete supports], ensuring more people in our community don't have to walk their journey alone.

## 3. One-Line Call To Action (CTA) Ideas

*Choose a CTA that best reflects your tone and community.*

### **Community & Belonging**

*Your gift helps ensure no one has to walk this journey alone.*

### **Warm Invitation**

*Join us in bringing care, connection, and hope to our community.*

*Your support makes these moments of healing and connection possible.*

### **More Action-Forward**

*Help make these life-changing experiences possible today.*

*Give today to help open the door to connection, care, and healing.*

## 4. What to Avoid

- Long explanations of methods, models, or credentials
- Clinical or diagnostic language
- General statements that could describe any organization
- Listing everything donations support — focus on 2–3 key impacts
- Talking about the organization without centering the people served
- Urgent or guilt-based language that pressures people to give

**Tip #1:** Write as if you are inviting a caring neighbor or friend to be part of something meaningful. Keep it human, simple, and true to your voice.

**Tip #2:** On your campaign page, focus less on what your program does and more on what becomes possible because people choose to support it.

## 5. Examples

Here's an example:

### BEFORE (Typical, Service-Centered)

Hoofprints Healing Center provides equine-assisted services to individuals and families in our region. Our programs focus on mental health, personal growth, and wellness. Donations support program operations, horse care, and facilities.

### AFTER (Heart-Centered, Donor-as-Hero)

At Hoofprints Healing Center, we serve adults and teens in our rural community who are navigating stress, trauma, and isolation.

Through thoughtfully and professionally facilitated experiences with horses, people are invited to slow down, feel supported, and reconnect in ways that don't require having the right words. Many arrive feeling overwhelmed or disconnected; they leave with more grounding, confidence, and hope.

Your donation makes this possible. It supports access to programs, the care of our horses, and the safe space where healing can unfold - strengthening not just individuals, but the well-being of our entire community.

During May, Mental Health Awareness Month, we're participating in the Horses for Mental Health Campaign to raise awareness and support for this work in our community.

Your gift helps ensure no one has to walk this journey alone.

### **Additional Examples**

You may choose to highlight different aspects of your work, depending on what feels most important to your community.

**Mental Health Awareness Month** (*Connecting your work to broader mental health awareness and cultural impact*)

**Your donation makes this possible.** During Mental Health Awareness Month, your support helps create spaces where conversations about mental health are welcomed, stigma is reduced, and care is accessible within our community.

**Your gift helps ensure no one has to walk this journey alone.**

### **Community & Collective Care**

**Your donation makes this possible.** It helps ensure our community has a place where people can be seen, supported, and reminded they belong.

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

### **6. Summary**

**You do not need to say everything.**

Write your campaign page message and call to action in a way that reflects your community, your voice, and your heart.

As you write, remember that **your supporters are the heroes of this story.**

Your role is to help them see how their generosity makes a meaningful impact possible for the people you serve and the community you care about.

You are not asking for help; you are inviting people to be part of something that matters.  
**One clear message is more powerful than many explanations.**