





Team Cupcake: Sample Timeline: *Helping Horses Help Kids and Others Therapy Horse Derby*

*This is a sample of what your timeline and time commitment might look like as a Team Captain and does not imply this the best way to organize your Team. Be as creative as you like!

 Starting Now	2 Hours
• Pick your Therapy Horse Team	20 minutes
• Review the HHHKO Toolkit	20 minutes
• Set up your Team Page on Mighty Cause	20 minutes
• Develop your fundraising plan	1 hour

 October	6 Hours
• Attend the Live Virtual Kick-off, October 2	30 minutes
• Create interest on social media	
○ Share Mighty Cause Team page-direct ask	10 minutes
○ Picture and post of Cupcake eating watermelon	10 minutes
○ 60 second video of Cupcake on the farm, talking about why she likes it here	10 minutes
○ Post about pig facts with picture	10 minutes
○ Share comments from Mighty Cause Team page	5 minutes
○ Add a short video to Mighty Cause Team page and share it	30 minutes
• Send out 10 letters/emails for donations	1 hour
• Create Cupcake photo book	
○ Get photos from PBJ Team, take photos	1 hour
○ Write captions/story	1 hour
○ Submit to Shutterfly	1 hour

 November	3.5 Hours
• Continue excitement on social media	
○ Post the Cupcake book for sale-weekly	20 minutes
○ Share update of Leaderboard standing from Mighty Cause	20 minutes
○ Create Cupcake's Thanksgiving invite	20 minutes
• Text/Email invites for Thanksgiving Live event	30 minutes
• Facebook Live event of Cupcake's Thanksgiving	1 hour
• Follow up on letters/emails	1 hour

 December	5.5 Hours
• Share weekly updates from Mighty Cause	20 minutes
• Have a Cupcake book sale at a local book store	3 hours
• Final follow up on letters/emails/asks	1 hour
• Attend the Virtual Live Closing Ceremony, December 28	1 hour

 January	1 Hour
• Thank your donors!	1 hour

Your time commitment will be anywhere from 2-5 hours per month, or depending on your individual goals and fundraising activities. The higher the donations, the less time you'll spend!

Team Captains can greatly adjust this timeline by:

- Donating themselves
- Asking for higher donation amounts from each donor
- Holding 1 event that aims to raise the entire amount
- Being creative, having fun and generating excitement for their team!