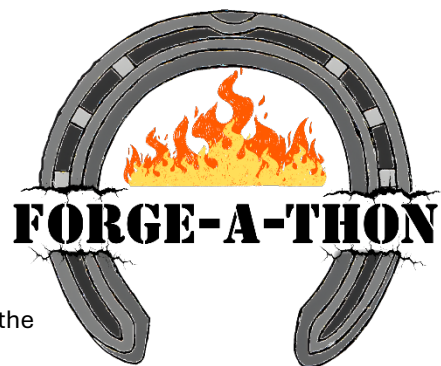


PARTICIPANT GUIDE



AMERICAN FARRIER'S ASSOCIATION FOUNDATION

The Foundation Forge-a-Thon officially begins on Monday, February 16 and runs through Monday, March 16, leading right up to the American Farrier's Association Convention. During these 30 days, we suggest a minimum goal of building 30 shoes, though participants are welcome to set more ambitious goals!

Once you've set your goal, share it with friends, family, and clients. Let them know why American Farrier's Association (AFA) programs are important to you and invite them to support your efforts. You may print pledge forms for mail-in donations or share the online donation link for easy giving. Be sure donors include your name under "Participant" so you receive credit for their contribution!

PRIZES & INCENTIVES

There are prizes on the line! Every participant who raises at least **\$50** will receive an official Foundation Forge-A-Thon T-shirt! Top fundraising participants will also be eligible for additional prizes!

SHARE YOUR JOURNEY

Sharing your progress on social media helps spread the word and keeps supporters engaged. Let your friends and followers know you're taking on the challenge and how they can donate or sign up themselves. The more participants involved, the greater the impact we can make!

We recommend sharing the following milestones:

- **Your Sign-Up:** Share why the AFA is important to you and how people can donate.
- **Forge-A-Thon Kickoff:** Your shoe-building and fundraising goals.
- **Progress Updates:** Milestones along the way (photos from the forge are encouraged!)
- **Goal Achieved:** Celebrate when you reach your shoe-building or fundraising goal.
- **Forge-A-Thon Finale:** Total shoes built, funds raised, lessons learned, and donor thanks!

At the conclusion of the Forge-A-Thon, all donations will be officially tallied. The highest fundraising participants in both the **Open** and **Student** Divisions will be announced at the American Farrier's Association 54th Annual Convention Grand Finale Banquet in Little Rock, AR!

Let's work together to fund AFA programs and help build a permanent home for the American Farrier's Association.

FREQUENTLY ASKED QUESTIONS

What kind of shoes should I build?

You may build any type of shoes during the Forge-A-Thon. This flexibility allows you to tailor the challenge to your skill level and goals. Shoes may include those for horses you service, plain stamped or bar shoes for CJF preparation, or practice shoes for the AFA National Forging and Horseshoeing Competition. The important thing is to get in the forge!

Do I need to forge a shoe every day?

No. Shoes may be made at any point during the fundraiser, as long as your goal is completed by **March 16**.

How do I receive my participant T-shirt?

After the Forge-a-thon concludes, all participants who raise at least **\$50** will receive an event T-shirt. Please allow time for printing and shipping.