



SARATOGA  
**WarHorse**

## **Veterans Day Giving Day** **11.11.2019**

**BOILERPLATE** *Post this standard message on your website or use it in email communications to encourage your friends and colleagues to support Saratoga WarHorse on Veterans Day.*

This Veterans Day, November 11, 2019, Saratoga WarHorse invites all fans, followers, volunteers, friends, family, and veterans to take part in a day-long giving event dedicated to helping our veterans and off-the-track Thoroughbred racehorses get back on track. Visit [saratogawarhorse.org/giving-day](http://saratogawarhorse.org/giving-day) to learn more and make a gift.

**KEY MESSAGES** *The following Veterans Giving Day messages can be copied and pasted into communications materials. Or take these messages as a starting point and tailor them to make them your own.*

**Veterans Day Giving Day** Saratoga WarHorse offers a unique three-day program at **no cost** to veterans struggling from Post-Traumatic Stress and other invisible wounds. This Veterans Day, join a community of hundreds of supporters to make a powerful impact on a single day.

**Sponsor-a-Veteran** Our goal this Veterans Day is to sponsor six veterans-in-need, or one entire Saratoga WarHorse program. From transportation to meals to equine training and instructor fees, it takes nearly \$3,000 to change a veteran's life.

**Fund a Saratoga WarHorse Program** The Saratoga WarHorse program takes place during 3-day classes, offered several times each month. The average class size is 6 participants. This Veterans Day, you can help fund an entire program by donating to cover the cost of attendance for 6 veterans-in-need.

**Helping Veterans. Helping Horses.** Saratoga WarHorse serves military veterans and service members living with Post-Traumatic Stress (PTS) throughout the United States. We help these veterans to move past their trauma by partnering them with rescued and retired off-the-track Thoroughbred racehorses. We refer to our innovative approach to addressing PTS as the "Connection Process."



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**HASHTAGS** *Use these hashtags to add your message to a growing conversation about Veterans Day Giving Day.*

#SaratogaWarHorse  
#SWHGivingDay  
#ScarletForever  
#Rutgers

**HEADLINES** *These catchy phrases can be used for email subject lines, article titles, or anywhere else you need a clear call to action.*

- Give today. Change a Life.
- Sponsor-a-Veteran
- Helping Veterans. Helping Horses.
- 11.11 Make a Wish