

asrc WALK for autism

April 26, 2020 - Choate Rosemary Hall

Team and Participant Guide



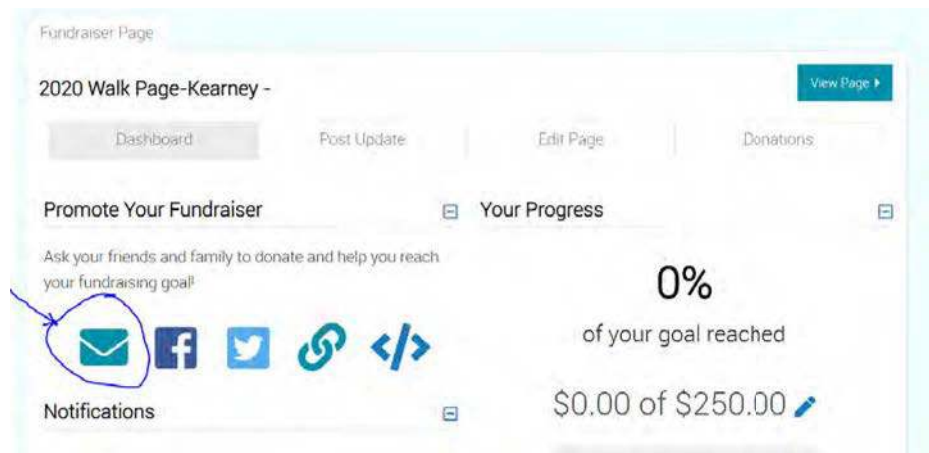
Team Captain Guide

ASRC Walk for Autism & Festival

Thank You!

You have signed up for the ASRC Walk for Autism and Festival. Thank you! You are making a difference in a positive way in the life of someone with Autism, and your participation will help in raising funds to support the work of ASRC and promote autism awareness statewide. It is especially important to note that **100% of Funds Raised by this Event stay in Connecticut!**

ASRC is a 501(c)(3) Nonprofit and All Donations Are Deductible!



This guide is for your use, to help in recruiting your team, promoting your page, and motivating folks to be a part of this fun day and great cause!

1. Recruit Your Team:

You can do it! An email or two that motivate friends to join your team and you are on your way! Attached to this guide are sample emails; you can click inside your Fundraiser page (as shown above) to get the process started!

2. Tell Them Why You are Walking:

Ask everyone you know to join your team - the worst they can say is "no". Provide facts about Autism, and be sure to personalize your email with your own stories. Use our tools to make your communications a success (next page).

3. Set a Team Goal:

- a. Make it realistic - but significant. When people work hard to reach a strong goal they feel a real sense of pride and accomplishment when they succeed.
- b. Share your goal with everyone. Put it on your individual fundraising page, in your emails, on your social media posts, and in all of your communications. Sharing your goal lets others see your commitment.

4. Lead by Example:

Making the first donation towards your goal helps set the bar, and shows your donors how important this cause is to you!

Email Fundraising

ASRC Walk for Autism & Festival

Emails and Online Fundraising Can Boost Your Results!!

Online fundraising is one of the easiest and most effective ways to raise money. It is also cost effective and a great way to maximize the impact of dollars going to support our mission.

It's SIMPLE to do!

It's convenient for donors because they automatically receive their tax receipts. Using email solicitation SAVES YOU TIME and allows you to KEEP TRACK of your outreach!

TIPS

- Aim High! Set your goal at \$1,000! Teams that reach \$1,000 or higher are on our "Wall of Honor"!
- Ask past donors to increase their support from last year.
- Remember to PERSONALIZE the email or social media messages!!
- Remember to say "Thank You" to your Team and to your donors.

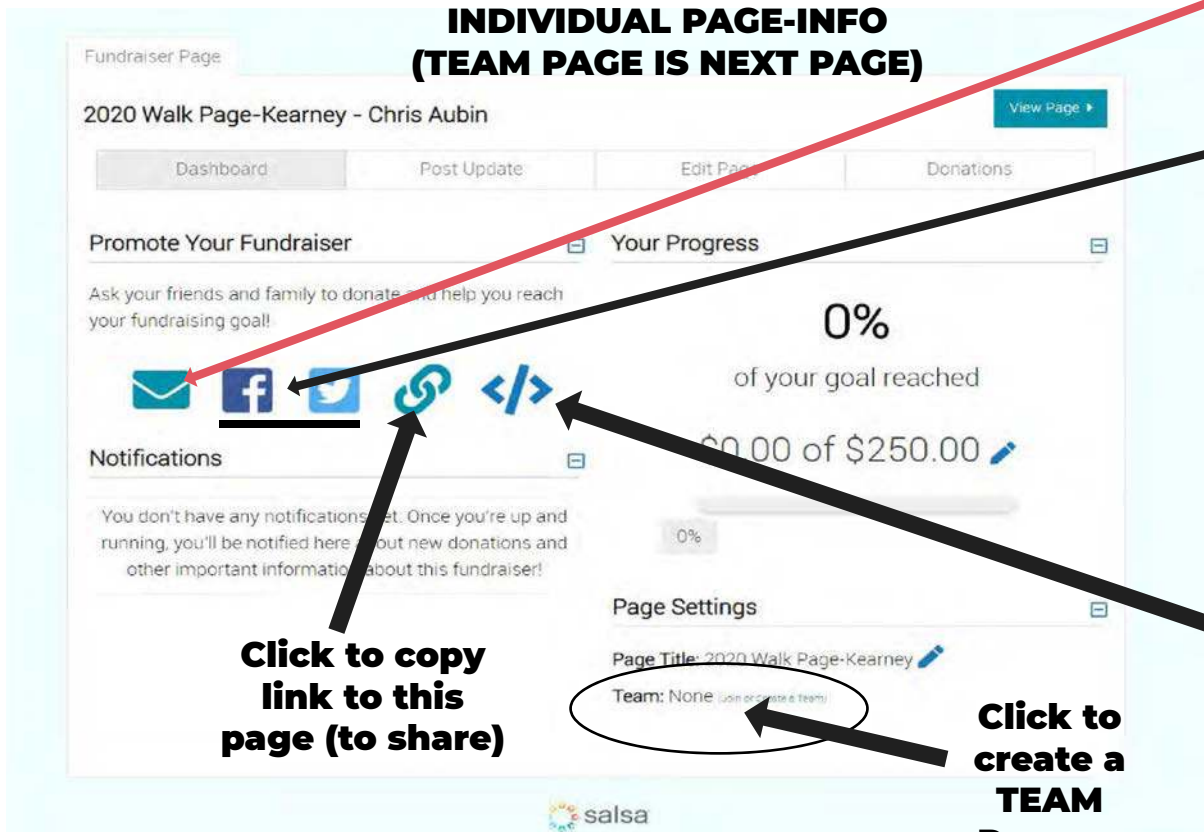
Click to send an email

Click to open Facebook or Twitter

Click to create code for a DONATE button for your use

Click to copy link to this page (to share)

Click to create a TEAM Page or JOIN ONE



INDIVIDUAL PAGE-INFO (TEAM PAGE IS NEXT PAGE)

Fundraiser Page

2020 Walk Page-Kearney - Chris Aubin View Page

Dashboard Post Update Edit Page Donations

Promote Your Fundraiser Your Progress

Ask your friends and family to donate and help you reach your fundraising goal!

0% of your goal reached

\$0.00 of \$250.00

Notifications

You don't have any notifications yet. Once you're up and running, you'll be notified here about new donations and other important information about this fundraiser!

Page Settings

Page Title: 2020 Walk Page-Kearney

Team: None Join or create a team

salsa

TEAM PAGE

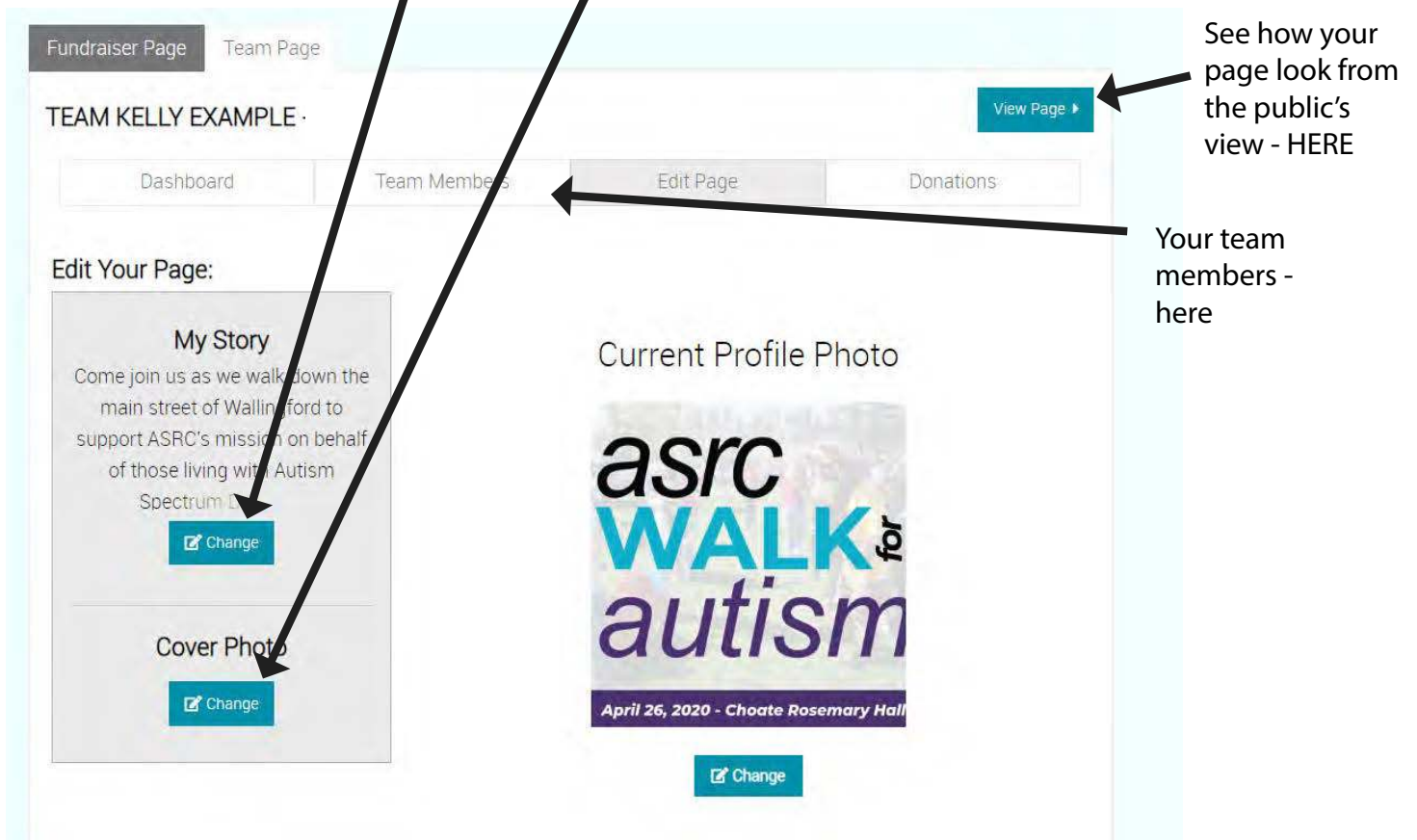
Keys to Items On Your Page

Questions About Your Team Page?

You have signed up for the ASRC Walk for Autism and Festival. On the previous page we showed you specifics for your INDIVIDUAL PAGE.

If you have a TEAM and you are the CAPTAIN, this is what your page controls (dashboard) will look like.

TIP: Customize! Put in your own story, picture and make it your own!!



The screenshot shows the 'Team Page' dashboard for 'TEAM KELLY EXAMPLE'. At the top, there are tabs for 'Fundraiser Page' and 'Team Page'. Below the tabs is a navigation bar with buttons for 'Dashboard', 'Team Members', 'Edit Page', and 'Donations'. A 'View Page' button is located in the top right corner. On the left side, under 'Edit Your Page:', there are sections for 'My Story' and 'Cover Photo', each with a 'Change' button. On the right side, there is a 'Current Profile Photo' section with a 'Change' button. Annotations with arrows point to the 'View Page' button (labeled 'See how your page look from the public's view - HERE'), the 'Team Members' button (labeled 'Your team members - here'), the 'My Story' section (labeled 'My Story'), and the 'Cover Photo' section (labeled 'Cover Photo').

FUNDRAISING IDEAS

- 1.** Ask 5 coworkers to donate \$20.
- 2.** Ask 2 family members to match your donation of \$25.
- 3.** Ask your company to match you and your coworkers donations.
- 4.** Go social! Make an individual video to share why you are fundraising for this campaign.
- 5.** Go full DIY. Hold a workshop where teams teach people how to do a hobby or skill. From knitting to website coding there's no end to the skills that can be shared! Charge \$20 - \$30/person with a goal of having 20 attendees.
- 6.** Hold a team yard sale - de-clutter and fundraise at the same time!
- 7.** Arrange a breakfast for dinner fundraiser at a local community center, or a space with a big kitchen. Charge \$10/ person
- 8.** Sell organization merch at a community event.
- 9.** Is someone on your team artistic? Have them design greeting cards or facepaint at a fundraising event for donations!
- 10.** Reach out to your favorite dive or karaoke bar and see if your organization can host a guest bartending night and donate a portion of the evening's profits to the campaign.





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Email Fundraising

ASRC Walk for Autism & Festival

Sample Emails for your use!

#1 Get Out The Support!

Hi [First Name],

I am so excited to announce that this year's ASRC Walk for Autism & Festival will be held on April 26 at Choate Rosemary Hall, 333 Christian St, in Wallingford!

Your support over the years has been extremely instrumental to the success of the walk and the furthering of Autism Awareness in our community and around the world.

I'm writing you today to ask you to take another step with us as we look to make the **ASRC Walk & Festival for Autism** the most successful fundraising event of the year.

Would you consider participating in and raising money for the Walk & Festival by telling people in your network about the this great cause you support? We'd love your help in spreading awareness and reaching new audiences with a cause that both you and I care deeply about.

We've secured an online campaign homepage where you can form your own personal fundraising page and load pictures, tell stories, and tell your friends and family to visit. Check it out here: <http://bit.ly/ASRCWalk>(Note: this IS a secure site).

I can't thank you enough for your support and your consideration.
Gratefully,

<Your Name>



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Sample Emails for your use!

#2 Make A Difference

Spring will be here before you know it, and I would like you to join our team in support of **Autism Awareness Month** and **ASRC - Autism Services and Resources Connecticut**.

Need a reason to participate with us? How about “16.8 children per thousand” will be diagnosed with Autism this year? That’s how many lives are affected by Autism, and the rate, unfortunately, is increasing.

With you on our team, we can give individuals on the spectrum hope by raising money to fund the many programs, events, services and support groups that ASRC provides.

Our goal is to raise \$ [amount].

To reach that goal, we need at least [minimum number of people] to sign up to raise money and participate.

Can I count you in?

Getting started is easy. Just go to **<http://bit.ly/ASRCWalk>** and click “join team.” While you’re there, check out all of the cool happenings at this year’s ASRC Walk & Festival for Autism. It’s going to be a ton of fun!!

Sincerely,

Additional Fundraising Ideas

Corporate Matching Gift – Ask your company to match the amount of pledges you receive from your co-workers.

Garage Sale – Spring and Fall are great times to clean out all those unwanted items and host a garage sale for your Walk team.

Bake Sale - Host a bake sale with your friends or at your child's school.

Keep the Change – Turn your small change into additional dollars for your fundraising efforts.

Office Fundraising Challenge – Challenge your office colleagues to raise funds for your team. Hand out fundraising envelopes and provide an award or incentive to the top fundraiser.

Return Address Labels or Email Signature – Print return address labels for your outgoing mail or add a tagline to your personal email with *"I'm Walking for Autism Speaks Canada: Join or Donate Today"* and include your team link.

Business Support – Ask local restaurants or other local businesses to place a money jar at the front of their establishment.

Happy Hour Party – Invite all your friends (and their friends) to a happy hour and charge a small cover fee. Invite them to join your team or give additional donations.

Birthday for a Cause – Instead of gifts have your friends and family write a cheque to Autism Speaks Canada on your behalf.

The Bill Collectors – Ask your doctor, dentist, insurance agents, hair stylist, etc to write a cheque for you instead of the other way around!

Gym – Ask your gym to place a pledge jar at the front desk!

Neighbourly Love – Stick a flyer in their mailboxes explaining why you're raising money and ask them to donate.

Karaoke Night – Host a Karaoke night at your local bar and have people give donations to sing.

PTO Days – Ask your HR Dept. if you can donate your PTO time to your fundraising efforts – and consider providing an company match!

Proceeds Benefit – Ask a local store manager what the hot-selling item is and then ask if he or she would be willing to donate a percent of the sales from that particular item to your team.

Curse Jar – Always a favorite! Place a curse jar in the office and whenever someone says a bad word they have to open up their wallet, grab a Loonie and put it in the jar.

Company Grants – Find out if your company offers grants to employees who volunteer their time for charitable causes. You may need a letter from us confirming any volunteer activities, which we would be happy to provide.

Community Bulletin – Place an advertisement in your community newsletter letting everyone know what you're up to! Or better yet, invite them to join you at the Walk.

Schools – Get your child's classroom or school to help you fundraise.

Alumni Organizations – Ask your own college or university to make a donation or place an ad in their alumni newsletter about your philanthropic efforts.

Ask for the Right Amount – Don't miss the opportunity to increase your "ask" to a larger pledge when you think it is doable.

Clubs and Organizations – Send a solicitation letter to your local Knights of Columbus, Lions Club, Rotary Club, Kiwanis, etc. They support individuals in their communities.

Get an article in your local paper – Contact your local media outlet to share your human interest story about why you are walking. You can put in information about how people can contribute. And have a photo ready to go!