

**#2
Best Local
Charity
Event**

-Akron Life Magazine

STEP INTO AUTISM

Formerly the Autism 5k Run & Walk

Fundraising Toolkit



**JUNE 15, 2019
FIRESTONE STADIUM, AKRON**

Use this toolkit to take your fundraising efforts to the next level! It includes...

- Event details
- Fundraising incentive levels
- Fundraising tips & ideas
- Sample social media posts & emails
- Sample ask letter
- Donation receipts

PRESENTED BY



Cleveland Clinic
Akron General

For fundraising questions, contact
Kristen Robinson at 330.940.1441 x4
or visit runsignup.com/stepintoautism

EVENT DETAILS

ASGA's 9th Annual Step Into Autism

Presented by Cleveland Clinic Akron General

Formerly the Autism 5k Run & Walk

Saturday, June 15, 2019

8:30am - 11:00am

Firestone Stadium

1575 Firestone Parkway, Akron



Activities Include

- Step Into Autism One Mile Walk
- Resource Fair including over 40 vendors
- Kid's Zone w/ inflatables
- Carnival games
- Kid's Fun Run around the bases
- Contests:
 - T-Shirt design
 - Grand Club winners recognized
 - Largest fundraising and corporate/individual team recognized
- Sensory Zone
- Sponsor and team photos taken in visitor's stands



HONORARY CHAIR

Brian Harte, M.D.  **Cleveland Clinic**
Akron General

We are pleased to announce our first Honorary Chairman, Dr. Brian Harte, President of Cleveland Clinic Akron General (CCAG). Since 2017, ASGA has been working with CCAG with training and adapting procedures to better support the medical needs of individuals with autism.

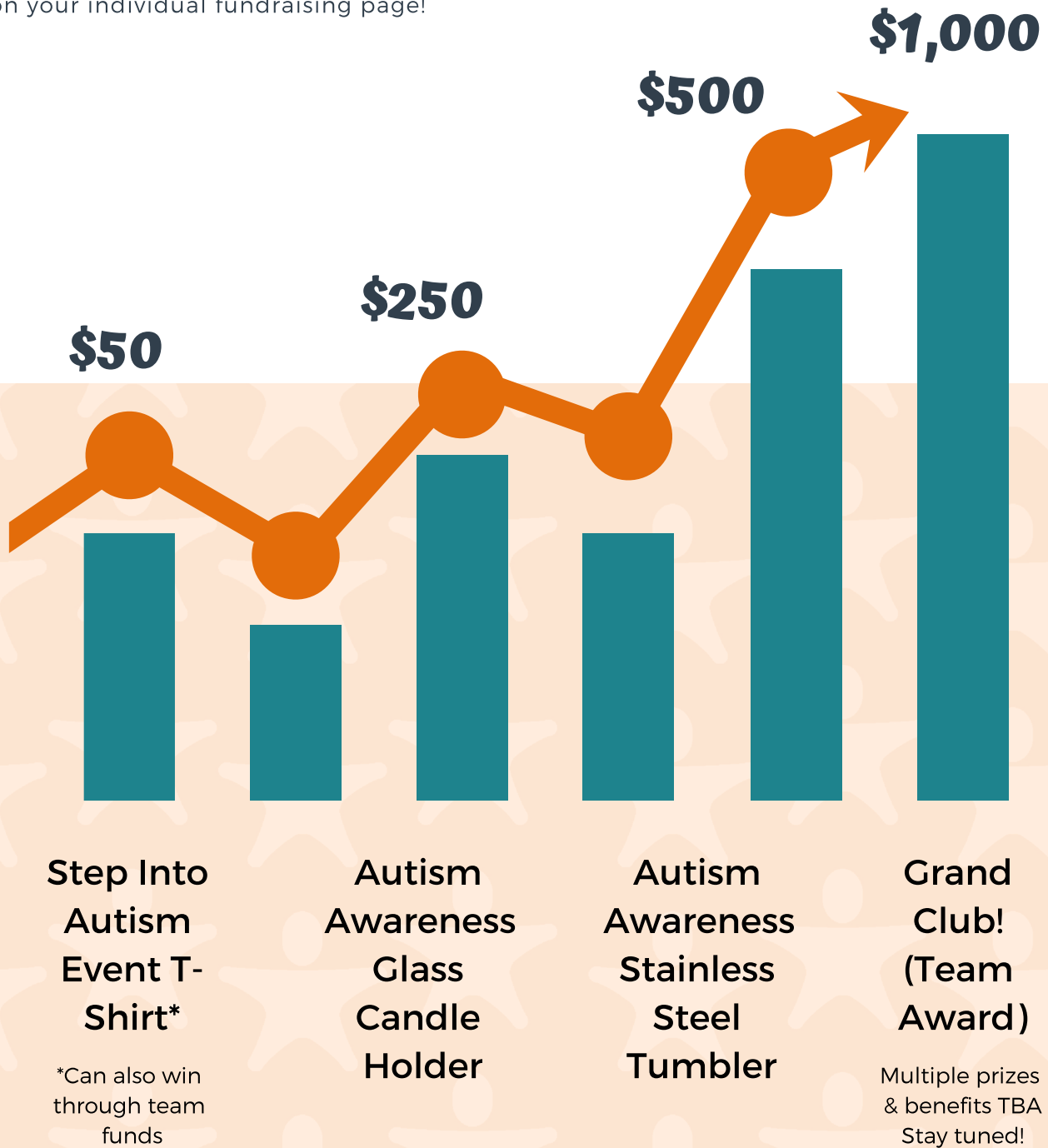
Thank you, Dr. Harte, and everyone at CCAG for "Stepping Into Autism..." with us!

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FUNDRAISING INCENTIVE LEVELS

We want to inspire you to raise money, so we're offering great prizes for reaching your fundraising goals! Check out what you can win when you reach these milestones on your individual fundraising page!



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MOTIVATE YOUR FUNDRAISING TEAM!

We work better together! A powerful way to leverage strength in numbers is to host a team kick-off party. Recruit your teammates for an informal meeting to launch your fundraising efforts. Make it a fun event with food and drinks, so that it doesn't feel like an obligation! Take pictures to post on your fundraising page and share on social media!

Friendly competition can also be powerful among team members! Create some well-defined challenges and goals for your teammates. Bragging rights not enough? Designate prizes for those who win your challenges!



FUNDRAISING IDEAS

Hold a 50/50 raffle on paydays at your workplace

Organize a fundraiser at a local restaurant. Teams hosted fundraisers at Chipotle, Chic-fil-a & Buffalo Wild Wings last year to name just a few.

Spring cleaning! Have a garage or yard sale

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Bake sale

Organize a charity golf tournament

Host a fundraiser at Painting With A Twist

Live stream a video game marathon

Car Wash



7 TIPS FOR FUNDRAISING SUCCESS

1

Be the first to donate

Inspire others to donate by making the first donation yourself. Fundraisers who make a self-donation are proven to raise more than those who don't.

2

Ask EVERYONE!

Don't feel guilty about asking. You will find that people will be honored to be included in your fundraiser. Ask your friends and family, your neighbors, your local delivery driver, your doctor, your dog's veterinarian, literally everyone!

3

Ask BIG!

If you ask someone for \$20 they will most likely give you \$20. If you ask for \$100 or \$200 they might say yes, or just give a smaller amount like \$50; you will get more than \$10. You don't lose anything if someone gives less than you ask. It helps to aim high!

4

Use a call to action

Use a story about how your life is affected by autism or general facts to make your ask more urgent. Set deadlines! The sooner you need to reach your goal, the stronger the call to action!

5

Use social media

Create a fundraising team on runsignup.com/stepintoautism and share it with your friends on social media! Linking to your fundraiser can make the process of giving quick and easy for your donors.

6

Follow up!

Lots of people plan on donating, but simply forget due to your email getting buried in their inbox - reach out again! We're all busy, and a reminder can help ensure that you don't lose any opportunities.

7

Take advantage of matching gifts

Many companies have matching gift programs that will match all or part of their employees' donations to charitable organizations like ASGA. Programs vary by employer, so ask your donor to check with their Human Resources department to find out if they are eligible!



SAMPLE SOCIAL MEDIA POSTS

An estimated 20k people are living with autism in the Greater Akron community. Please make a donation and help the Autism Society of Greater Akron serve more people walking the autism journey! Donate to my fundraising team at (link to fundraising page) #StepIntoAutism



I believe that people living with autism deserve inclusive programs and a more autism friendly community. Donate to the Autism Society of Greater Akron and help me make this dream a reality! Donate to my fundraising team at (link to fundraising page) #StepIntoAutism

SAMPLE ASK E-MAIL

Dear [FIRST NAME],

One in 59 children, their families, and countless thousands of adults live with autism. Locally, we estimate some 20,000 people are living with autism in the Greater Akron region today. Resources and inclusive programs can be difficult to come by, but in our area, the Autism Society of Greater Akron is our primary advocate for ensuring that autism is included as part our community's definition of diversity and inclusion.

And that's why I'm raising money for ASCA's Step Into Autism walk this year, to ensure that people living with autism in our community have access to autism inclusive programs, and doctors, teachers and first responders receive Autism Friendly training to make our community more inclusive. Will you support me by donating \$50 to my fundraising page (link to your fundraiser here)?

Thank you for helping me make Greater Akron a more Autism Friendly Community!

[SIGNED],

[YOUR NAME]



SAMPLE ASK LETTER

Dear (insert name),

I am showing support for (include your inspiration for fundraising here: a son, daughter, family member, neighbor, etc.) by fundraising for the Autism Society of Greater Akron's (ASGA), Step Into Autism this year. The event is on Saturday, June 15th at Firestone Stadium in Akron, and raises much needed funds for my local autism community. ASGA offers inclusive programs, educational training and are the "go to" organization for autism expertise in our community.

(Insert short story here of your connection with autism or how ASGA has helped you or your family)

ASGA relies on the generosity of donors to help them develop and maintain autism friendly communities throughout Summit, Medina, Portage, Stark and Wayne counties. 54% of their revenue last year was brought in by fundraisers like me.

I am asking you to show your support by making a tax-deductible gift today.

Please help me reach my goal of (insert goal amount) by donating to my fundraising team at (insert link to your team's RunSignUp page) or mail a check to the Autism Society of Greater Akron at 703 South Main Street, Akron, Ohio 44311. If mailing a check, please write my team's name, (insert name here), on the memo line!

Thank you for making a difference in (son's, daughter, etc.) life and being an advocate for people living with autism in our community!

Thank you!

(Your Name)





June 15th, 2019

The Autism Society of Greater Akron thanks you!

Name: _____

Donation Amount: _____

The Autism Society of Greater Akron is a 501 (c)3 nonprofit organization.
Contributions are tax deductible to the extent allowed by law.



www.autismakron.org



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