

AUTISM SOCIETY

Greater Akron



2017 FUNDRAISING GUIDE

REGISTER @ AutismAkron.org/run-walk

WELCOME



We are honored that you will be joining us for the seventh annual *Autism 5k and Walk* on June 17, 2017.

This is a fun, healthy, and effective way to show your support for all those impacted by autism in our community and to raise funds for the Autism Society of Greater Akron (ASGA). Your generosity helps us continue our vision that all affected by autism have the best quality of life possible.

OVERVIEW: Join more than 2,000 runners, walkers and families for a fun and festive FUN-draiser, that feels more like a summer party (in fact, the Beacon's headline called it just that)! Bounce houses, food, characters and games make this day a hit for the entire family, all while supporting a great cause!

DID YOU KNOW: Autism impacts 1:68 Children

Autism is a developmental disability that usually appears in the first three years of life. Autism is a "spectrum disorder" meaning that it looks different in different people. In general though, people with autism typically have severe difficulties with communication, behavior, and social relationships. The incidence of autism has increased in recent years to an approximate occurrence of 1 in 68 births -- nearly twice as great as the 2004 rate of 1 in 125 -- and almost 1 in 42 boys. Autism continues to receive more awareness which has opened opportunities for the country to consider how to support families facing a lifetime of care for their children.

FACTS AND STATISTICS

- More than 3.5 million Americans live with an autism spectrum disorder. (Buescher et al., 2014)
- Autism is the fastest-growing developmental disability. (CDC, 2008)
- The U.S. cost of autism over the lifespan is about \$2.4 million for a person with an intellectual disability, or \$1.4 million for a person without an intellectual disability. (Buescher et al., 2014)
- 35 percent of young adults (ages 19-23) with autism have not had a job or received postgraduate education after leaving high school. (Shattuck et al., 2012)
- There is no known cure for autism; however, autism is treatable. Children do not "outgrow" autism, but studies show that early diagnosis and intervention lead to significantly improved outcomes.

AUTISM SOCIETY OF GREATER AKRON: We're the local organization

The Autism Society of Greater Akron is one of 95 affiliates of the Autism Society of America, the nation's leading grassroots autism organization. In 2017, we will be celebrating our 25th Anniversary as an affiliate! Our affiliate serves Summit, Stark, Medina, Portage and Wayne counties. The Autism Society *improves the lives of all affected by autism* through our help line for information and referral to services, support, education, awareness, and advocacy.

With the increase in prevalence of autism, the requests for help from our organization have increased dramatically. The Autism Society responds to hundreds of inquiries from greater Akron each year about diagnosis, treatment, biomedical interventions, educational options, and local resources. The Autism Society of Greater Akron is a 501 (c) (3) nonprofit organization. Donations are tax-deductible.

FUNDS RAISED: All proceeds raised through this event stay local to directly help families in the Greater Akron area. While there are no fees for the Fun Walk, the average walker raises \$100 each to support this event. Team Captains let's set those goals and together, we can't wait to see what we can do to support local autism programs and services!

We have provided you with some fun tips and tools on the following pages which we hope will give you ideas on how to raise money for autism in our community!

2016 GRAND CLUB TEAMS

These teams raised \$1000 or more. We hope to see your team listed here this year!

TEAM	RAISED
Team Samboat	\$6550
Team Alena	\$4601
Howell Bell	\$4525
Andrew's Heroes	\$4307
Jonathan C's Life	\$3842
Philip's Fans!	\$3239
Run with David	\$1850

TEAM	RAISED
High Speed Chase	\$1426
Chester Law Group	\$1150
Dominion East Ohio	\$1100
Summit Academy Schools	\$1046
Team Monster Man	\$1025
Trent's Chicken Nuggets	\$1000

IMPORTANT DEADLINES

Online Registration: Closes at 5 PM on Friday, June 16 / Registration opens at 7:30 AM on Saturday, June 17

Registration Fees Increase by \$5 on Saturday, June 17 / 5k Run & Walk - \$40 / Students - \$25 / Individuals with a Disability - \$25

Do 5k Participants get SWAG? Yes, performance shirt, sunglasses and beach ball included in registration fee. MUST register by June 12 2017. Registrations after this date are subject to the quantity and sizes available on Event Day.

Do Fun Walk Participants get SWAG? Raise \$50 for performance shirt; raise \$100 for performance shirt, sunglasses and beach ball. Donations MUST be received at the ASGA office or posted online by 5 PM on Monday, June 12. Donations received after this date are subject to the quantity and sizes available on Event Day.

Prizes for Individual and Team Fundraising: Donations received at the ASGA office or posted online by 5 PM on Monday, June 12 that qualify for Grand Club (\$1000 or more) will be recognized on Event Day. Fundraising will remain open until July 31 with prizes awarded and individuals and teams recognized at the 8th Celebration & Kick-Off Meeting in February, 2018.

Why can't I see my team members? ONLY ONE Fundraising page (box on the page) is created for each CrowdRise Account. If you register 4 participants using the same CrowdRise Account, only ONE fundraising page (box) appears. The other members are registered, but do not have a fundraising page (box) unless registered using a separate CrowdRise Account. A roster of members can be found in your Report Center when you are logged in.

TEAM BUILDING 101



So you've decided to build a team and are ready to start collecting donations for your cause. Now what? Here's a few guidelines that might help:

Determine Your Goals and Objectives, Recruit a Team, and Develop a Fundraising Plan

SET GOALS: Below are a few samples:

- I'd like to raise \$_____ (aside from the awesome t-shirt you get for \$50)
- I'd like to run my first 5k/I'd like to walk my first 5k
- I want to raise awareness of autism
- I'd like to recruit my colleagues to walk together to get ready to compete in the 5k
- I want to walk with my family with other families like ours

Recruit a Team You don't have to do this alone. Here are a few ideas:

- Create a wellness team at work and then compete in our 5k as a team
- Build a team of family members, friends, and colleagues
- Challenge each one to raise \$100/person and tackle it individually or together

Promote Your Team Here are a few ideas:

- Family and Friends: Always there when you need them, send an email telling them about your team and invite them to be a part of it. Use your social media network and invite everyone to get in on the fun
- Work: Put up ASGA posters. Identify high traffic areas in your building (bathrooms, break rooms, coffee machines, water coolers etc.) to post your flyers inviting everyone to be on your team. Always let people know who they can contact for details (name and phone number).
- Kick it off! Perhaps you want to schedule a time and place for participants to get together. This "rally," which can be as simple as meeting for a glass of wine, should pump up participants as well as lay the groundwork for the campaign. Communicate the goal to all participants, including their role.
- Rally call! Keep your team posted on your progress. Send them motivating emails and praise your team on Facebook! Set up fun competitions for who can raise the most money in a week in the most creative way (keeping it legal of course).

Develop Your Plan

- This guide is full of fun ideas, bite off what makes sense to you and is feasible for your team.
- Be creative and have fun!
- Use the walk materials on the website at AutismAkron.org/run-walk/materials

Win Those Prizes

- Are there prizes? You bet!! There are prizes for Grand Club Teams (raising \$1000 or more) and individual fundraisers at different donation levels. Everyone can win, so let's go!!!

**Thank you for supporting autism.
Thank you for supporting the Autism Society of Greater Akron!**

Visit AutismAkron.org/run-walk for more info and ideas.

GETTING STARTED

Register at [CrowdRise.com/AkronAutism5kandWalk](https://www.crowdrise.com/AkronAutism5kandWalk).

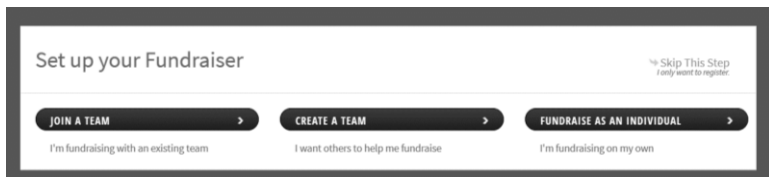
Question: If I participated last year, is my team already created?

Answer: NO, this is a NEW event, so every person must register for the event and create a team (if desired); however, if you have a CrowdRise account, you will use that to log in when prompted and do not have to create a new one.

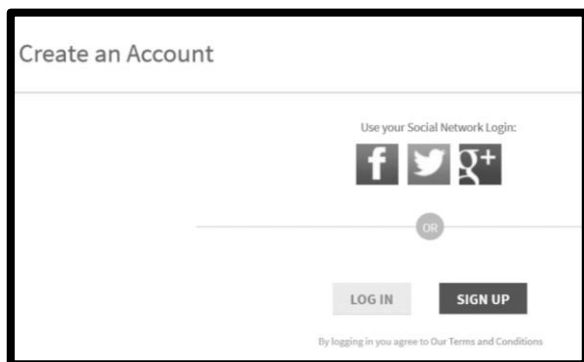
1. Use the orange “REGISTER” button to begin. Then choose how you want to participate:

- Run the 5k
- Walk the 5k
- Walk the One Mile Fun Walk (you can enter up to 6 participants at one time)
- Be a Virtual Participant

2. Then you can set up your fundraiser – Join an existing team (list will appear after you click this choice), create a new team (you will be asked for team name after you click this choice), register as an individual fundraiser or skip this step and register only.



3. You will be asked to create an account or sign in with an existing CrowdRise Account.



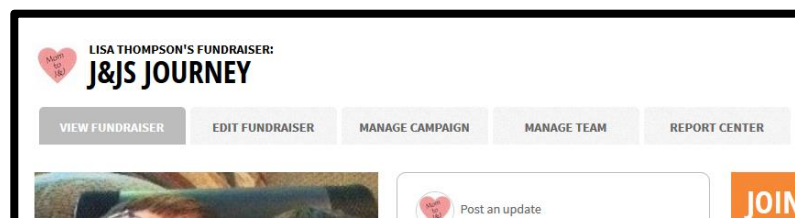
4. You will be asked to enter participant information and check the box to sign the waiver for the event.

NOTE: If you are signing up individuals and you wish them to get walk updates, please enter a separate email for them when prompted; otherwise, you will need to email them with updates.

5. You will be asked to enter a coupon code, if it applies or to enter credit card information, if there is a fee. Otherwise, complete the registration and you will receive a confirmation email.

6. If you created a team, or joined a team then you will be asked if you want to go to your fundraising page. Here you will see a series of tabs where you can:

- EDIT YOUR EVENT - Set your fundraising goal. make the story your personal one, upload photos
- REPORT CENTER – Download a list of your team members or donations received.



Why can't I see my team members? ONLY ONE Fundraising page (box on the page) is created for each CrowdRise Account. If you register 4 participants using the same CrowdRise Account, only ONE fundraising page (box) appears. The other members are registered, but do not have a fundraising page (box) unless registered using a separate CrowdRise Account. A roster of members can be found in your Report Center when you are logged in.

USE SOCIAL MEDIA

Facebook and Twitter are very powerful tools for fundraising. They are easy to use and a personal way to connect with friends and family all over the world with a minimal effort. Below are a few tips to get you started ...

FACEBOOK

LIKE us: Facebook.com/LaceItRaceItFaceIt

Make a Facebook Event – Invite friends to join your team and support your fundraising efforts

Update Your Status

- Share why you are Running/Walking
- Update your fundraising progress until the day of the event

Shout Outs – Post a shout out to your donors when they pledge! You can tag them in your post.

Use a Profile Picture or Facebook Cover – go to AutismAkron.org/run-walk, click on tools and then Facebook tools. Right click on the images to download them.



TWITTER

FOLLOW us: @laceitraceitfaceit

Retweet – A tweet from the Autism Society and/or your followers

Use the HASHTAG: #4AUTISM

Upload Photos

Create a Message – tweet a 140 character message that shares why you are running/walking for autism

Shout Outs – tweet each time you receive a new pledge or sign up a new team member.

EMAIL CAMPAIGN



Email is an incredibly effective fundraising tool, reaching a multitude of people with the click of a button. It is a great way to spread the word about your participation in the Autism 5k Run and Walk, and to ask others to join your team or donate to your cause.

TIPS & TRICKS

Make it Personal – Tell your story and share with others why you are Running/Walking whether it is to stay fit, have a connection to autism or just want to have fun.

Share a Photo – If you have participated in a past Autism 5k Run and Walk, share a picture of your team or your family.

Have Fun with It – Make a contest or game out of it – the first person to donate, or the largest donation gets a gift from you!

Say Thank You – Be sure to thank your donors after they make their donation, and again after you Run/Walk. Send them a picture of you at the event with the results from your fundraising.

SAMPLE EMAIL - REQUEST A DONATION

Everyone has blessings in their life. My blessing is my (son, daughter, etc.) who's diagnosed with Autism. Yes, it's trying at times; however, the Autism Society of Greater Akron is there for families like ours who live in our community that need help and support. They offer educational opportunities, teach awareness and understanding of autism, advocate for improved services, and are the "go to" agency on autism in our community. Their "Help Line" alone provided 500 hours of support to individuals who needed information and services, and they do this free.

For all these reasons, I am raising money to support this organization, so they can continue to support the autism community. Please consider joining our team or making a tax-deductible donation today. 100% of the money raised is donated to the programs provided for individuals affected by Autism. Simply make a quick online donation (insert link to your fundraising page) or mail a check to 701 S. Main Street, Akron Ohio 44311. Please write our team's name in the memo section.

Thank you for making a difference in my (son's, daughter's, etc.) life and for all the people impacted by autism in our community!

Team (insert team name here)

SAMPLE EMAIL - JOIN MY TEAM

On June 17, 2017, people will be crowding the streets in celebration of the Autism Society of Greater Akron's seventh annual **Autism 5K Run and Walk**. Here, we raise awareness and money to better the lives of those affected by Autism. Last year, over 2,200 people participated and \$115,000 was raised.

Join me and my team to exceed last year's victories, and give those affected by Autism the opportunities they deserve. 100% of the money raised is donated to the programs provided for these individuals, and is tax-deductible. It's easy to become a member of the team, just visit our team page (insert team page link) and use the "JOIN THE TEAM" button.

Thank you for joining Team (insert team name)! We hope to see you on June 17th!!

EMAIL CAMPAIGN



SAMPLE EMAIL - THANK YOU!

Thank you for taking the time to donate to our (team name). We appreciate your generosity and compassion for those affected by Autism. With your kind donation, the Autism Society of Greater Akron can stay true to its mission and help families with their Autism journey right here in our community.

The Autism Society of Greater Akron was founded in 1992 and is an affiliate of the Autism Society of America, a national network of affiliates who are a source of information, advocacy, education and support that reaches local communities. Greater Akron's service territory is Summit, Stark, Medina, Portage and Wayne counties.

Together, we are making a difference!

Sincerely,

(Team Name)

EMPLOYER MATCHING GIFT PROGRAMS



You've sent out emails to friends, called your relatives asking for support, and saturated your social media accounts with messages. You've raised some money, but you still want to do more. Great!

Employer Matching Gift Program – Double your impact! Many companies have programs through which they will match all or part of their employees' donations to charitable organizations. These matches are often dollar for dollar so matching gifts are a great way to increase and even double your fundraising totals. These programs vary from employer to employer, so talk with your Human Resources Department. Remember to ask your donors and team members to check with their employers as well.

Reminder: Matching gifts do not count toward a fundraising commitment until the matching check is received and processed by ASGA. So be sure to handle the matching gift process early and don't forget to ask when the check will actually be written and mailed to ASGA.

Visit our website for a list of employers offering matching gift programs. AutismAkron.org/run-walk

Fun Fundraising Ideas



HOLD YOUR OWN FUNDRAISER

Whether the fundraiser is for your personal efforts or a team fundraiser, it's a great way to get people together to raise funds AND awareness for Autism. Some ideas for fundraisers are on the pages that follow ... you can use these models and make them your own! Be sure to send any fundraisers you are hosting to ASGA at info@autismakron.org and we will post the details to our Facebook page and include in our News & Happenings emails.

FAMILY & FRIENDS TEAM IDEAS

Canning – Create an autism awareness information board, enlist some of your friends as volunteers and collect donations outside of your local supermarket. TIP: Make sure to first receive permission from the store.

Change Jar – Each team member takes a jar and the first person to fill it up gets a prize. Start off with small jars and increase in size each round. Prizes get better each round. Use the ASGA Donation Jar Labels.

Game Night – Host a party and have every team member bring their favorite game. \$10 to get in the door! Or hold a card tournament with a \$20 entry fee – half goes to the winner and half goes to your Akron Autism Walk team. Don't forget to set up a concessions stand for some extra fundraising.

Garage Sale – Team members band together by donating items for one huge garage sale. Advertise wherever you can. Make sure people know where their donations go!

Karaoke Night – Hold this event at a popular neighborhood spot and charge entrance OR rent a karaoke machine and hold a tournament at your house. Participants can sing their hearts out for autism and voting is done in dollars!

Network – Are you on Facebook, Twitter, Pinterest or any other social networking sites? Use it to let your friends and family across the country know about your fundraising efforts for Akron's Autism 5k Run & Walk. Post updates on your goal and your progress. Include links to your Walk webpage.

Wine Tasting Party – Get the wine, cheese and chocolate donated or pull from your team members' stashes! Invite all your friends to come and charge admission.

Workout Fun - Yoga / Zumba / Spin / Basketball / Soccer – Invite friends and family to participate. Find an instructor that will donate proceeds back to your team. Afterwards, provide workout treats and ask for donations. Train for your 5k and raise money at the same time!

SCHOOL TEAM IDEAS

Car Wash – Get your soap and sponges ready – wash cars and donate the proceeds. Find a popular location to get more visibility and raise more money.

Lemonade Stand – It's classic and effective. Let the kids help out and make the lemonade with a twist – add fresh fruit, serve as a slushy, or add an adult beverage.

Movie Night – Host a movie night in the school auditorium. Sell popcorn, homemade treats, drinks, and candy.

Fun Fundraising Ideas



MORE SCHOOL TEAM IDEAS

Pajama Day – Pay a small fee to wear pajamas to school.

Penny Wars or Change for Change – Each classroom competes to fill a jug. Offer a pizza party to the winner as an incentive.

Photo Booth – Set up a booth with a variety of props at lunch or in conjunction with another event and take photos with your smart phone for a donation.

Sporting Event – Raise awareness and funds. Hold a 50/50, raffle, donate concession sales or just simply collect donations by canning at the event. Announcer can share autism facts and information.

Sweets Sale – Make your favorite sweets and sell them at school. Make in the shape of puzzle pieces or the autism awareness ribbon. You can buy miniature candies and sell those too for a small donation.

COMPANY TEAM IDEAS

Company teams enjoy camaraderie in the workplace. Use incentives prizes like a prime parking spot, a comp day or company promotional wear to add to the fun. Some fundraising ideas are:

Paper Pinups for Sale – Sell the ASGA Paper Pinup (available on the website) for a \$1. Customers or employees can sign the paper pinup and they can be hung on a giving wall in the office or store.

Crazy Hat Day, Jeans Day, PJ Day, Sports Team Day – Have coworkers donate \$5 to participate. Use ASGA stickers to people can show support.

Jail and Bail – Kidnap a boss or owner, and ship them off to jail. They can post their own bail or they can solicit bail from friends, family, and employees.

Office Olympics – Have a fun day at work. Hold events like typing competitions, swivel chair races, staple pull contests, stress ball toss, water cooler drinking game, etc. Ask all athletes to pay an entry fee.

Pancake Breakfast – This is a perfect event to host before work. Create a mouthwatering hot breakfast menu with coffee and juice. Charge \$10 a plate!

Spot the Baby Competition – Have everyone bring a baby. Have co-workers, friends, or family see who can name the most. Charge \$5 for each entry.

VIP Parking – Raffle off that coveted parking spot for a year!

Zzzzzzs – Pay a fee to catch some extras Zs and come in late to work one Friday.

FUNDRAISING MATERIALS



FLYERS / POSTERS

Add your contact information to these flyers then place them near elevators or in the kitchen at your workplace, at your desk or on a local community bulletin board. Print on 8.5 x 11 paper.



DONATION JAR LABELS

Put these labels on containers to collect loose change. Keep it at your place of employment in the kitchen or break room or on your desk. Ask a local retailer or restaurant to place it near the register. Or bring it door-to-door throughout your neighborhood.

To print use Avery Labels 5168 or any label size 3-1/2" x 5" or print on 8.5 x 11 paper and cut apart.



BUSINESS CARDS

Hand them out to friends, family or anyone you meet. Include them in correspondence to colleagues, friends or family. Put them on the counter at local businesses or at the front desk of your workplace.

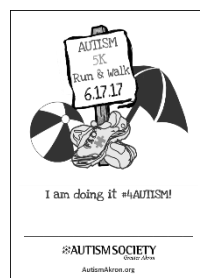
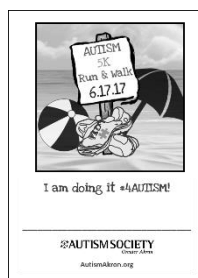
Print on Avery Business Card 8376, 8371 or any business cards size 3 1/2" x 2".



NOTE CARDS

Branded note-cards add credibility to donation requests. They also serve as a thoughtful way to thank volunteers, donors, and sponsors.

Print on Avery Note Card 8315, any note card size 4-1/4" x 5-1/2" or print on cardstock and cut to size.



PAPER PINUPS

Sell these paper pinups for a \$1 at a local retailer, at your school or have a competition among departments at the office.

Print on Avery Post Card 8383, 8387, any post card size 4-1/4" x 5-1/2" or print on cardstock and cut to size.

How to Raise \$150 in Seven Days



DAY	WHO TO ASK	TOTAL PER DAY	GRAND TOTAL
1	Send an email to three friends asking for a \$10 pledge.	\$30	\$30
2	Send an email to your three favorite relatives asking for a \$10 pledge.	\$30	\$60
3	Ask one parent and one sibling for \$10 each. Your birthday and/or a holiday is right around the corner!	\$20	\$80
4	Ask two neighbors for \$10.	\$20	\$100
5	Ask five people at your favorite restaurant, coffee shop, tavern, etc. For \$5.	\$25	\$125
6	Ask your best friend or significant other for a \$15 donation (don't forget to recruit them to Walk or Run with you!).	\$15	\$140
7	Add a personal contribution of \$10.	\$10	\$150

How to Raise \$500 in Ten Days



DAY	WHO TO ASK	TOTAL PER DAY	GRAND TOTAL
1	Add a personal contribution of \$25.	\$25	\$25
2	Ask three family members to match your personal donation of \$25.	\$75	\$100
3	Ask your best friend a \$25 donation.	\$25	\$125
4	Ask your boss for a \$25 contribution; better yet, ask if they will match the entire amount that you raise!	\$25	\$150
5	Ask five friends to sponsor you for \$10 each.	\$50	\$200
6	Ask five additional friends to sponsor you for \$10 each.	\$50	\$250
7	Ask five businesses that you frequent to sponsor you for \$10 each.	\$50	\$300
8	Ask five co-workers to sponsor you for \$10 each.	\$50	\$3350
9	Ask five neighbors to sponsor you for \$10 each.	\$50	\$400
10	Ask 10 people from your social circles to sponsor you for \$10 each.	\$100	\$500

Be a Grand Club Member - Raise \$1000



The #1 reason people give is because they were asked!

DAY	WHO TO ASK	TOTAL PER DAY	GRAND TOTAL
1	Add a personal contribution of \$25.	\$25	\$25
2	Ask 10 friends for a \$20 donation.	\$200	\$225
3	Ask 10 co-workers to give \$20	\$200	\$425
4	Ask 10 family members for \$20	\$200	\$625
5	Ask your doctor to give \$25	\$25	\$650
6	Ask your dentist to give \$25	\$25	\$675
7	Ask your hair dresser for \$25	\$25	\$700
8	Ask 4 businesses you frequent to give \$25	\$25	\$800
9	Ask 5 people at your place of worship for \$10	\$50	\$850
10	Ask 5 gym members for a donation of \$10	\$50	\$900
11	Ask 5 neighbors for \$10	\$50	\$950
12	Ask 5 club members to give \$10	\$50	\$1000

You're now a Grand Club Member and just raised \$1000 –
Share your success with your donors!