

# **AUTISM SOCIETY**

*Greater Akron*



## **2017 CORPORATE TEAM GUIDE**

REGISTER @ [AutismAkron.org/run-walk](http://AutismAkron.org/run-walk)

# WELCOME



Thank you for joining the Autism Society of Greater Akron's ***Autism 5k Run and Walk***, the largest charity event in Lock 3, bringing together some 2,400 friends, family, and community members to celebrate and support those living with autism.

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.

Companies are increasingly seeking ways to engage the community in ways that not only demonstrate being a good corporate citizen, but also provides employees an avenue to give back to causes important to them. Companies of any size can make a difference by building a team for the Autism 5k Run and Walk! Team building comes in all shapes and sizes, but delivers the same benefits:

- Corporate social responsibility programs can increase employee engagement up to 7.5%, increase employee productivity by 13%, reduce employee turnover by 50%, and increase revenue by as much as 20%.
- Consumers are more likely to buy, frequent, or engage with “good corporate citizens” who support charitable giving and volunteerism.
- Employees have the opportunity to work toward a common goal.
- Leadership skills are highlighted with volunteer Team Captains.
- Promotes health and wellness by encouraging walking and running for event day.
- Employees living with autism feel supported and valued by their company and colleagues.

**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!

#4Autism

# ABOUT ASGA & AUTISM



## 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 25<sup>th</sup> 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.

#4Autism

# GETTING STARTED



Start with your TEAM CAPTAIN. Depending on the company size, you may want a TEAM CAPTAIN for various departments. The TEAM CAPTAIN has the following job duties:

- Recruit people committed to helping you raise money #4Autism.
- Be sure they follow ASGA on Facebook and Twitter, Facebook.com/GreaterAkron and @ASGreaterAkron using hashtag #4Autism.
- Post their names and pictures in a common area – such as the kitchen or break room—as the awesome MEMBERS of your team!
- Register your team online at [autismakron.org/run-walk](http://autismakron.org/run-walk). Be sure to tell your story on your page about why the company is supporting the 5k and walk.
- Set team goal (most members set the goal of \$100/person, or corporate goal of \$3,000/team).
- Share who on your team is impacted by autism and ask them to tell their stories.
- Ensure team has tools to fundraise with the Autism 5k Run and Walk team tools, including web page link, sample emails, fundraising ideas, etc.
- Engage your customers by allowing them to donate to your team with labeled jars for donations, or badges where they can write their names. Post them to share!
- People who walk on a team raise more money than individual participants, so consider splitting your team by division or department. A little friendly fundraising competition can be a lot of fun and supports the cause with additional fundraising dollars!
- Does your company offer a charitable matching gift program? If so, make sure each Walk team member fills out the proper paperwork to get their contributions appropriately matched. Watch your fundraising dollars double (or sometimes triple) overnight!
- Thank your team with a pizza party or some other way to acknowledge their hard work!

## **June 17, 2017 - EVENT DAY**

Autism 5k Run and Walk Day is special. You can feel the energy in the air when family, friends and the community come together to support individuals and families living with autism. Have fun! Share your story!

- Wear Team T-shirts with the corporate logo.
- Jazz it up with items that help your team stand out, such as fun hats, necklaces, pin wheels, crazy socks.
- Take a video of your team and why they chose to support autism.
- Post it on your website, and share it on social media, Facebook.com/LaceltRaceltFacelt with #4Autism
- Have fun and enjoy the day!

## **Thank Your Donors**

- Personally thank every donor with an email or hand written note for supporting your team.
- Send a picture of your team at the event to share the fun!
- Let them know how their donation helped you reach your goal.
- Share the Autism Society of Greater Akron's story of supporting local families and individuals with autism.

# Fun Fundraising Ideas



## HOLD A FUNDRAISER

This is a great way to get people together to raise funds AND awareness for Autism. Some ideas for fundraisers are below ... 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](mailto:info@autismakron.org) and we will post the details to our Facebook page and include in our News & Happenings emails.

## COMPANY TEAM IDEAS

Company teams enjoy camaraderie in the workplace. Use incentive 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.

**Sweets Sale** – Make your favorite sweets and sell them at the office. 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.

**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.

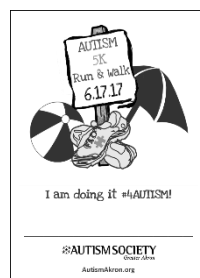
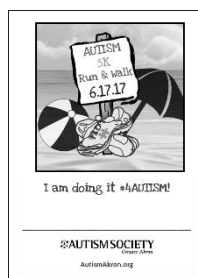
Print on Avery Business Card 8376, 8371 or any business cards size 3 1/2" x 2".



## 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!

# 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 8<sup>th</sup> 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.