TEAM CAPTAIN TOOLS & TIPS

Reaching out and asking for donations can be easy if you just follow some simple steps and use the resources we have available for you.

Here are some ways you can make the most of your fundraising efforts:

STEP 1 Set up your fundraising team page on our website

Go to www.autismyork.org, click on the "Walk" tab and it will take you to our Walk Home Page. From there, click on "Start a Team" where you can access a helpful guide with step by step directions on how to set up a team.

- ☐ Pick a unique team name that people can identify with. Make sure it isn't too similar to another team's name so that donations get posted to the correct team.
- ☐ Set a goal for the amount of money you would like to raise.
- ☐ Include a picture
- ☐ Share details personal to your team. It can be an abbreviated version of what you write in step 4, a list of special activities you are doing to raise money or anything you would like to share with people that visit your team page.
- ☐ If you need helping setting up your team page or would like us to do it, please email cward@autismyork.org for assistance.

STEP 2 Consider how you want to raise money

There are many ways to raise money for your team. Simply google "walk fundraising ideas" and you will find lots of creative ways to do so at home, with family, with friends, at work, in the community and so forth. We have provided a variety of posters, flyers, postcards, business cards and labels on our Team Toolkit page to help you with whatever method(s) you choose. Some of them include an option to type in your team name and an option if you want to print and write your team name on them.

STEP 3 Develop your mailing list

Consider all the friends, family, neighbors, co-workers that you would like to invite to donate or register to walk with your team. Start your list with contacts in your address book and email contacts. You might also want to consider: your holiday card list, social networking "friends", people in your office, your child's classmates, business contacts, doctors/therapists/other professionals, people at your place of worship, former team donors, etc.

You can use a mix of regular mail, email, social media and hand delivery to reach them all.

STEP 4 Writing your letter/email

Determine what you would like to share with others. Here are four areas you might consider including:

1. Share your personal connection to autism.
   - ☐ Are you an individual with autism, parent, other family member, teacher, therapist, friend, etc.?
   - ☐ Highlight the challenges and/or successes from the past year.
   - ☐ Share what it felt like when you first received the diagnosis to how you feel today.
   - ☐ Include a photo of you, your child, family member, organization, group, etc.

2. Provide some facts about autism.
   - ☐ These national organizations have great information on their sites that can help. www.autism-society.org www.nationalautismassociation.org www.autismspeaks.org
   - ☐ Include facts about the rise in the number of individuals being diagnosed.

     According to the CDC, one in 68 children are now diagnosed with Autism Spectrum Disorder.

     The Pennsylvania Bureau of Autism Services recently released state-wide and county census information. In 2005, there were close to 20,000 Pennsylvanians living with autism. The number rose to over 55,000 in 2014. In York County alone the number increased from 566 in 2005 to 1413 in 2014.
   - ☐ Include information about the services and supports that individuals with autism and their families need to lead a healthy, safe, educated, productive and fulfilling life.

3. Explain the mission of Autism York, what we do and how you are involved.
   - ☐ Visit our website to view our mission or the "About Our Organization" tab on the Walk home page for our mission and a list of what we do.
   - ☐ Share how you have been involved in Autism York and how it has helped you.
   - ☐ Highlight that all money raised through the Walk stays here to help individuals and families in York.

4. Finish by inviting them to be a part of it.
   - ☐ Invite them to view your team page
   - ☐ Mention the date and time of the Walk
   - ☐ State your goal
   - ☐ Mention any special fundraisers that you will be doing
   - ☐ Join your team to Walk
   - ☐ Donate to your team
   - ☐ Thank them for their support!!

You can find lots of samples online. Just google "sample walk fundraising letter" or something similar and you will find many examples.

STEP 5 Mail/Email/Deliver your letters

We recommend sending your letters at least four weeks before the walk date. You can still have success if you send them later but this will give people ample time to make a donation. You also want to do it far enough in advance so that they can save the date on their calendar to walk with your team. Encourage them to share with their friends and family as well and don't hesitate to follow up with reminders.

STEP 6 Collect the money

Encourage people to donate online when possible. This is the most secure method since you do not need to worry about losing checks or cash.

If someone wants to make a larger donation, or you want to turn in money from a fundraising event of your own and don't want us to incur credit card fees, they/you are welcome to mail us a check in advance of the walk. Please do not mail checks the week of the walk if you want the included in your team total for trophies/medals.

Checks should be made payable and sent to:
Autism York
PO Box 7322
York, PA 17404

Please note in the memo field the team name so that it gets applied to the correct team. All donations we receive in the mail will also show up on your team page.

We will still accept all forms of donations in the fundraising room at the Walk. Please be prepared to give us any information we need to issue receipts for your supporters. You will find a "Walk Sponsor form" on our Team Toolkit page that you can print and use for this purpose.

If you have any questions about donations, please do not hesitate to contact Jill Olney at admin@autismyork.org.

STEP 7 Join us at the Walk!

Your work is done! Thank you for partnering with us to support individuals with autism and their families. We could not do any of this without your help! Remember that the Walk is a family-friendly, indoor event with plenty of entertainment, fun, activities and information.

STEP 8 Say Thank You!

After the Walk, it is important to express your appreciation to all those that participated and supported your team. Send a thank you note to everyone who walked and contributed to your efforts. Share your team results and a picture and/or a story from the experience. Recognizing their commitment this year will make them more inclined to support future events.