



IN PARTNERSHIP WITH

Marcus
AUTISM CENTER
NIH Autism Center
of Excellence

walk

NATIONAL PARTNER ALPHA XI DELTA

TEAM CAPTAIN GUIDE





Autism Speaks is enhancing lives today and accelerating a spectrum of solutions for tomorrow.

About autism

Autism, or autism spectrum disorder (ASD), refers to a broad range of conditions characterized by challenges with social skills, repetitive behaviors, speech and nonverbal communication. We know that there is not one autism but many subtypes, most influenced by a combination of genetic and environmental factors. Because autism is a spectrum disorder, each person with autism has a distinct set of strengths and challenges. The ways in which people with autism learn, think and problem-solve can range from highly skilled to severely challenged. Some people with ASD may require significant support in their daily lives, while others may need less support and, in some cases, live entirely independently.

About Autism Speaks

Autism Speaks is dedicated to promoting solutions, across the spectrum and throughout the life span, for the needs of individuals with autism and their families. We do this through advocacy and support; increasing understanding and acceptance of autism spectrum disorder; and advancing research into causes and better interventions for autism spectrum disorder and related conditions. Through partnerships and collaboration, we are committed to:

- **Increasing global understanding and acceptance of people with autism**
- **Being a catalyst for research breakthroughs**
- **Increasing early childhood screening and timely interventions**
- **Improving the transition to adulthood**
- **Ensuring access to reliable information and services throughout the life span**



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What is Autism Speaks Walk?

Autism Speaks Walk is powered by the love of people with autism and the parents, grandparents, siblings, friends, relatives and providers who support them. Walk with us toward a brighter life on the spectrum for people with autism. With every step you take and every dollar you raise, you help enhance lives today and accelerate a spectrum of solutions for tomorrow.



Here's what to expect

- 1. Planning begins well before Walk Day.** To have a successful Walk, we ask all of our participants to register online and begin fundraising as early as possible to fuel the mission of Autism Speaks. Register at autismspeakswalk.org.
- 2.** Arriving on Walk Day you will go through our registration area. Here you can check in or register, receive your *Mission Moment*™ pom-pom and pick up your *T-Shirt*, *Tribute Medallion* and/or *Grand Club Pin* (based on fundraising level attained). At this time, you have an opportunity to make/turn in any additional donations.
- 3.** As you enter the Walk, you will notice that the staging area leading up to the *Opening Ceremonies* is festive yet sensory friendly. Light music will be playing, there will be announcements from the stage, small sensory friendly activities, an *Autism Speaks Resource Tent* and *Corporate Sponsor* area. This is really a time for you and your team members to join together and celebrate the reason you are walking with Autism Speaks!
- 4. Opening Ceremonies** will begin exactly one hour after registration opens. It is a short, 15-minute program in which we host a very special **Mission Moment** that unites us all in the *Power of Love*. You will want to have the blue pom-pom you received at registration handy to use during the opening ceremony.
- 5.** After our special *Mission Moment Ceremony* there will be a sensory friendly countdown and the Walk will begin. Most Walk routes are 2-3 miles and all are family-friendly and noncompetitive so you can walk as little or as much as you wish!
- 6.** When you return from walking there will be additional special family activities in a fun, relaxed atmosphere.

Coach your team to fundraising success!

Share “Why you Walk for Autism Speaks” and encourage your team members to share their stories

“I WALK to continue raising autism awareness within our communities and to show love to the families and individuals impacted by autism, like mine.”

- Kristen Mays



Choose a team name, consider dedicating your team in honor of a loved one with autism.

Set team and individual fundraising goals. Discuss ways of reaching \$150 or more by the day of the Walk to earn our commemorative Walk T-Shirt designed exclusively for Walk fundraisers by Tommy Hilfiger!

Share your online team fundraising page and make sure all your team members are registered early.

Brainstorm potential team fundraising activities and select at least one to do together, set a date and time if possible.

Delegate tasks to your team members and determine the best way to keep in touch.

Recruiting team members

An Autism Speaks Walk Team can be fueled by 1 or 1,000 team members!

The more team members you recruit the bigger your fundraising efforts can be. Team members can include family, friends, co-workers or neighbors.

Your *Fundraising Center* and online tools make recruiting team members easier. Since all of the registration and Walk materials are online you simply need to call or email your potential team members and share your team page link where they can register to join or donate. It's that easy!

You will also find a variety of social media tools under the *Ways to Fundraise* tab to help share your fundraising “ask” on social media.

Setting goals

Your goal should be realistic but significant.

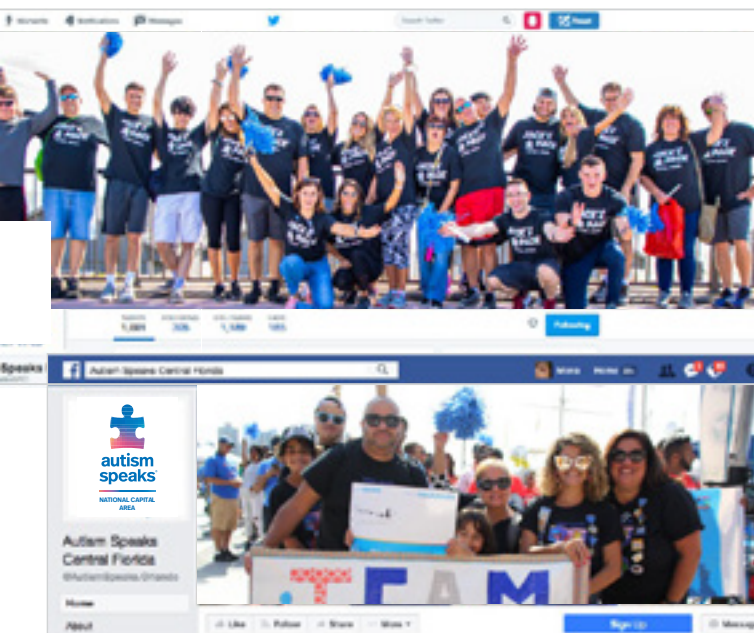
When people work hard to reach a strong goal they feel a real sense of pride and accomplishment when they succeed!

Include your team members. Having them involved in setting the amount will give them ownership in accomplishing the goal.

Share your goal with everyone, put it on your team and individual fundraising pages, in your emails, on social media posts and in your fundraising appeal letter. Sharing your goal lets others see your commitment.

Lead by example. Making the first donation towards your goal helps set the bar. By making a personal donation you show your donors and teammates how important this cause is to you.

We encourage each person to strive for a minimum of \$150 which earns you our limited edition Autism Speaks Walk t-shirt designed exclusively for our Walk fundraisers by Tommy Hilfiger.



Promote your team

Talk about your fundraising on social platforms like Facebook and Twitter. You can even create a team page on Facebook to keep your team members informed and involved in all your team activities and share inspirational photos and stories.

Download social media tools

Use our downloadable social media tools, available under the *Ways to Fundraise* tab of your Walk page, to help promote the Walk and your team as well.



Use a Facebook fundraiser to collect donations

Facebook is great for helping you to fundraise online. We make it easy to create and manage your Walk fundraising with Facebook.

Just 3 easy steps!

My Progress

My Goal

GOAL: \$1000

CHANGE MY GOAL

Team Goal

GOAL: \$1000

CREATE A FACEBOOK FUNDRAISER AND SHARE THE GOAL

Amount I've Raised: \$0

GOAL: \$1000

SHARE THE FUNDRAISER HELP ME REACH THE GOAL FASTER

- Log in to your Fundraising Center at AutismSpeaksWalk.org and click on "Create a Facebook Fundraiser"
- Follow the easy steps to get your fundraiser posted on your Facebook page
- Use the tools provided, and watch the dollars roll in!

Jumpstart your Facebook fundraising

Make a Self-Donation

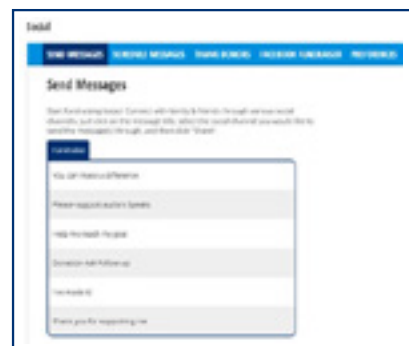
Ask your friends to support you

Share your progress

Thank your Donors

Get social!

Access the Social tab from your participant center for new tools and resources to make fundraising easier through social media.



Update your team and personal pages

Let your team members know that setting up and sharing their online fundraising page through the *Fundraising Email Center* is the easiest and quickest way to get the message out about your fundraising efforts. Share your stories with your team's potential donors. Coach your team members to consider the following questions when writing their stories:

- *What motivated you to fundraise for Autism Speaks?*
- *Are you fundraising in honor of someone special?*
- *What is your fundraising goal?*
- *What is your team doing to raise money?*
- *Why is autism important to you?*
- *How can donors support your fundraising efforts?*
(i.e. give an online donation, join the team, support a team fundraiser, spread the word)

Send personalized emails

Sending emails to family and friends is one of the most successful ways to fundraise. Pick from one of our email templates (or create your own), select your recipients, and send.

Selecting a sleek, template and sending an email through your email center is faster, so you'll be able to send more emails (and raise more money!) than ever.

COMPOSE MESSAGE

✓ Configure → **Compose** → ⚙️ Set Recipients → ⚙️ Preview & Send

Subject: Thank you for Your Gift to Autism Speaks!

☐ Include personalized greeting (What's hot)

Font family: Font size: [Icons]

Thank you for donating to Autism Speaks on my behalf. I am so grateful for your support in helping me achieve my goal. Your contribution will make a difference for people living with autism throughout the lifespan. Every dollar raised goes to scientific research, critical information, resources and training to empower families, and advocacy efforts to increase support for the autism community.

Thank you again for your generous donation.

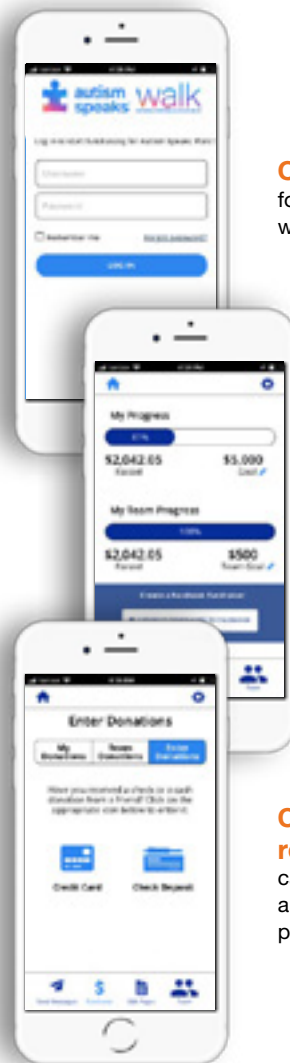
P.S. If you would like more information about Autism Speaks and other ways you can get involved, please visit [Autism Speaks](#).

⏪ Previous layout

Download our mobile app

Tracking your team progress has never been easier! Download our updated Walk app to track donations, use mobile check deposit and send messages to your team and donors!

Download our new FREE Walk app as soon as you register! Available for iPhone and Android.



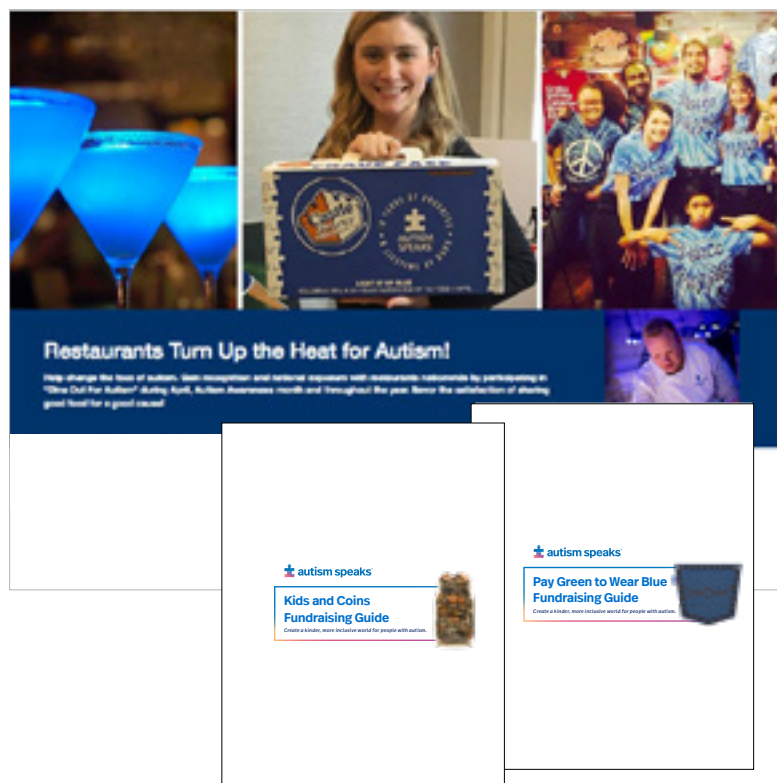
Once you've registered for your Autism Speaks Walk you will be able to log in to the app!

Track your progress, send quick text messages, emails, post social media, and update your personal page all from your phone!

Collect donations in real time! Collect credit card and check donations and see them update on your page in real time!

Ideas to support your team's online fundraising efforts

- Personalize your fundraising page in the *Fundraising Center*.
- Share why you are raising money for Autism Speaks through social media and by using the *#AutismSpeaks*.
- Add a photo of your team or the person you are honoring.
- Share a video talking about why you are walking.
- Email friends and family to ask for donations.



Plan other Fundraising Activities

Autism Speaks has created a variety of fundraising resources to help you and your team members to outreach to your employer, your child's school, local restaurants and businesses. If you are interested in any of the following fundraising campaigns, contact your local Autism Speaks representative for more details.

Pay Green to Wear Blue Tool Kit offers all the resources you need to engage in a fun and "comfortable" way for businesses and employees to raise funds for autism and wear jeans to work!

Kids and Coins for Autism Tool Kit is full of creative fundraising ideas and free downloadable resources for students and teachers from K through 12.

Puzzle Piece Promotion is a point of purchase program that can be a great fundraiser for your team by reaching out to businesses in your community.

Dine Out for Autism has raised more than \$2 million dollars since its inception and encourages restaurants to be creative through fundraising or cause marketing events.

Frequently asked questions

Q: Do I have to send in my donations? Can I bring them with me to the Walk?

A: While you can always bring your donations to the Walk, it is preferable that you mail them in prior to Walk day:

Autism Speaks

INSERT YOUR WALK CITY HERE

Walk Donations Department

P.O. Box 199

Rocky Hill, NJ 08553-0199

Please submit the donation forms with corresponding checks to ensure proper credit.

Q: What if people want to give me cash?

A: It is safest and best for record keeping that you convert all cash received to checks or money orders. You have three options for handing in checks: deposit them via our mobile app, mail them to Autism Speaks, or hand them in on Walk day. When you deposit check via the mobile app your fundraising page will be updated immediately with the total. Turn to the previous page for information on how to download the Autism Speaks Walk mobile app. If you'd like to mail a check, send the check to the address above, along with the corresponding donation forms to Autism Speaks. We will credit your friends and family for their generosity. If this is not possible, you can always bring the cash donations and appropriate donation forms to the Walk.

Q: What if I want to mail in a check?

A: You can always have your donors mail their donations directly to our Rocky Hill, NJ address above. Please have them submit the corresponding donation forms with their checks so you will be credited for your fundraising efforts.

Q: Do I have to fill out one donation form for each check?

A: Yes. This is the best way to ensure you receive credit for all your fundraising efforts.

Q: What happens if it rains on the day of the Walk?

A: All Walks will be held on the date scheduled "rain or shine".

Q: Will the money turned in before the Walk, at the Walk and after the Walk, show up on my webpage and my donation report? How long will it take?

A: Absolutely. If the corresponding donation forms were filled out and submitted along with your donations, then you should see your fundraising efforts reflected on your webpage and donation report within four weeks. If you deposit checks via the mobile app your fundraising page should update within minutes of the deposit.

Q: Where do I get donation forms?

A: Donation forms can be printed from each participant's individual webpage. The "download offline donation form" link is just under the *Why I Walk* section of your fundraising page.

Q: Who should checks be made payable to?

A: Please ask your supporters to make checks payable to Autism Speaks.

Q: Is there a fee to participate?

A: All participants are encouraged to fundraise a minimum of \$150.

Q: How do I find my supporter ID number?

A: There are a few ways to find supporter ID numbers for yourself or for your registered family members. If the suggestions below do not help, please contact us at walk@autismspeaks.org. You will receive an email confirmation after you register with your supporter ID number. From your webpage - click to open the "Offline Donation" link. (This is listed just under the *Why I Walk* section of your fundraising page.)



The commitment of people like you plays a critical role in raising the funding needed to fuel innovative research and lifelong supports and services. Working together, we are creating a brighter life on the spectrum for people with autism. Please register and fundraise for an Autism Speaks Walk near you.

WE'RE HERE TO HELP

(888) AUTISM2 | En Español (888) 772-9050 | help@autismspeaks.org

To find resources, find ways to fundraise or make a donation, go to autismspeaks.org or connect with us on social [@autismspeaks](https://twitter.com/autismspeaks).

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