



 **autism speaks[®]**
fundraise your way

autismspeaks.org/FYW



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What is Fundraise Your Way?

Fundraise Your Way allows you to create your own fundraising page for any type of event. Celebrate special occasions (birthday, graduation, etc.), organize a fitness event (pickleball, cornhole or yoga) or turn your favorite hobby, talent or passion into a way to support Autism Speaks. You can raise money on your own or invite family and friends to join your team. All proceeds go directly to Autism Speaks to help create a more inclusive world for all people with autism throughout their lifespan.

Let's get STARTED!

Helping to create a world where all autistic people can reach their full potential.

By starting a Fundraise Your Way campaign, you've already shown your commitment to supporting Autism Speaks. We're excited to provide you with the resources and support you need to meet your fundraising goals.

STEP 1: Determine your fundraising concept. Get creative and pick something you enjoy doing. There are lots of ways to fundraise – check out our site for idea starters!

STEP 2: Create your online page. Bring your idea to life by setting up your fundraiser at autismspeaks.org/fyw. You'll be able to customize your page with photos and details about your fundraiser and accept donations.

- Register as an individual or start a team and invite others to join you.
- Create and update your account/profile photo, event name and fundraising goal.
- Share your story. People can better connect with your cause and are more motivated to give.
- Share the details of your event, including the different ways to participate.

STEP 3: Set your fundraising goal. Setting a fundraising goal helps keep you focused, builds momentum and provides a road map in building and executing your plan. As a guide, download and complete the goal setting workbook.

Be creative by suggesting donation levels based on your event. For example:

- Celebrating a 50th wedding anniversary? Ask guests to donate \$50 dollars.
- Track your steps, miles or elevation, and ask people to donate \$1 for every distance you complete.
- Make a personal donation to launch your fundraising and inspire others to contribute.

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STEP 4: Start connecting with others.

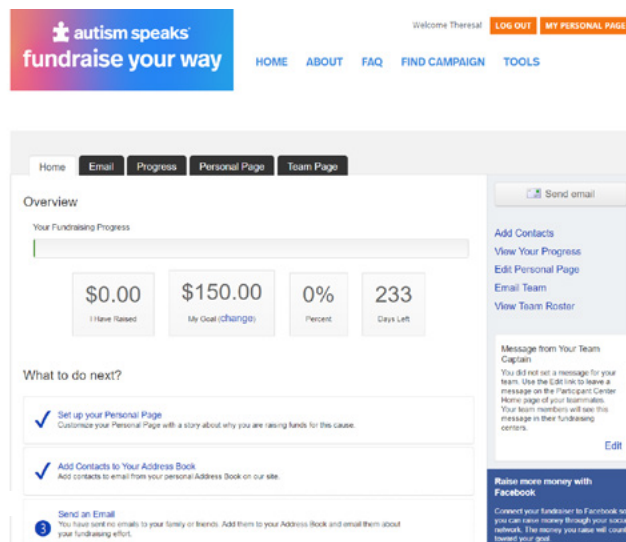
Facebook fundraising

Create a Facebook Fundraiser directly from your Fundraising Center! Your friends can donate directly through Facebook. Donations will show up on your personal fundraising page and will be added to your fundraising goal. Starting a Facebook fundraiser is one of the easiest and most effective ways to share your story and raise funds.

Schedule and send posts and messages

Sending emails and social media messages to family and friends is one of the most successful ways to fundraise. Pick from one of our pre-designed, ready to use email or social templates (or create your own), select recipients, schedule and send. Selecting a template and messaging is fast and easy, so you'll be able to send more messages (and raise more money) than ever!

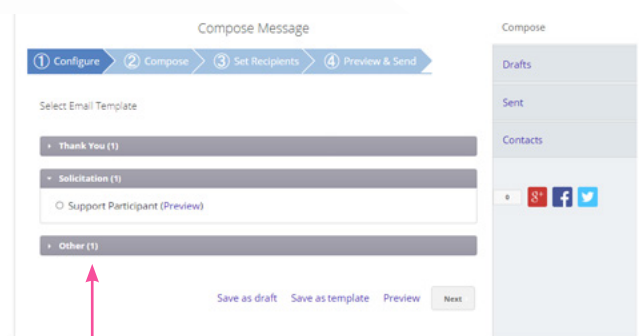
PARTICIPANT CENTER



Click here to send an email to family and friends requesting support for your fundraiser.

Click here to connect to your Facebook page

EMAIL MESSAGING




Choose from a variety of emails. You can customize your email to better fit your Fundraise Your Way event.

SOCIAL POSTS



Download social posts, free for use to promote your fundraiser



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Here are some key awareness dates throughout the year:

FEB 17 - Random Acts of Kindness Day

FEB 23 - World Understanding and Peace Day

FEB 16 - National Caregivers Day

APR - World Autism Month

APR 2 - World Autism Awareness Day

OCT - National Bullying Prevention Month

OCT 11 - Antibullying Day

NOV 13 - World Kindness Day

Helpful links

For more information about autism and Autism Speaks visit [our site](#). We've also added a few links to some great information about what do.

[How We Help](#)

[What is Autism](#)

[Where Your Money Goes](#)

Send us your photos!

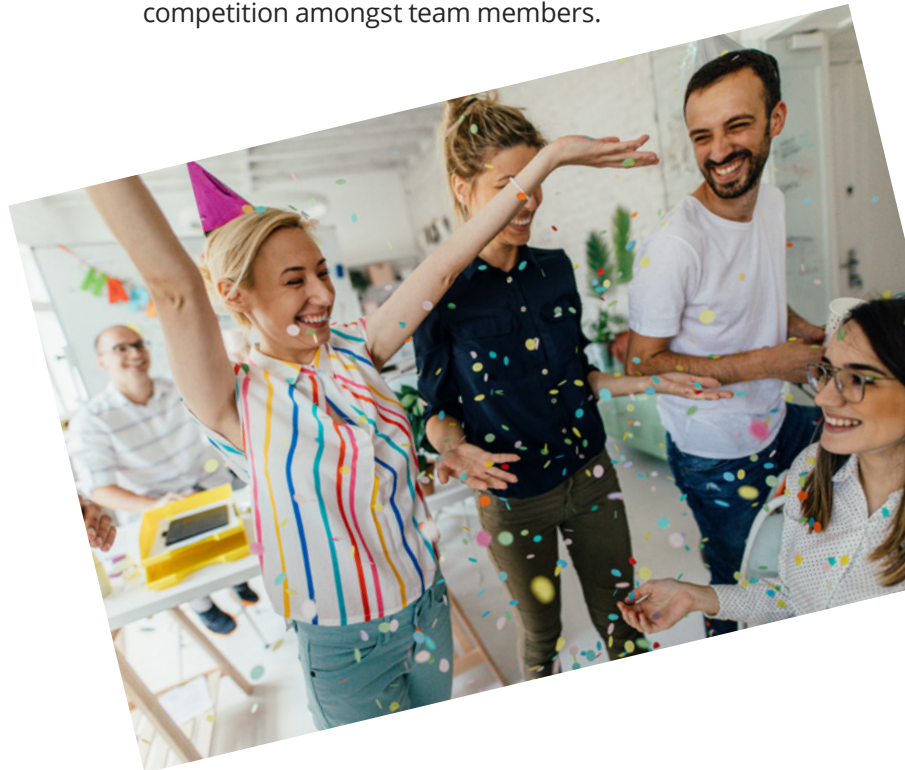
We'd love to highlight you in future communications or use your story and photos as inspiration for other DIY Fundraisers!

Email us at:

fundraiseyourway@autismspeaks.org

Thank you! Now celebrate your success!

Monitor your fundraising progress through your Participant Center. Celebrate when a team member receives a new donation and share your weekly team leaderboard to generate excitement and competition amongst team members.





ideas

GET SOCIAL

Host a party, trivia night, karaoke night or work with local businesses to donate a portion of sales.

House Party: Invite people over for a spaghetti, BBQ, pizza, or ice cream party and ask that they make a donation to your fundraiser in return.

Product Party: Everyone loves a good excuse to go to a party. You can host a home product party like pampered chef, Tupperware, Thirty One gifts, etc. Ask the sales representative to donate 20-50% of all sales to your fundraising campaign. You can even host the party virtually.

Card and Game Night: Invite friends over for a game night. Play your favorite board game, or a game of cards! Charge at the door, break into teams and let the fun begin!

Family Carwash: Rally your family, friends, and co-workers – either at your home or at a business parking lot and offer car washes in exchange for a minimum donation.

Trivia Night/Lunch: Host a trivia event where teams compete against each other to be crowned the smartest of the night. Have prizes for the winners and allow people to buy clues for answers to raise extra cash.

Give Back Day: Ask your favorite coffee shop or restaurant to support your fundraiser for a day by donating a portion of sales to help reach your goal.

GET MOVING

Challenge yourself and invite others to cheer you on! Join a mud run, hike a trail, cycle event (indoor or outdoor), count your steps and more!

Group Hike: Plan a special hike fundraiser. Ask people to join and raise money together, or make a donation to participate.

Charity Pilates/Yoga/Spin Class: Connect with a local studio or gym and ask them to donate the fees for a class! This will increase the amount you raise – and serve as great publicity for the studio or gym.

Campus Olympics: Set up various athletic activities or obstacles at a park or school yard (you'll need to ask for permission for the latter) to mimic Olympic events.

Organize a Tournament: Frisbee golf, volleyball, cornhole, pickleball, kickball, flag football and more. Set up a game or tournament and ask each team/ player to register with a donation.

Scavenger Hunt: This is a great way to get to know your neighborhood or city! Scout out some fun locations where people can find clues and work in teams to reach the final destination. Offer extra tips and hints for specific donation amounts. Local businesses can donate gift cards and/or prizes for the winners. You can even include them as stops within the hunt!



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ideas

MARKING MILESTONES

Birthday or Anniversary Fundraiser: In lieu of gifts, ask your friends and family to make a donation to your birthday fundraising page. It's a great way for them to give back and celebrate you at the same time!

GET CREATIVE!

Turning your special talent or favorite hobby into a fundraiser! Some popular themes: painting party, chili cookoff, bake sale, lemonade stand.

Garage Sale: Declutter for a cause!

Karaoke Night: Host at home or reach out to your favorite social space and inquire if you can DJ and use their space for a karaoke competition. Guests pay an admission fee, and whoever has the most "tips" is deemed the singing champion!

Chili Cookoff: A fun competition to see who can cook up the best bowl of chili. Each participant or team prepares a specific recipe to be judged. Each anonymous dish is prepared in advance. You have a panel of judges to pick the best one.

Lemonade Stand: Host an old-fashioned lemonade stand with proceeds donated to your Walk team. Include other goodies like cookies and popsicles too! Make sure you decorate your space and let everyone know you are fundraising for Autism Speaks.

Lip-Sync or Dance Competition: Gather a few volunteers to show their lip-synching skills. Have the audience "vote" for their favorite singer by making a donation and including their choice in the donation comment section.



frequently asked questions

What is Autism Speaks Fundraise Your Way program?

Fundraise Your Way is a "DIY" campaign to raise money for Autism Speaks. Fundraise Your Way is like other Autism Speaks fundraisers in that funds raised contribute to our mission to create a more inclusive and equitable world for people with autism. The only difference – you decide what type of fundraiser you'd like to run, such as a milestone celebration, community event or athletic/fitness event. The dollars raised will help fuel innovative research and make connections to critical lifelong supports and services.

What are the costs associated with Fundraise Your Way?

Expenses associated with Fundraise Your Way are at the discretion of the event organizer. Autism Speaks cannot provide funding or reimburse for expenses.

Does Autism Speaks provide insurance coverage for Fundraise Your Way?

It is the responsibility of the organizer to obtain appropriate insurance coverage for the fundraiser.

Can I use Autism Speaks logo on event materials?

You can use the provided Fundraise Your Way social media posts to promote your event. An Autism Speaks Champion Seal is also available for use to promote your event. For more information, please email us at: fundraiseyourway@autismspeaks.org.

Can I start teams under Fundraise Your Way?

Yes, your fundraiser is your team page. Your friends, family and colleagues can join your team and fundraise as well.

What is a Participant Center?

The Participant Center is your event dashboard provided by the Autism Speaks Fundraise Your Way site. The page is automatically created for you when you register online and is where you can direct friends and family who want to join or donate to your fundraiser. You can start building and customizing your team and personal pages right away! We encourage you to personalize your page with a photo and to share your inspiration for supporting Autism Speaks.

Where do the funds from the Fundraise Your Way go?

Eighty-nine cents of every dollar supports research, advocacy, services and supports to enable all people with autism to live their best lives. Autism Speaks is a 501(c) (3) nonprofit organization. All donations are tax-deductible.

How do I direct people to donate?

There are several easy ways to donate:

- Send friends, family and colleagues a link to your team or personal fundraising page.
- Cash, check and credit card donations are accepted.
- Or mail checks payable to Autism Speaks to:
Autism Speaks Fundraise Your Way
P.O. Box 199, Rocky Hill, NJ 08553-0199

Please include an offline donation form provided in your Participant Center with any check donations. Be sure to include the fundraiser name and organizer on the form. PLEASE DO NOT SEND CASH IN THE MAIL.

What if my donors need a receipt?

When a donor gives online, they will receive an automatic thank you email that can be used as a receipt. If you donated to a fundraiser and you didn't receive a thank you email, please contact us at: fundraiseyourway@autismspeaks.org.



frequently asked questions

I mailed a donation, but it's not listed online?

Please allow 10-15 business days for processing. If the donation does not appear after 15 business days, please contact us at: fundraiseyourway@autismspeaks.org.

Are donations tax-deductible?

Proceeds from Fundraise Your Way are not tax-deductible.

I forgot my Username and Password.

At the top right of autismspeaks.org/fyw, click Login and select Forgot User Name or Forgot Password to request help.

How do I update the content on my fundraising page?

Access your Participant Center. Select Edit Personal Page and select Content. Customize your story under the Body. The font size, color, formatting, and font family can be customized as well. If you would like to see what your content looks like, click preview and a sample of your content will show up in a new window. ***The preview will not save your content.*** If you are satisfied return to your personal page and save.

I just finished personalizing my fundraising page. What now?

Tell your friends and family about your fundraiser. Send them an email with a link to your fundraising page and request their support.

How do I personalize my URL?

Access your Participant Center. Select Edit Personal Page and select content. Select URL Settings, enter your preferred URL and Save.

How do I update my fundraising goal?

Access your Participant Center. Visit the home page under My Progress. Click Change under your goal. Edit your goal and submit.

How do I preview my personal page?

Access your Participant Center. Select Personal Page and select View Personal Page. A separate window will open allowing you to view what your page looks like to your friends and family.

How do I know who donated to my fundraiser?

Access your Participant Center. Click View Progress. You will be able to view your personal donations, donations made by your friends and family, and who the top 10 donors are.

Need more help?

Contact us at: fundraiseyourway@autismspeaks.org.