

2020 NEW TEAM CAPTAIN QUICK START GUIDE



walk

NATIONAL PARTNER ALPHA XI DELTA





WELCOME!

We are excited you have decided to join us as an Autism Speaks Walk Team Captain. Together, with your team, we are walking towards a brighter life on the spectrum. With every step you take and every dollar you raise, you help fuel the Autism Speaks mission.

By signing up as a Team Captain, you've already shown your commitment to supporting Autism Speaks and we're excited to support you and celebrate your team as you meet your fundraising goals. An Autism Speaks Walk Team can be fueled by 1 or 1,000 team members! Take these steps today to recruit team members, set your team goal and start fundraising!

Recruit Your Team

Team members can include friends and family, coworkers, neighbors – anyone who might be interested in supporting you in raising funds for Autism Speaks. Host a BBQ, wine and cheese party or other in person get together to share why you're walking and to sign up new team members.

• 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!

• Use Your Online Fundraising Tools •

Help each member of your team [Register online](#) and access their online fundraising tools. Remind team members about

the ease of fundraising through Facebook – which can be set up inside their personal Participant Center. Make sure to download the [Autism Speaks Walk App](#) to make fundraising on the go a breeze.

We know fundraising online can be intimidating so we've created short videos to help you master your Participant Center and Online Fundraising Tools

[Navigating Your Fundraising Center](#)
[Updating Your Fundraising Page](#)

Celebrate Success

Monitor your team's fundraising progress through the 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. Remind your team about the great [recognition gifts](#) earned for achieving [fundraising benchmarks](#).

Stay in Touch

Remember, we're here to help! Reach out to your local walk coordinator with any questions. When your team is successful, we all win!

Ready for More?

Access the full [Team Captains Guide](#) for more fundraising ideas and tips.



INTRODUCTION



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. 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 at 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.

Here are some tips for 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.

By working with your fundraising coach and using Autism Speaks online fundraising tools, you and your team members will hit your goals in no time!

Setting goals

Set both an individual and team goal. Make your goals meaningful. Perhaps it's a birthday or personal milestone in honor of the person you are walking for. For past walkers your goal might be to exceed your past fundraising. There are lots of different ways to have fun setting your goal. We encourage each person to strive for a minimum of \$150 which earns you our limited edition [Autism Speaks Walk t-shirt](#).



Getting started.

YOUR ONLINE PARTICIPATION CENTER

Fundraise with facebook in 3 easy steps!

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

My Progress

AMOUNT I'VE RAISED: \$0

My Goal

Team Goal



GOAL: \$150

CHANGE MY GOAL

Fundraise with
Facebook



CREATE A FACEBOOK FUNDRAISER
AND SHARE ON SOCIAL

My Progress to
the Grand Club



GOAL: \$1000

SHARE ON FACEBOOK:
HELP ME REACH THE GRAND CLUB!

STEP 1

Log in to your
Participant Center at
AutismSpeaksWalk.org
and click on
"Create a Facebook
Fundraiser"

STEP 2

Follow the easy
steps to get your
fundraiser posted
on your
Facebook page.

STEP 3

Use the tools
provided, and
watch the
dollars roll in!

Jumpstart your Facebook fundraising



Make a Self-Donation



Share your progress



Ask your friends to support you



Thank your Donors

Getting started.

YOUR ONLINE PARTICIPATION CENTER

Email fundraising as easy as 1-2-3.

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



Subject: Thank You for Your Gift to Autism Speaks!

Include personalized greeting (What's this?)

Font family: ABC Font size: 12

B *I* U ABC [List icons]

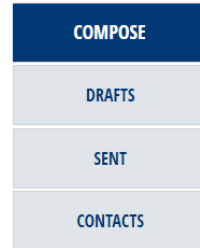
Thank you for donating to Autism Speaks on my behalf. I am so grateful for your support in helping me achieve my fundraising goal!

Your contribution will make a difference for people living with autism throughout the lifespan. Every dollar raised provides funding for breakthrough scientific research, critical information, resources and training to empower families, and advocacy efforts to increase state and federal services and 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 <http://www.AutismSpeaks.org>.

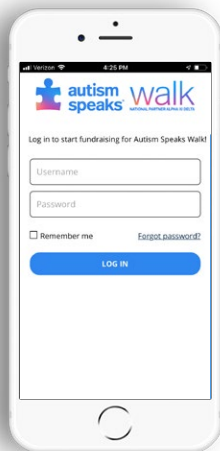
▶ Current layout:



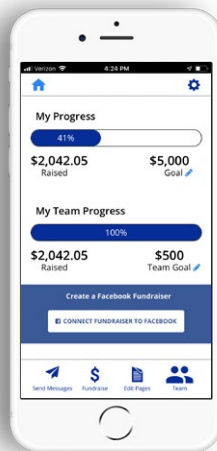
Emailing friends and family is as easy as 1-2-3!

Fundraise on the go!

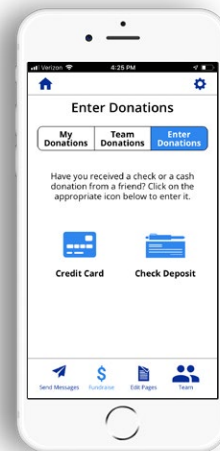
Download our new FREE Walk app as soon as you register! Available for iPhone and Android.



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!

Additional fundraising ideas for you and your team*

Corporate Matching Gift – Ask your company to match the amount of pledges you receive from your co-workers.

Garage Sale – Spring and Fall are great times to clean out all those unwanted items and host a garage sale for your Walk team.

Bake Sale - Host a bake sale with your friends or at your child's school.

Keep the Change – Turn your small change into additional dollars for your fundraising efforts.

Office Fundraising Challenge – Challenge your office colleagues to raise funds for your team. Hand out fundraising envelopes and provide an award or incentive to the top fundraiser.

Return Address Labels or Email Signature – Print return address labels for your outgoing mail or add a tagline to your personal email with *"I'm Walking for Autism Speaks: Join or Donate Today"* and include your team link.

Business Support – Ask local restaurants or other local businesses to place a money jar at the front of their establishment.

Happy Hour Party – Invite all your friends (and their friends) to a happy hour and charge a small cover fee. Invite them to join your team or give additional donations. Host a raffle or a 50/50.

Facebook Birthday Fundraisers – Instead of gifts have your friends and family write a check to Autism Speaks on your behalf.

Fundraising Business Cards – Download our walk business cards and hand them out to perspective donors.

The Bill Collectors – Ask your doctor, dentist, insurance agents, hair stylist, etc to write a check for you instead of the other way around!

Gym – Ask your gym to place a pledge jar at the front desk! Leave a stack of donation forms at the counter as well.

Neighborly Love – Stick a flyer in their mailboxes explaining why you're raising money and ask them to donate.

Karaoke Night – Host a Karaoke night at your local bar and have people give donations to sing.

PTO Days – Ask your HR Dept. if you can donate your PTO time to your fundraising efforts – and consider providing an company match!

Proceeds Benefit – Ask a local store manager what the hot-selling item is and then ask if he or she would be willing to donate a percent of the sales from that particular item to your team.

Curse Jar – Always a favorite! Place a curse jar in the office and whenever someone says a bad word they have to open up their wallet, grab a dollar and put it in the jar.

Company Grants – Find out if your company offers grants to employees who volunteer their time for charitable causes. You may need a letter from us confirming any volunteer activities, which we would be happy to provide.

Church Bulletin – Place an advertisement in your church newsletter letting the congregation know what you're up to! Or better yet, invite them to join you at the Walk.

Schools – Get your child's classroom or school to help you fundraise. Check out our Kids and Coins Tool Kit.

Alumni Organizations – Ask your own college or university to make a donation or place an ad in their alumni newsletter about your philanthropic efforts.

Ask for the Right Amount – Don't miss the opportunity to increase your "ask" to a larger pledge when you think it is doable.

Clubs and Organizations – Send a solicitation letter to your local Knights of Columbus, Lions Club, Rotary Club, Kiwanis, etc. They support individuals in their communities.

Get an article in your local paper – Contact your local media outlet to share your human interest story about why you are walking. You can put in information about how people can contribute. And have a photo ready to go!

**Be sure to obtain necessary approvals prior to implementation when appropriate.*