



WALK NOW FOR AUTISM SPEAKS™ TEAM CAPTAIN GUIDE



AUTISM SPEAKS™
It's time to listen.

www.AutismSpeaks.org

Everybody Wants to be Heard.

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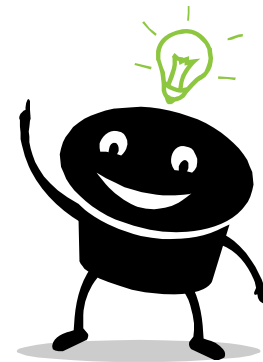


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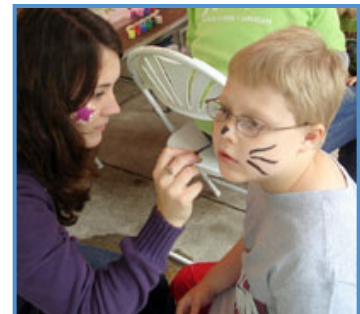


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**Can't find what you're looking for? Do you need further assistance?
Contact your local office.**

Register online for the Walk! It's Easy!

1. Log on to www.walknowforautismspeaks.org
2. Search for your event by city or state and click on the link
3. Click on the Register tab at the top of the page
4. Choose Registration Options; Start a Team
5. Fill in your information and start fundraising

Personal Page and Team Page

Once you have registered at www.walknowforautismspeaks.org, you can set up your own personal page and your team page with photos, text, and much more! You also have the option to send emails, run reports of those who have donated to you, and access important information.

Your Personal Headquarters



My HQ:

- Supporter ID #
- Find Team and Email Statistics

My Webpage:

- View/Edit Personal Page
- View/Edit Team Page
- Edit Team Page Donation
- Upload a Photo, or Use the Stock Photos**
- Change Theme of your Webpage



Email:

- Send Custom (or Create your Own) Emails to Recruit Teammates, Send Updates & Request Donations
- Email History Log

Reports:

- Donation Report - Shows who donated, the amount and when the donation was made
- General Team Donations Report - Shows general donations made to your team
- Team Participant Report – Shows current team and past team walker report

Tools:

- Print Donation Forms
- Edit Profile/Log In
- Assign Co-Captain

Gadgets:

- Add a Donation Thermometer to your Community Page

****Upload a Photo? - Upload your personal photo on 'My Webpage.'** If your photo is TOO BIG, you can shrink it by visiting this FREE website: www.picresize.com. If you need to convert your photo to JPG of GIF, visit this FREE website: www.pictureresize.org/online-images-converter.html.

Team Tips

1. Attend the KICK OFF event and get all the information, materials, and motivation you need to organize a team of walkers!
2. Stay in touch with your local staff person! Feel free to call or email with questions about the Walk and the team-building/walker recruitment/walker fundraising process if there is anything you don't understand about it. Check out your Walk home page regularly for updates, incentives and more!
3. Highlight your team building progress through regular articles in your company newsletter, community newsletter, email alerts, or in memos to employees and managers. Add your Team Page link to your email signature.
4. Stress the importance of fundraising for your team throughout the pre-Walk period. The purpose of this Walk is to raise money for autism research, family services, awareness and advocacy.
5. Create your own Team T-Shirt or button, Team Banner or Team Sign for Walk day!
6. Set a fundraising GOAL and team member GOAL for your team.
7. Make sure all team members have registered ONLINE before Walk day so they can move through the line quickly. **Remember:** If they have registered online, they do NOT have to re-register on Walk day.
8. Make it a point to involve your company/employer and those who help your family member affected by autism! Did you email your co-workers to join the team? Did you involve your boss to rally your company? Does your company have a matching gifts program?
9. Make sure everyone on your team has individually raised \$150 to receive an official 2010 Walk Now for Autism Speaks T-Shirt!

Team T-Shirt/Button/Sign/Banner - Samples & Guidelines:

Use these Logos for your Shirts and Banners*

Team Banner and Sign Samples



Team T-Shirt Samples



TIPS:

- √ Be creative! You want to stand out in the crowd. Tell your story and put the name of the person you are walking for on your shirt!
- √ Ask local companies to 'sponsor' your team shirt. If they pick up the cost of the shirts, you can put their logo or name on it!
- √ If you need the logos emailed to you, please contact your local office.

Recruiting Tips

- Send 'Save the Date' postcards to all the teachers, providers and doctors your child, grandchild, sibling, etc., sees!
- Put Walk posters up at the local grocery store, gas station, gym, doctor's office, lunch room, conference room, teachers lounge, park, community center, etc!
- Become a FAN of your Walk FACEBOOK page and recruit ALL your friends to become FANS!
- Ask your company to set up a "Lunch & Learn" in the cafeteria to recruit employees for the Walk.
- Visit local department stores and give the manager the 'Save the Date' postcards, posters or brochures, and ask them to create a company Walk team. They can wear their company shirts on Walk day and promote their charitable giving.
- Are you a member of the VFW, Elks Lodge, Rotary Club, Junior League, or any other service organization that needs community service hours? If so, recruit your fellow members to come out and start a team or volunteer on Walk day.
- Hand out brochures or postcards to families waiting in a car line to pick up their children after school.
- Enlist the help of your church, synagogue, etc.; ask them to add an announcement in the weekly bulletin or newsletter about the Walk and services of Autism Speaks.
- Ask your local pizza delivery person if they will add 'pizza box toppers' with Walk information.
- Ask the local library if you can put out posters, brochures, postcards, etc.
- Ask the PTA if you can address the attendees at the next meeting.

Fundraising

What is a Wrap-Around Event?

A Wrap-Around event is any fundraiser that your team organizes to raise funds for the Walk. Wrap-Arounds provide additional and fun ways to increase awareness and fundraising. All expenses for wrap-arounds are incurred by the sponsor team.

Successful Ideas for Wrap-Around events:

Raffles: Will your company allow you to hold a pay-day 50/50? Sell tickets for \$1, \$5, or \$10. The winner receives 50% of the pot and your team receives the other 50%.

Potluck Lunch: Solicit volunteers to cook up their favorite dishes and bring to the office. Sell tickets to lunch and show a video or tell people WHY you are walking and raising money!

Casual for A Cause: With the endorsement of your company's management, hold a 'dress down for Autism Speaks' day. Allow individuals the opportunity to wear jeans for a donation.



Visit the "Fundraising Tools" tab at www.walknowforautismspeaks.org for more great ideas!

The Grand Club

What is the Grand Club?

The Grand Club is special membership for participants of *Walk Now for Autism Speaks* who raise at least \$1,000 for Autism Speaks.

Membership Benefits:

- Names listed on Walk Website
- Commemorative Grand Club Pin
- Special Recognition at Walk and Awards Reception
- And many more benefits!



The Puzzle Piece Promotion



The Puzzle Piece promotion is a point of purchase program that can be a great fundraiser for your team. This highly visible fundraising campaign can be implemented into your local community.

How do puzzle pieces work? Employees/staff ask customers at the point of purchase to buy a paper puzzle piece for a minimum of \$1.00 (they can donate more) to help the store support Autism Speaks. The customer signs his/her name or the name of a loved one on the puzzle pieces. Store employees post the puzzle pieces throughout the store.

WHERE: Banks, gas stations, grocery stores, fast food outlets, convenience stores, video stores, warehouse stores, large retail outlets, restaurants, etc!

What's in it for your company and your stores?

- ✓ The Puzzle Piece promotion can be used to build a strong Walk team, enhance employee morale and contribute to how much the company can raise for autism research.
- ✓ Customers will feel good about patronizing a store that gives back to its community.
- ✓ The Puzzle Piece promotion is a natural public relations tool. Once the puzzle pieces begin to "take over" your store's walls, call the media. Puzzle piece sales are a great way to build your company's visibility in the community. Best of all, you can raise a substantial amount of money for Autism Speaks at no financial cost to you!
- ✓ Chances are that many of your customers and employees have families touched by autism. They will be thrilled with your involvement with this program.

If your company or school is interested in hosting a Puzzle Piece promotion, please contact your local office.

Matching Gifts – Double Your Donations

Matching Gifts are a great way to increase your total fundraising dollars for Autism Speaks. Find out if your employer has a matching gifts program. For a list of companies with matching gifts programs you can visit www.matchinggifts.com/autism.

Some companies don't just match gifts made by employees – but gifts made by spouses and/or retirees. Some companies provide donations to 'match' the volunteer hours you have spent on your efforts for *Walk Now for Autism Speaks*. So, take a few minutes to find out if you can double your donations today! If your employer doesn't have an 'official' matching gifts program there are creative ways to double your impact as well...

- Ask your boss if s/he will "match" what your team or department raises for *Walk Now for Autism Speaks*.
- Ask your company to 'sponsor' each walker for \$25, \$50 or \$100 for their efforts.
- Ask your boss for a 'challenge grant' – that if your team raises its goal – the company will make a donation to Autism Speaks in honor of the team.

Raising Awareness in your Community

There are many ways participants and team captains can help publicize the Walk in the local community. Here are 6 ways you can help spread the word about Autism Speaks and the *Walk Now for Autism Speaks* event! If you need additional information or materials, contact your local office.



1. Become a neighborhood leader! Ask your staff person for a supply of posters and brochures to distribute to businesses around your community.
2. Take a team photo and write a short article for your local paper! Community papers love stories about their local residents, especially when community events are highlighted. If you need ideas or sample stories, please contact your local staff person.
3. Ask local groups to support you! Ask for time at your local Rotary, Chamber of Commerce, Kiwanis Club, Lions Club or other service organization to talk about why you are participating in *Walk Now for Autism Speaks* and how they can get involved.
4. Share information about the Walk, and your Walk team on local community calendars. Go to your local newspaper, radio station or news station website to submit your event!
5. Ask your company or employer to sponsor the Walk, your team, or form their own team. Ask to send out an email to all the employees to share your story and enlist other participants. If your company would like to hold a "Lunch and Learn" about autism and Autism Speaks, please contact your local staff person.
6. Host the Puzzle Piece promotion to raise money *and* awareness in your community.

Social Networking

Reaching out and asking for donations is easier than ever before with the growing popularity of social networking sites! Who follows you on Twitter? Who are your Facebook friends? Who are you “LinkedIn” with? Are they supporting your efforts yet? Be sure to take advantage of these exciting new ways to raise awareness and money.

Let friends and family know you are participating in a *Walk Now for Autism Speaks* event by becoming a fan of your local Walk, chapter or community page. Encourage your donors to forward your page to people in their networks. Networking in today’s world is completely different than just five years ago. Try it – it’s highly effective, and fun too!



Boundless Fundraising with Facebook

What is Boundless Fundraising and how does it work?

Boundless Fundraising™ is a Facebook application that enables you to extend your fundraising beyond “My HQ”. Once you register for an event you are given the option to add the Boundless Fundraising Facebook application with a few simple clicks.

Once you have added the Boundless Fundraising application to Facebook, your fundraising progress is displayed on your Facebook page where your friends can check your progress and donate to your efforts. Your friends can click a link to make a donation towards your participation with *Walk Now for Autism Speaks*. It’s that easy!

Our Mission

Our goal is to change the future for all who struggle with autism spectrum disorders.

We are dedicated to funding global biomedical research into the causes, prevention, treatments, and cure for autism; to raising public awareness about autism and its effects on individuals, families, and society; and to bringing hope to all who deal with the hardships of this disorder. We are committed to raising the funds necessary to support these goals.

Autism Speaks aims to bring the autism community together as one strong voice to urge the government and private sector to listen to our concerns and take action to address this urgent global health crisis. It is our firm belief that, working together, we will find the missing pieces of the puzzle.

Every 20 minutes, another child is diagnosed with autism. The time is now to walk for Autism Speaks and improve the lives of families and their loved ones affected by autism spectrum disorders. Together, we'll find the missing pieces!

Autism Speaks. It's time to listen.