



Autism Speaks Puzzle Piece Campaign 2009



The Walk Program

The Walk Now for Autism Speaks is the signature fundraising event of Autism Speaks and is the nation's largest Walk program dedicated to autism research. Since its inception in May 2000, approximately 225,000 people have participated in the Walk Now for Autism, and have raised over \$35 million for autism research. At Autism Speaks we treat every dollar raised as the precious resource that it is.

The Puzzle Piece Promotion

Companies from the retail sector have a special opportunity to build excitement for the Walk and help raise money for Autism Speaks research efforts. Store cashiers 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 on the Puzzle Pieces. Store employees post the Puzzle Pieces throughout the store, collect money at each register*, and send in photos to the Regional Autism Speaks office. *Another option is to **bar-code the puzzle pieces** according to the stores system, so people can donate via credit card also.

Once the promotion is over, please convert your donations to check or money order, and return any unsold Puzzle Pieces to the Autism Speaks office at the address listed below. Please make sure to note your name and team name. All money raised will go towards YOUR TEAM walk total!

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

- ✓ The Puzzle Pieces 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 Pieces 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 research at no financial cost to you!
- ✓ Autism occurs in an estimated 1 in 150 births. Chances are that many of your customers and employees have had their 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 Campaign, please email Orlando@autismspeaks.org. Please include the following information when requesting Puzzle Pieces:

Name
Team Name, Walk City
Shipping Address
of Puzzle Pieces (in packs of 100)
Date needed
Short Description of planned use

Thank You for your Support, Central Florida!!