



**EVERYTHING YOU NEED TO KNOW ABOUT GETTING
YOUR TEAM PREPARED FOR THE**

2009 ORLANDO
WALK NOW FOR
AUTISM SPEAKS

A Complete Guide to:

Fundraising
Recruiting Your Team
Setting Up Your Walk Webpage
Raising Awareness
What to do on Walk Day
And much more!



Saturday, November 14, 2009
Cranes Roost Park at Uptown Altamonte

Registration & Resource Fair begin: 9:30 a.m. – Walk begins: 11:00 a.m.

To find the most up-to-date walk information, visit
www.walknowforautism.org/orlando



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This guide was designed to answer all your questions about fundraising for your team, recruiting teammates, raising awareness in the community and much more about the Orlando Walk Now for Autism!

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Can't find what you're looking for? Do you need further assistance?

Email: Orlando@autismspeaks.org, or call (407) 478-6330!



Autism Speaks Regional Office— Central & Northern Florida

557 N. Wymore Road Suite 101 - Maitland, FL 32751

Office: (407) 478-6330 - Fax: (407) 478-6336 - Email: Orlando@autismspeaks.org



Individual Walker and Team Pages

Once you have registered at www.walknowforautism.org/orlando, you can set up your own personal 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. *If you cannot remember your login info, email orlando@autismspeaks.org*

Your Personal Headquarters



My HQ:

- Find your personal page link, team page link, supporter ID#
- Edit webpage
- Edit profile
- Find team and email statistics

My Webpage:

- Edit your personal page text
- Upload a photo, or use the stock photos
- Change theme of your webpage

Email:

- Send emails to recruit teammates, send updates and request donations. Use custom emails or create your own!

Reports:

- Shows progress towards your GOAL and what kinds of donations are being made
- Shows who donated to your team, the amount donated, and when the donation was made

Tools:

- Manage your profile, fundraising goal, and email campaigns
- Print donation forms

Gadgets:

- Add a cool donation thermometer to your community page!

How do I?

Upload a Photo?

Upload your photo on 'My Webpage.' Or you can use the stock images from Autism Speaks.

If your photo is TOO BIG, you can shrink it by visiting this FREE website:

<http://www.picsize.com/>

If you need to convert your photo to JPG or GIF, visit this FREE website to do so:

<http://www.pictureresize.org/online-images-converter.html>

See who has donated to my team?

Go to "Reports," and scroll down. If you would like to print the report, convert to EXCEL, click *Convert XLS* on the left.

Print Donation Forms?

Donation forms can be printed from your 'Personal Headquarters'. The link (Print donation form) is in your TOOLS section.

Frequently Asked Questions:

Someone accidentally registered as an individual instead of on my team, do they need to re-register?

No. Please email Orlando@autismspeaks.org and we will move them to your team

Someone made a donation to the wrong person on my team, how can we fix this?

Email Orlando@autismspeaks.org to move around any money.



Team Tips

1. Attend the KICK OFF on Thursday, August 20th at the Orlando Marriott Downtown, and get all the information, materials, and motivation you need to organize a team of walkers!
2. Stay in Touch with the Orlando Walk planning committee and Walk Manager! 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 www.walknowforautism.org/orlando regularly for updates, incentive prizes 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 and advocacy.
5. Create your own Team T-Shirt or button, Team Banner or Team Sign for Walk Day! Pick a place at Cranes Roost Park where your team can meet and enjoy the day together!
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 so you can double your teams donations (see 'donation info page' for more details about matching gifts)?
9. Make sure everyone on your team has individually raised \$150 to receive an official 2009 Walk Now for Autism T-Shirt!

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

Team T-Shirt Sample



Use these Logos for your Shirts and Banners*



Team Banner and Sign Samples



TIPS:

Be creative! You'll 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 orlando@autismspeaks.org!



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 the Orlando Walk Now for Autism Speaks on FACEBOOK and recruit ALL your friends to become FANS! Just search: Orlando Walk Now for Autism, and click 'become a fan.'
- 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 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 info
- 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

What to do on Walk Day- November 14, 2009

- Bring any DONATIONS you would like to turn in
- Pick up your T-Shirt Ticket at Registration if you individually raised over \$150! (1 T-shirt per walker)
- Pick a meeting spot/time for your team to meet up after they get through registration
- Make sure to visit all the Resource Fair providers, Sponsors, and vendor booths
- Get your Team Photo taken and pick up your Team Photo at the awards ceremony

REMEMBER: To receive your commemorative 2009 Walk Now for Autism T-Shirt from Autism Speaks on Walk Day; you must individually raise \$150. On walk day, you will receive a T-Shirt ticket at registration and redeem at the T-Shirt tent.

Frequently Asked Questions about T-Shirts:

I thought everyone received a T-Shirt. What's the difference? Anyone who raises \$150 or more will receive, on Walk Day, a Walk Now for Autism T-shirt, printed with the Walk Now for Autism logo on the front and the Walk corporate sponsor names and logos on the back. Many teams decide to print their own t-shirts, in matching colors with clever names, to wear to the Walk.

If I raise \$300, do I get two walk shirts? No. You receive 1 shirt if you raise over \$150.

My team raised \$3,000. Can I have 20 T-Shirts to give them? No. Each individual who raises over \$150 can pick up their (1) T-Shirt Ticket at Registration on Walk Day. If your Team members are donating directly to one person (i.e. Team Captain, affected child/person for whom team was created) please contact orlando@autismspeaks.org to move money around so each person who donated over \$150 can get a T-Shirt Ticket on Walk Day!



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.

NEW Ideas for FUNdraising:

- ✓ Host a Wii Golf or Wii Bowling Tournament at the office or at home and charge participant fee
- ✓ Host a Dog Wash in the neighborhood
- ✓ Set up an online auction with donated goods for local vendors
- ✓ Make your own Puzzle Piece jewelry and sell
- ✓ Hold a garage sale. Make sure to set up a special table with information on Autism and a place for people to make additional donations
- ✓ Email your Web Page to everyone you know
- ✓ Ask a local restaurant to donate a portion of the proceeds from one night and invite people from the school to attend your Dine to Donate Dinner. **HINT:** Uno's, Chili's, California Pizza Kitchen, Huey Magoos, Sweet Tomatoes, Applebee's, and many others will help!
- ✓ Work your schools, or local professional teams' concession stand for proceeds
- ✓ Host a BINGO night
- ✓ Host a spaghetti dinner, pancake breakfast, or fish fry and charge admission
- ✓ Bag groceries for charity, or wrap gifts at the holidays. **HINT:** Barnes & Noble and Bealls may help!
- ✓ Host a ROCK BAND or GUITAR HERO 'Talent Show' and charge admission
- ✓ Sell your services: do odd jobs in the community, and tell them WHY
- ✓ Host a smaller Walk at your school: Each class raises money and competes against the other classes
- ✓ Host a Happy Hour where all proceeds at the door go to your Team. Create your own drink-How about a Blutini?
- ✓ Host Karaoke Night and have people pay to enter
- ✓ Start the Puzzle Piece Campaign in your community: local stores, restaurants, schools, gas stations, etc!
- ✓ Write letters and send emails to everyone you know, asking for a donation.
- ✓ Check to see if your company has a Matching Gifts Program, and tell your teammates to do the same
- ✓ Create a "Fear Factor" challenge where individuals agree to do "gross things" and their co-workers pay for the privilege of a spot in the audience.

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 received 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.walknowforautism.org/orlando for more great ideas!

Note: All Wrap-Around events are the responsibility of the team or organization conducting the activity. All publicity relating to the wrap-around event should clearly state: "The net proceeds of this event will benefit Autism Speaks through our participation in the Walk Now for Autism." Any raffle permits, gaming licenses, insurance coverage, etc., are the responsibility of the group conducting the activity. Any Wrap-Around event should be one that Autism Speaks' name and perceived affiliation is within boundaries of good taste, while also being devoid of political or religious overtones. Autism Speaks requests that teams carefully consider their fundraising efforts. During the planning of any event, ask these questions:

Is it ethical? Is it offensive to ANY group? What is the financial risk/outcome?

If you have questions about your event, please email Orlando@autismspeaks.org, or call the office at 407-478-6330.



The Grand Club

What is the Grand Club?

The Grand Club is special membership for participants of the Walk Now for Autism who raise at least \$1000 for Autism Speaks.



How do I become a member?

Begin your fundraising now and raise at least \$1000 for the 5th Annual Orlando Walk Now for Autism online by Thursday, November 12th 2009! Get started by registering at www.walknowforautism.org/orlando and send emails to your friends and family asking for their support through your Personal Headquarters!

Membership Benefits:

- Names listed on Orlando Walk Now for Autism website & Commemorative Grand Club Pin
- Special Recognition at Awards Reception
- VIP status at the Orlando Walk Now for Autism including: Grand Club tent access including special seating and snacks, name to be entered for prizes, special photos and additional "blue" carpet treatment!
- Special recognition on stage during Walk Now for Autism on Saturday, November 14, 2009!



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 store's 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!

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 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

Please request at least 10 days in advance



Donation Information

Do I have to send in my donations or can I bring them with me to the walk?

While you can always bring your donations to the walk, it is preferable that you mail them in as soon as you can to:

**Autism Speaks - Walk Donations Department
5455 Wilshire Blvd, #2250 - Los Angeles, CA 90036**

***Please make sure to put your name, team name, and walk city on all donations*

What if people want to give me cash?

It is safest and best for record-keeping that you convert all cash received to checks or money orders. If you are able, the safest option is to send a personal check covering the full amount, along with the corresponding donation forms, to Autism Speaks. We will be able to 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.

What if my donors don't want to donate online?

Please have them submit the corresponding donation forms with their checks so you will be credited for your fundraising efforts. If this is not possible, please have them indicate which walk they are supporting and your name on the memo section of the check.

Please have donor's mail donations to you or to the above address.

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

Yes. This is the best way to ensure that you receive the credit you and your donors deserve for all your fundraising efforts.

Can I continue to collect donations after the walk? Where do I send the checks?

Absolutely! You have until 12/31/09, so please mail donations with the appropriate donation forms to the LA office-address above.

Will the money turned in at the walk show up on my web page and my donation report?

Absolutely. If the corresponding donation forms were filled out and submitted along with your donations at the walk, then you should see your fundraising efforts reflected on your web page and donation report within four weeks of the event.

I turned in a packet at the walk and do not see all the checks processed yet?

Walk Now for Autism will be conducting more than 75 walks around the nation in 2009, along with countless other fundraising events, all of which must be processed. All donations to Autism Speaks should be deposited, processed and posted to your web page within four weeks of the day of the event. If a month or more has passed and you still do not see your donations on your web page, please contact Autism Speaks by e-mail at walk@autismspeaks.org.

How long will it take before the checks I mailed show up on my page?

Please allow four weeks for your donations to be deposited, processed and posted to your web page.

Where do I get donation forms?

Donation forms can be printed off the participant's individual webpage. The link (Print donation form) is in your TOOLS section.

Can I enter donations received via check to my webpage?

There is no way to enter these yourself. Please send all donations, with appropriate Team Name to the above LA address. Please submit the corresponding donation forms with checks so you will be credited for your fundraising efforts. Once processed, the donation will show on your webpage.

Are donations tax deductible?

Yes, your gift is tax deductible to the extent allowed by the law. A.S. is a registered 501(c)3 organization. Tax ID # is 20-2329938.

Who should checks be made payable to?

Please ask your supporters to make checks payable Autism Speaks.

How do Matching Gifts work?

If your company is eligible, request a matching gift form from your employer, and send it completed and signed with your gift. We will do the rest. The impact of your gift to our organization may be doubled or possibly tripled! Some companies match gifts made by retirees and/or spouses. To find out if your company is eligible, visit: <http://www.matchinggifts.com/autism/>.



Raising Awareness in your Community

There are many ways participants and Team Captains can help publicize the walk in the local community. Here are 5 ways you can help us spread the word about Autism Speaks and the Walk Now for Autism event! If you need additional information or materials, contact orlando@autismspeaks.org!

1. Become a neighborhood leader! Hang up, and pass out the enclosed posters, brochures and Save the Date cards 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.
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 the Walk Now for Autism 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. Host the Puzzle Piece Campaign to raise money *and* awareness in your community!

Facts about Autism

Did you know...

- 1 in 94 boys is on the autism spectrum
- 1 in 150 children is diagnosed with autism
- 67 children are diagnosed per day
- More children will be diagnosed with autism this year than with AIDS, diabetes & cancer combined
- Autism is the fastest-growing serious developmental disability in the U.S.
- Autism costs the nation over \$90 billion per year, a figure expected to double in the next decade
- Boys are four times more likely than girls to have autism
- There is no medical detection or cure for autism

Learn the Signs

- No big smiles or other warm, joyful expressions by six months or thereafter
- No back-and-forth sharing of sounds, smiles, or other facial expressions by nine months or thereafter
- No babbling by 12 months
- No back-and-forth gestures, such as pointing, showing, reaching, or waving by 12 months
- No words by 16 months
- No two-word meaningful phrases (without imitating or repeating) by 24 months
- Any loss of speech or babbling or social skills at any age

Our Mission

At Autism Speaks, 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.

Autism Speaks. It's time to listen



Email Orlando@autismspeaks.org:

1. For information about forming corporate, school, community resource and family teams, or volunteering on walk day.
2. If your company or organization is interested in sponsoring this event with a monetary or in-kind donation, participating as a vendor at the Resource Fair on Walk Day, or forming a volunteer team.
3. Are you receiving email updates from Orlando Walk Now for Autism? Add orlando@autismspeaks.org to your 'safe list.' Updates contain important walk day information as well as chances to WIN, and incentive prize information!

Visit www.walknowforautism.org/orlando:

1. For more FUNdraising ideas, team tips, and to receive email updates.
2. To register your teammates, check out fundraising tools, and to update your team and personal pages.

For information about the services of Autism Speaks, please visit www.autismspeaks.org.

For further assistance and to reach our office:

Office: (407) 478-6330

Toll Free: 888-777-6227x 7321

E-mail: Orlando@autismspeaks.org.

Fax: (407) 478-6336

Address: 557 N. Wymore Road Ste 101 - Maitland, FL 32751

Have Fun!!