



As team captain, it is up to you to let your teammates know how important it is to collect donations. Your participation on race day helps us raise awareness, but the donations are what enable us to provide support and promote opportunities for those affected by autism in your community. Share these ideas with your team!

Be a successful fundraiser

- **Start early!**
- **Set a goal** and share it with others.
- **Lead by example.** The easiest donation will come from you and will motivate others to donate.
- Write a **list of potential supporters** such as your employer, family, friends, hairstylist, doctor, dentist, real estate agent, sorority/fraternity members, car dealer, clients, colleagues, and neighbors. Check people off as you contact them.
- **Use a fundraising approach that reflects your style**, whether it be personal letters, emails, direct asks, Facebook, or telephone calls. You'll do best with one that reflects your personality.
- **Keep people updated** on how close you are to your goal.
- **Ask for a specific donation level** or that people match your donation.
- Find out whether your employer has a **matching gifts program**. If so, you can easily double your dollars raised.
- **Get creative** by holding a garage sale, bake sale, car wash, or chili cook-off.
- Place a jar in a business for people to donate their **spare change**.
- Ask a local restaurant or store to donate a **percentage of sales** from one night to your team.

Harness the power of the internet

- Use **Facebook, Instagram, or Twitter** to tell people about your race training or fundraising, and include a link to your personal fundraising page. Examples are provided.
- **Create a video** about your personal story and post it to YouTube.
- If you have a **personal blog**, update it often; include your recent fundraising successes and invite others to join.
- **Email** friends and family with your fundraising goals; include photos to engage them.

Not sure what to say?

Here are some example wordings you can use in emails or on Facebook or Twitter. Always include the link to your personal fundraising page!

Early Post

I am excited to participate again this year in the Run/Walk for Autism on [MONTH DAY]. I hope you will consider supporting me and making a donation to help individuals with autism.

Next Post

My fundraising goal for the Run/Walk for Autism is \$[AMOUNT]. I'm just about [XX]% there. If each of my Facebook friends donates just \$[X], I'll reach my goal! Will you help me?

Stats Post

Did you know autism affects as many as 1 in 54 children in the U.S.? Join me on [MONTH DAY] to raise money to improve the lives of individuals with autism. Thank you!

Week Before

We're approaching the finish line for the Run/Walk for Autism. If you haven't had a chance to donate yet, there's still time. Thank you!

After Event Post

Thanks to everyone who supported my efforts and changed a life at the Run/Walk for Autism. Our team raised \$[AMOUNT] to support individuals with autism in North Carolina. If you would still like to donate, please visit runwalkforautism.org. Thank you!