



Autism Society of Alabama



Team Captain “Tool- Kit”





Help Solve the Puzzle! Start by Forming a Team!

Dear Team Captain,

Thank you for making the decision to start a Walk for Autism & 5K Race to Solve the Puzzle Team this year. Whether you are a veteran team captain or this is your first team, we would like to welcome you to the 2017 Walk for Autism & 5K Race to Solve the Puzzle. We had a very successful 2016 Walk with over \$150,000 raised; more than 50% of this money was raised by our teams! The money you raise benefits the mission and projects of the Autism Society of Alabama.

We feel the success of our local Walks lies in the individuality of each of our Walk/Race Teams. We are excited that you have decided to share in our passion to improve services for those individuals affected by autism through education and advocacy.

In order to provide you with all the tools you need to start and build your team, we have established a few helpful tips to get you excited about this year's walk efforts. Please feel free to contact me at lauren@autism-alabama.org or 205.951.1364 ext. 2 if you need any help, have great ideas, or would like to become more involved in our efforts!

Sincerely,



Lauren Reid
Fundraising and Events Manager
Autism Society of Alabama



Getting Started: Team Captain Time Line

First Steps:

- Recruit a team made up of your fellow employees, family members, and/or friends. The more the merrier!
- Register yourself and your team by going to walkforautismal.com or filling out and mailing in the registration form.
- Share the work. Form a team committee or recruit a co-captain!
- Get steps to set up an online Fundraising Page for your Team at walkforautismAL.com/fundraising-tools/
- Set goals for the number of walkers and total dollars to be raised by your team and encourage each team member to raise a minimum target amount, but they do not have to stop there. Some individuals raised over \$1,000! Remember, every bit helps!
- Announce that you are forming a team at the next staff, club, or faculty meeting.
- Send an email with Team Website to colleagues and friends announcing the formation of the team and to encourage other potential team members.
- Secure support from top executives of your company or leaders in your community. Inquire with the HR department regarding possible corporate sponsorships or other ways they can support your team's efforts. Make sure to have forms available when you approach co-workers.

Three Months Before Walk/Race:

- Download and print Posters/Flyers from event site to distribute and display everywhere. You may request printed posters/flyers by calling ASA.
- Get the word out! Place articles in your companies newsletter, local paper, and website.
- Dress in style- Ask your company if they would be willing to participate in an Autism Awareness Dress Day and proceeds benefit your teams fundraising efforts.
- Plan a pre-walk event to promote team involvement. Have a meeting, party, or fun outing! Request ASA's mascot, Jerry the Frog, to join in on the fun or make a special appearance. Make sure to take pictures and upload them and tag "ASA Jerry" on Facebook!
- Send out the Event Invitation to your Facebook friends to let them know about the event in your area.
- Keep track of team donations and make sure your team members have donation forms to take around when asking for donations.
- Plan a team fundraising event (i.e. bake sale, dress down day at work, etc.)

Getting Started Continued.....

Two Months Before the Walk/Race:

- Start sending a weekly email to team members counting down the days. Provide updates on the current number of team members and how much has been raised so far. Include fundraising ideas from members, a listing of top members and their accomplishments for the team, and any challenges the members have for one another.
- Email your team's fundraising page out to additional friends and family, post the link on social media outlets.
- Provide your Team Members with sample fundraising letters to use and encourage customization and personalization of the letters. Ask the Walk for Autism & 5K Race to Solve the Puzzle Team for a sample or access one in the Team Captain Tool Kit online at walkforautismAL.com

One Month Before the Walk/Race:

- Remind team members they are eligible for individual prizes from the Autism Society of Alabama
- Host a team fundraising event. Hold a bake sale, garage sale, arrange a "donate to dress down day" at work to supplement individual fundraising efforts.
- Make sure your team members have followed up with letters they sent out to friends and family.
- Encourage them to send out their personal fundraising page again to their friends and family who have not donated yet.

One Week Before the Walk/Race:

- Send a reminder e-mail with Walk/Race start time, team meeting place, directions to the location, and what they need to bring for check-in.

The Day of the Walk for Autism & 5K Race to Solve the Puzzle:

- Arrive at the Walk/Race early for easy check-in. Each individual team member must check in at the Registration area to receive their event t-shirt.
- The day will be full of excitement and fun including kids activities, resource fair, food vendors, prizes, and much more. Encourage your team to stay and participate in all of the activities.
- Set a meeting time and place for your team to meet up prior to the walk/race and get your picture taken!
- Most importantly enjoy the day and relax! All of your hard work is greatly appreciated and your fundraising efforts have allowed ASA to continue its mission: to improve services for individuals with autism spectrum disorder in the state through education and advocacy.

Team Fundraising 101

Ten Helpful Hints:

1. **Make it Personal:** Use your own “This is Why I Walk/Run Story” with potential sponsors. If other members have a powerful story, ask them if you can share their story as well to recruit potential sponsors.
2. **Create an Online Fundraising Page Through BidPal:** Your online fundraising page makes it easy for anyone and everyone to donate to your team. Have each person create an online page, or create a team page for everyone to send to family and friends. Go to walkforautism.com/fundraising-tools/ to create your page!
3. **Make The First Pledge Yourself:** When other potential donors see your name and a contribution they will see how committed you are.
4. **Ask Your Company/Organization:** Ask them to provide some type of sponsorship or financial help, host a fundraising day etc. Remind them that their contribution is tax deductible.
5. **Hold A Drawing:** Set up a team drawing with each ticket sale netting you another chance to win a prize!
6. **Sell Something:** Host a garage sale, bake sale, or silent auction. Provide a breakfast or lunch at your office in exchange for a team donation.
7. **Ask Favorite Restaurant To Participate:** Ask your favorite restaurant to donate a percentage of one evening’s income to your team in return for sponsorship privileges.
8. **Mail/Email Letters To Friends And Family:** Writing letters is a very effective way to raise money. Send them out to friends and family and tell them about your team’s efforts.
9. **Ask Companies For Matching Gifts:** Ask companies to participate in a matching gift program, have the forms available when you approach your co-workers and other businesses.
10. **Have Enthusiasm!:** Excitement is highly contagious and it is important for your potential sponsors to feel how enthusiastic you are about fundraising!

Fundraise By Using 3 Simple Steps

1. **Face-To-Face:** The most effective fundraising method is asking for your contribution face-to-face. Build confidence by asking a “friend” to contribute to the Autism Society of Alabama by reviewing the mission and projects of the Autism Society of Alabama.
2. **Letter Writing/Email:** Letter writing is most effective when you make your letter personal and send it to family and friends to tell your story. Make it easy for friends and family to respond by providing a self-stamped envelope, include a deadline for them to respond, and follow up with a phone call to those who haven’t responded.
3. **Make The Call:** Calling is effective in fundraising to reach out to those potential donors who you do not see on a daily basis, but who may need that personal touch. Develop a list of donors you would like to target, decide on the best time to call, do your homework on your script, say thank you regardless of the outcome, follow up with those you do not reach the first time, and have fun! Your enthusiasm about your team and fundraising will make all the difference!



Autism Society of Alabama

Team Captain Roster

***Use This Form to track Members and to gather information needed to contact team members for team updates**

Team Registration Fees: \$30/Team Member and includes a T-Shirt

Team Name: _____

Team Captain: _____

Address: _____ City _____ ST _____ ZIP _____

Phone Number () _____ Email Address: _____

NAME	SHIRT SIZE	EMAIL/PHONE #	ADDRESS	CITY	STATE	ZIP	CITY	HONOR OF
TOTAL AMOUNT:								



Autism Society of Alabama

Sample “Team Captain” Memo

Use this memo once a week in the month preceding the Walk/Race as a way to encourage fundraising and recruitment efforts. For goal-setting purposes, try to exceed your team total from last year. If you need that information, contact the Autism Society Event Staff at 877-4AUTISM.

Date:

To: (Team Member)

From: (Team captain)

Re: (Team name) fundraising and recruitment goals

Thank you for joining the _____ Team in support of the (Walk for Autism / 5K Race to Solve the Puzzle).

This year our team has accepted the challenge to recruit _____ members. If each team member raises an average of \$ _____, we will be able to reach or exceed our fundraising goal of \$ _____. (Last year, we had _____ members and raised \$ _____.)

With your help, we will meet this important challenge and make a significant contribution in our efforts to help solve the puzzle of autism spectrum disorders in Alabama. Ask your coworkers, friends, and family members to join our team. If they can't walk, ask them to sponsor you.

Don't forget to set up your fundraising page online at firstgiving/autism-alabama.org and email it out to friends and family. Every little bit helps in reaching our fundraising goal!

As a member of _____ Team you are helping the Autism Society of Alabama continue its mission: *to improve services for individuals affected by autism spectrum disorders in the state through education and advocacy.*

I promise you will have a great time supporting a cause and making a difference for individuals affected by this puzzling disorder that now affects 1 in every 68 people.

Thanks again for joining our team and if you have any questions or need any additional materials to pass along, please let me know. You may reach me at _____ or by email at _____.