

Welcome

Welcome to the One Walk Big Strides for Autism annual event and thank you for joining us!

One Walk Big Strides for Autism is more than a walk. It's a celebration! It's event to spread awareness and increase acceptance. An opportunity for the community to show their autism acceptance and celebrate differences. By participating in the event and fundraising for the Autism Society of South Central Wisconsin you are supporting our mission to improving the lives of all impacted by autism through information, education, advocacy, support, and community. Our programming provides services in the areas of support, education, advocacy, social activities and special events for those on the spectrum and their families. Through donations and fundraising events we are able to offer most of our services free of charge to individuals and families affected by autism.

We want to make this experience easy and successful for you. Perhaps you have never fundraised before or maybe you are nervous about asking for donations. Don't worry. The people who care about you will respond to you because it is a cause you care about. You just need to give them the opportunity to support you.

Thank you for joining us as we support each other on our autism journey. It's a time to show our autism acceptance and celebrate differences.

Let's get started!

Quick Start

Personalize Your Fundraising Page

Personalize your fundraising page by uploading a profile photo and sharing your personal photos and videos. Tell your potential donors why you are getting involved. Share your personal connection to autism with them. Remember, your friends and family are interested in the cause, but it is you and your story they are primarily interested in.

Set a Goal and Deadlines

Goals lead to results—when your supporters see what you are trying to achieve, they'll be motivated to help you reach your goal. Always make sure to provide a deadline to your donors as well. They'll be motivated to act quickly if they must meet a deadline. Follow-up with your friends that are slower to respond. Many people may want to donate, but if they are busy they may just forget.

Like Us and Follow Us on Social Media

Facebook: <https://www.facebook.com/AutismSouthCentral/>

Twitter: <https://twitter.com/ASCoFWI>

Instagram: <https://www.instagram.com/autismsouthcentral/>

#onewalkbigstridesforautism

Who We Are

- A small, local non-profit organization that is largely volunteer run.
- Supporting individual and families affected by autism and the professionals who assist them since 1969.
- Proud to have members with autism serving as active board directors.

Proudly Serving 10 Counties

- Columbia
- Crawford
- Dane
- Grant
- Green
- Iowa
- Lafayette
- Richland
- Rock
- Sauk

Contact Us

Autism Society of South Central Wisconsin
437 S. Yellowstone Dr. Suite 217A
Madison, WI 53719

Phone: (608) 630-9147

Email: info@autismsouthcentral.org

Website: www.autismsouthcentral.org

Social Media:

<https://www.facebook.com/AutismSouthCentral/>

<https://twitter.com/ASCoFWI>

<https://www.instagram.com/autismsouthcentral/>

Our Programming

Services and Support for:

Adults on the Spectrum
Families with Children on the Spectrum
Community Members and Providers

Support

Mom's Night Out
Yearly Scholarship
Information and Referral
Autism Resource Directory
New to Autism Information
Private Parent Facebook Group
Support Group for Adults on the Spectrum
Good Listener Program
Morning Support Group open to all

Education

Autism 101 Workshops
Bi-monthly Parent Education Series
Annual Conference for Adults on the Spectrum
Police, First Responders & Child Care Worker Training
Autism Awareness Training for Business & Service Providers

Social

Family Activities
Adult Social Group
Annual Community Picnic
Monthly Board Game Night
AUsume Social Groups for Youth and Adults 12 and up

Advocacy

Autism Day at the Capitol
Local, Statewide & National Systems Advocacy

Special Events

Football Camp
Band Together for Autism
Autism Day with the Experts
Annual Autism Classic Charity Golf Event
Annual Walk: One Walk Big Strides for Autism

Fundraising Tips

We find that those who approach their family and friends for support are often the most successful fundraisers. Your supporters will want to help you because the cause is important to you!

Don't forget that people give because they are asked. Giving to charitable causes gives people a sense of wellbeing. As we are a 501(c)(3) organization donations are tax deductible.

Fundraising is so much easier than you think. Give it a try! The worst people can do is say no, but you'll be surprised by how many say yes! Be confident in your ask and proud of what you're doing. Ask everyone!

Raise \$250 in a WEEK! All you have to do is ASK!

Day 1: Sponsor Yourself	\$10	Start by making a donation to your own personal fundraising page. Other people are more likely to make a donation when they see someone else has already contributed. Donating some of your own money also shows to potential supporters that you are serious about making a difference in the lives of people with autism.
Day 2: Ask 4 Family Members for \$25 each	\$100	Getting your family to donate to your personal fundraising page will help you build some momentum. You'll be well on your way to reaching your fundraising goals before you know it.
Day 3: Ask 5 Friends for \$10 each	\$50	
Day 4: Ask 2 Co-workers for \$10 each	\$20	
Day 5: Ask 2 Neighbors for \$10 each	\$20	
Day 6: Ask 2 Businesses you frequent for \$25 each	\$50	
Day 7: Celebrate Your Accomplishment!		

Social Media

Social Media is a powerful fundraising tool. Use your social media networks to reach more people to help you succeed in your fundraising efforts. Social media networks reach far more people than a phone call or email, so we know reaching out to yours can make a difference! We have included some sample messages you can share with your social media networks.

Message One, after you register:	I've registered to participate in the One Walk Big Strides for Autism walk. I am asking for your support as I walk for autism acceptance and celebrate differences. This cause is important to me because <insert your reason for participating>. Visit my fundraising page to learn more. <insert hyperlink to your personal fundraising page here>. #onewalkbigstridesforautism
Message Two, during your campaign:	I'm <insert how close you are to your goal> to my goal. I am only \$x away from my goal! Will you help me reach it? Make your donation today! <insert hyperlink to your personal fundraising page here> #onewalkbigstridesforautism
Message Three, during your campaign:	In just ____ <insert weeks or days> I will be participating in One Walk Big Strides for Autism! I am so excited to make a difference in the lives of those impacted by autism. <Share your personal reason for participating here>. It's time for autism acceptance and celebrating differences! I would love your support. Go to my personal fundraising webpage to learn more. <insert hyperlink to your personal fundraising page here> #onewalkbigstridesforautism
Message Four, after walk:	Thank you so much to everyone who supported my efforts to raise money for One Walk Big Strides for Autism. I had a fantastic time walking on <insert when you walked>! With your support I raised <insert \$ amount here>! Thank you again for your helping make a difference! #onewalkbigstridesforautism
Additional Sample Post	YOU can have an impact! Help me reach my fundraising goal for One Walk Big Strides for Autism! It's more than a walk. This year it is a celebration. An opportunity for the community to show their autism acceptance by answering the question "Why I celebrate differences"! <insert hyperlink to your personal fundraising page here> #onewalkbigstridesforautism

Other Key Points to Remember When Utilizing Social Media

- Always include your personal fundraising page link.
- Post regularly and often. Messages can quickly get missed with everyone sharing their own statuses.
- Don't forget to add #onewalkbigstridesforautism on your posts.
- Include pictures and videos.

Other Fundraising Tips and Ideas!

Share your fundraising page on social media.

Use Social Media to reach more people. Highlight your participation in the 11th annual One Walk Big Strides for Autism and ask them to like us on Facebook and follow us on Twitter.

Share your fundraising progress with your friends and followers. We have included some sample messages you can share in the Social Media section of this tool kit.

Create events on Facebook to organize and promote your own fundraising events for One Walk Big Strides for Autism.

Make a list of people to contact.

- Family Members including grandparents, aunts/uncles, cousins
- Facebook friends
- High School and college friends
- Doctors and dentists
- Hairstylist and barber
- Dry cleaner
- Therapists
- Teachers
- Place of worship
- Gym
- And others

Raise \$100 the easy way.

Ask ten friends to donate \$10 each or 20 friends to each donate \$5. That's only one or two drinks at the coffee shop! Ask everyone you know and keep fundraising right up to the event!

Write personalized emails or letters.

People are interested in your story. Share with them why you're passionate about autism. Don't forget to include your unique fundraising page URL on them.

Follow-up with potential donors.

Some of your friends and family members may have every intention of contributing to your fundraising efforts, but they say they'll do it later and then forget about it. These potential donors are important. Follow up with them.

Record a video.

Record a 30-second video for social media about why supporting autism and raising funds for the Autism Society of South Central Wisconsin is important to you.

Ask for matching gifts.

Ask your company if it has a matching gift program. You could double the impact of your personal donation! When people donate, ask if their company has a matching gift program. It's a great way to increase funds quickly.

Accept a challenge.

Tell your friends and family that if they donate a certain amount or if you raise a certain amount you will accept a challenge. The challenge could be facing a fear, going to the grocery store in a costume, jumping in a pool in a dress or tie, or let them choose a character for you to dress up as. Just make sure the challenge is safe and legal!

Make a product to say thanks.

Consider making homemade gifts to thank your donors if they donate a certain amount. Everyone loves special homemade gifts.

Thank your donors.

Remember to thank all your donors for their generosity no matter the size of their donation. Each donor is important. Recognizing their gift lets them know how grateful you are for them and how appreciative you are of their generosity. Write a personal handwritten letter or email. Make a personal phone call. If your donor is comfortable with it, thank them on social media. It not only publicly thanks them, but also encourages others to donate. Thanking your donors goes a long way in making sure they feel appreciated.

Thank you for your support and making a difference in the lives of those impacted by autism. One Walk Big Strides for Autism is so much more than a walk! It's about autism acceptance and celebrating differences.

