



## ***Coaching & Fundraising Tips***

- You should know that most people have a connection to autism and want to help. Don't be afraid. Set the bar high and help us reach our goal so we can continue to support you and everyone in our community that is affected by autism. By asking for and collecting donations, **YOU** make the difference in the lives of our families and community.
- Did you know it typically takes THREE asks of someone before they donate? Don't give up after one ask with no response. If you haven't gotten a response after a few days then resend your request.
- Update photos & maybe add a video to your personal page.
- Send out frequent email updates to your network of friends & family. If they see how engaged & important this cause is to you they are more likely to lend you support.

Below are a few ideas you may not have thought of for raising funds & meeting your goals!

### **FOR ALL PARTICIPANTS**

- Host a fundraising party/spirit night. Many people have success partnering with local businesses for a spirit night fundraiser. Some restaurants (such as Culver's, Chick-fil-A and Chipotle) might work with you and local reps for Stella & Dot and Thirty-One Things might also help you host a party/sale. You could "Google" to find your local contact for these businesses. ***(If you arrange one of these be sure to let us know so we can post your event on this website and help get the word out for you!)***
- Partner Up - Ask someone who can't participate to help you by networking with their contacts to help collect donations.
- Add a "Call To Action" to your email signature. Example: "Please consider making a donation to the A-Team Fun walk for Autism" with a link to your personal fundraising page.
- Ask your friends to contribute to you instead of purchasing a gift for your birthday. Once their contributions reach \$150 you will earn a face mask and lapel pin!
- Promote matching gifts! Many employers will match employee donations. It's a great way to double (sometime even triple) the gift!

### **FOR TEAM CAPTAINS**

- Set up a friendly competition among your team members. Set weekly goals to beat and recognize those team members who reach those goals. You could also offer your own low/no-cost incentives for the winners (cookie, cup of coffee, bragging rights).
- Give them frequent shout outs on your social media and in your weekly team emails when they reach their goals.
- Send weekly team emails to keep people fired-up and with fresh ideas.
- Ask your friends to contribute to your team instead of purchasing a gift for your birthday.
- ***If you plan a fundraising event let us know! We'll post it on our Fundraising Page and help get the word out! Check that page often to see if you are able to support another participant's efforts! If we can help advertise it for you - call (414)988-1260 or email info@assew.org.***