



5th Annual

5K Run/Walk

Presented by

Great American Restaurants

TEAM CAPTAIN KIT

www.walkforautismva.org

Walk for Autism – Virginia 5K Run/Walk

To fund autism treatments for families in Northern Virginia

Table of Contents

Welcome Team Captain!.....	3
Step 1: Recruit and Register Team Members	4
Step 2: Set Goals and Fundraise	5
Raise \$250 in a WEEK!	6
Step 3: Run/Walk and Enjoy!	7
TEAM CAPTAIN PLANNER	8
SAMPLE TEAM MEMBER RECRUITMENT LETTER.....	9
SAMPLE FUNDRAISING LETTER	10

(Photo courtesy of Karen Nutini)



Welcome Team Captain!

Thank you for choosing the Walk for Autism – Virginia to create a team for the 2009 Walk held at the Prince William County Fairgrounds. This kit is created to provide you, the Team Captain, with the information and tools you will need to make your team's experience fun, fulfilling, and successful.

The Team Captain's job is to motivate and encourage your friends, family and supporters to join your team. Once you have recruited all of your team members, the Team Captain will be the liaison with the team members and Walk officials.

This Team Captain kit will describe the following three steps to help you manage a successful team:

Step 1: Recruit and Register Team Members

Ask family, friends, co-workers and neighbors to join your team. When you find new team members, ask them to invite their family, friends, co-workers, and neighbors. Your team will grow quickly!

Step 2: Set Goals and Fundraise

Establish a fundraising target for your team to raise money for autism treatments in the fight against autism. Go to www.Firstgiving.com/walkforautismva to set up your team's fundraising page. Share your determination and enthusiasm with your team as you work together to reach your goal.

Step 3: Walk, Run, Enjoy!

Walk, run, enjoy and reward your team members. You and your team members are helping local area families provide more autism treatments for their family members.

(Photo courtesy of Karen Nutini)



Step 1: Recruit and Register Team Members

Follow these tips to help recruit your team members:

- **Make a list of potential team members** – Invite anyone! Once they have signed up, ask them to invite their close family, friends, neighbors and coworkers. You can keep building your team until Walk day.
- **Spread the word** – Mention the event and team to everyone that you meet. Make sure potential team members know about the activities at the event which include a silent auction, distinguished local speakers, community resource fair, children's train, DJ music, puppet show, 2 moon bounces, petting zoo, children's crafts, airbrush tattoos, and face painting. You'll be surprised at the number of people who know someone affected by autism.
- **Market your team** – Use company or neighborhood newsletters, listserves, flyers, , facebook, myspace, twitter , brochures, email (include an email signature line that references your team), and lunch room bulletin boards to market your team. Include your team name, reason for forming the team, captain's name, contact information, and the Walk for Autism – Virginia website, www.walkforautismva.org, where team members can register.
- **Kick-Off Party!** – If possible, host a party or family gathering to sign up team members. Attempt to register everyone who attends. Contact the Walk Coordinator at info@walkforautismva.org to receive and make available walk brochures and posters.
- **Enjoy!** Your team members will replicate your enthusiasm and excitement when you demonstrate your commitment. Don't hesitate to contact us with questions at 703-859-0030.

As you build your team

- Gather all of the information to register a team member.
- Distribute copies of the sample fundraising letter and email for team members (included in this kit) to copy and send.
- Make sure that your team members understand how to use the Firstgiving web page and send out fundraising solicitations using it. Encourage your team members to share the team's Firstgiving web page location so that supporters can directly donate to this web page.
- Inspire and encourage your team by sending them weekly email updates with the latest Walk information, fundraising ideas or any fundraising success stories from your team members.
- Challenge another team to raise the most money

Register: Online at www.walkforautismva.org

Step 2: Set Goals and Fundraise

Share your personal story

If you know a loved one who has an autism spectrum disorder, when asking for donations, share how autism affects you and your family's life. If you want to help the cause, explain what motivated you to join the cause. Mention that the Walk for Autism – Virginia provides direct financial assistance to families in Northern Virginia. Include this information in your Firstgiving web page (www.firstgiving.com/walkforautismva)

Create a fundraising goal

The Walk depends on participants to raise money from friends, family, coworkers, and companies. Set a high bar!

Since we have specific recommendations on how to raise \$250, we encourage team member to raise at least \$200. You can set the goal higher if you want an even greater challenge. The more money that is raised, the more families we can help in our community.

Fundraise!

Ask, ask, and ask. You are speaking on behalf of those who may not be able to ask for themselves. People want to help those in need, and you are giving them an opportunity to contribute to such an important cause. If you limit those who you ask, you limit the amount you will raise.

Ask one person per day to donate to your team. Your friends, family, co-workers, schoolmates, neighbors and other contacts are potential supporters. The donation amount is not as important as the number of people that you ask.

Once you have created your Firstgiving webpage, send an email to everyone in your email address book. Include why the Walk is meaningful to you and why the interest and support of those close to you is important. If your webpage is personal, you are more likely to receive donations.

Inquire with your company about a matching gifts program. Matching gifts can double your team's money!

Hold a fundraising event. It could be a yard sale, used book sale, bake sale, pizza dinner, or car wash. Involve your company and establish a company challenge. Challenge each department to raise money for autism treatments. (Tell them that it can cost \$100,000 a year and less a year to properly treat one child with autism regardless of whether the family has insurance. Most autism therapy coverage is denied by insurance companies. Families often drastically reduce the necessary autism treatments due to high financial costs.) Have a jeans Friday at the office. Everyone who contributes \$5 or more on Friday can wear jeans. Host a happy hour at your apartment and donate the proceeds to your team. Ask a bar or restaurant if it is willing to have a charity night to benefit the Walk for Autism – VA. Your team could collect the proceeds.

Raise \$250 in a WEEK!

Day 1	Sponsor yourself	\$20
Day 2	Ask 4 relatives for \$20	\$80
Day 3	Ask 4 Friends for \$15	\$60
Day 4	Ask 4 Co-workers for \$10	\$40
Day 5	Ask 5 neighbors for \$5	\$25
Day 6	Ask your doctor, hairdresser, Dentist, or dry cleaner for a \$25 donation	\$25
Day 7	Rest and rejoice! You did it!	\$250

Send emails from Firstgiving and double this amount!



(Photo courtesy of Karen Nutini)

Step 3: Run/Walk and Enjoy!

By October 10, your job is almost finished! There are steps and suggestions below for finishing the Walk with wonderful memories

Event Day

- Determine a place to meet at Prince William County Fairgrounds.
- The Team Captain should collect and turn in donation checks at the registration area.
- The Team Captain will pick up and distribute the t-shirts and race bibs (if applicable) to team members.
- Take a team photo before the run or walk.
- Enjoy the festivities including the children's train, silent auction, moonbounces, DJ music, puppet show, petting zoo, community resource fair, airbrush tattoos, face painting, and children's crafts.
- Celebrate your team's accomplishments!

Follow Up

- Gather and submit outstanding donations.
- Share the team picture with your team members to remember the fun event.
- Send a personal note to thank each team member.
- Plan a post-walk event such as party, picnic, or breakfast, to share results, thank everyone and encourage further participation.



(Photo courtesy of Karen Nutini)

TEAM CAPTAIN PLANNER

8-6 Weeks

- Register team online
- Create a team and personal web page at www.firstgiving.org/walkforautismva
- Set your team goals (both fundraising goal and team member goal)
- Begin recruiting team members via email and phone calls
- Research your company's matching gift policy
- Begin collecting contributions

6-4 Weeks

- Host a team kickoff party
- Continue recruiting new team members (ask them to ask their employer about matching gifts)
- Email your team with important team updates and information
- Use your company email or school newsletters to distribute information about the event
- Plan your team t-shirt and place logos of businesses/departments which have donated to your team on the back of the t-shirt.

2-4 Weeks

- Ask team members to recruit a friend to join the team
- Host a team fundraiser – yard sale, pizza dinner, car wash, bake sale
- Send a team email update with a time and place for your team to meet at the event.
- Suggest that team members provide an update on training and/or preparing for the Walk/race via the Firstgiving web page. Join the Walk for Autism – Virginia Facebook cause page.
- Create a Facebook page to promote your team. Give status updates and share photos of everyone on the team.
- Order your team t-shirt.

1 Week left

- Be sure that you have all event details.
- Let your team know what time and where to meet at the fairgrounds.
- Send out an update email from the Firstgiving website to supporters.
- Hold a pre-event party at a business that has contributed to the team. Take pictures and rejoice in the amount of effort the team has made.

EVENT DAY

- Meet your team at the assigned location
- Turn in donations from all team members at the registration area
- Take a team picture
- Ask the event photographer, Karen Nutini, to take a picture of your team
- Take advantage of all of the free activities

After the Race

- Collect and turn in additional donations
- Congratulate and thank team members for their time, effort and dedication
- Host a thank you party and recognize all team members

SAMPLE TEAM MEMBER RECRUITMENT LETTER

Dear _____:

I am participating in the 2009 Walk for Autism – Virginia, 5k Run/Walk presented by Great American Restaurants to raise money for autism treatments. Proceeds from the event fund autism treatments for families of children affected by autism living in Northern Virginia.

The incidence of autism has recently dramatically increased from 1 in 150 births per year to a revised 1 in 100 births, as of the summer 2009. A child is diagnosed every twenty minutes. This rate is higher than cerebral palsy, childhood cancer, cystic fibrosis and juvenile diabetes combined! Autism treatments are typically not covered by insurance and can cost as much as \$100,000 a year for one child. Due to the extensive costs of these therapies, many families go without the necessary medical treatment.

I am starting a team and will walk with more than 500 other people dedicated to helping families affected by autism. Will you join my team? My team name is _____. I know that it will be a lot of fun, and together we will make a difference.

When: Saturday, October 10, 9:00 am

Where: Prince William County Fairgrounds, 10624 Dumfries Road, Manassas, VA 20112

How: Join my team by going to www.walkforautismva.org and select register as a team. In the team name field, there is a drop down menu in which you can select my team.

Tell your family and friends about the event so that we can build a terrific team. In addition to 5k walk/run, there will be fun activities for the entire family including a children's train, puppet show, community resource fair, silent auction, food, petting zoo, children's crafts, airbrush tattoos, face painting, moon bounces and other children's crafts. Kids can make posters to cheer on their moms and dads that run in the race.

Thank you for considering joining my team! For more information, visit www.walkforautismva.org or contact me at (email or phone number)

Sincerely,

SAMPLE FUNDRAISING LETTER

Dear _____:

I am participating in the 5th annual Walk for Autism – Virginia presented by Great American Restaurants. The event will occur on Saturday, October 10, 2009 at the Prince William County Fairgrounds in Manassas, VA.

The event funds mini-grants to families of children with autism spectrum disorders to help cover the costs of autism treatments. Autism treatments are rarely covered by health insurance. At \$100,000 a year and less, many children simply go without therapy because of the extreme cost to their family.

The incidence of autism has recently dramatically increased from 1 in 150 births per year to a revised 1 in 100 births, as of summer 2009. A child is diagnosed every twenty minutes. This rate is higher than cerebral palsy, childhood cancer, cystic fibrosis and juvenile diabetes combined!

My personal goal is to raise \$_____ to help children with autism. Will you help me reach my goal by making a donation? Any support you can give will be greatly appreciated!

Checks should be made payable to ASA-NV with Walk for Autism – Virginia in the memo area. All donations to ASA-NV are tax deductible.

Please send donations and donation form to: Walk for Autism – Virginia, P.O. Box 4327, Manassas, VA 20108. You can also go to www.firstgiving.org/walkforautismva to donate online.

Thank you for your support! Last year, 37 families throughout Northern Virginia who have children with autism received mini-grants thanks to donations like yours!

Sincerely,