



AUTISM CARE WALK!

Participant Packet

This packet will guide you through the fundraising process by providing tips and tools to help you exceed your goals. We will also highlight the impact you are making by raising money for the **Heartspring Autism Services Program and local children impacted by autism**. We look forward to walking with you and 3,000 of our closest friends at the Heartspring Autism CARE Walk on **Saturday, April 27!**

AutismCAREWalk.org



Your support of the Heartspring Autism CARE Walk is key in ensuring local children impacted by autism are given the opportunity to receive the services they need to lead a more independent life. This packet includes a simple four-step guide to assist you in meeting your personal (or team) fundraising goal!

STEP 1

GETTING YOUR FUNDRAISING STARTED

Follow this flow chart to register and get your campaign page started or, if you are a returning participant, follow the chart to log back in! Questions or problems while registering? Email Special Events Coordinator Megan Schapaugh mschapaugh@heartspring.org.



The cost of your \$10 T-shirt supports children in Heartspring Autism Services.

Visit AutismCAREWalk.org and click “Register Today” on the home page.

Have you walked with us before?

YES!

AND I'M EXCITED TO BE BACK!

1. Under “I have an account,” enter your username and password.

Help!
I forgot my username or password.

Click the “Retrieve your information” link to get a link to reset emailed to you.

Enter username and password.

2. Pick your registration type.

3. Fill out the registration form and purchase your Heartspring Autism CARE Walk T-shirt!

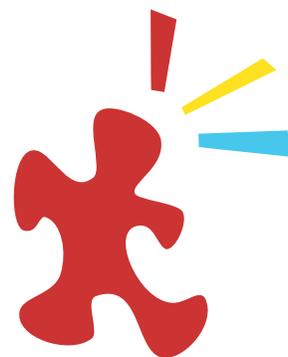
NO.

BUT I'M SO READY TO BEGIN!

1. Under “I don't have an account,” click on the “continue to registration” button.

2. Pick your registration type.

3. Fill out the registration form and purchase your Heartspring Autism CARE Walk T-shirt!



I'M READY TO FUNDRAISE AND WALK!

STEP 2

GETTING THE WORD OUT ON YOUR CAMPAIGN PAGE

You've registered and your customizable campaign page has automatically been created— now comes the fun part! The page provides you with custom tools to help you ask friends, family and coworkers to donate to your goal. It also allows you to share your progress on social media. Don't forget to set your goals high. You'll be surprised how quickly your donations add up!

STEP 1 Add a photo!

Customize your page by adding a photo of yourself or a photo of a loved one if you are walking in honor of someone.

STEP 2 Create a custom fundraising goal!

Determine your fundraising goal and start collecting donations from friends, family, and coworkers.

STEP 3 Share your fundraising efforts!

Share your fundraising efforts on your favorite social media outlet or send emails to ask for support—all through your campaign page.

STEP 4 Say thank you!

On your campaign page, you can see who has donated to you, and you can send them personalized thank you messages.

STEP 5 Join or create a team! (optional)

If you know other autism awareness advocates who want to walk, create a team you can all join together! Once your friends register, they'll have the opportunity to join your team, and their fundraising efforts (along with yours) will be reflected on your team's fundraising goal. If you'd like to join a team, all you have to do is search for that team name under "Participants" on the menu bar. Your individual fundraising efforts will be reflected on your own page as well as the team's page!

STEP 3

REACHING YOUR FUNDRAISING GOAL

Raising donations and reaching your fundraising goal will be a breeze if you follow the tips and tricks included in this packet! Remember, people can donate to your campaign a few ways:



Online Donations

Your supporters can donate to your fundraising campaign online by visiting AutismCAREWalk.org. They'll click on the yellow "Donate" button on the home page and search for your name. Once they find your name, they'll be directed to your campaign!



Mail or Hand-In Donations

Your supporters can also mail in their donations or drop them off in the Administration building at Heartspring! The next page is a donation form that must accompany any cash or check donations.



Matching Gifts

Double your impact! Does your company participate in a matching gift program? Check with your HR or Accounting department to easily double your donation.

ONE WEEK. \$500 RAISED.

- \$25 Day 1**
Sponsor yourself. Donate \$25.
- \$75 Day 2**
Involve your family members, and ask three members to donate \$25.
- \$75 Day 3**
Gather your friends. Ask five friends to donate \$15 each.
- \$50 Day 4**
Spread awareness at work. Ask five coworkers to donate \$10.
- \$150 Day 5**
Use online resources. Email 15 contacts for a \$10 donation.
- \$75 Day 6**
Involve businesses. Ask your company to sponsor you for \$75.
- \$50 Day 7**
Involve the community. Ask two local businesses you frequent to donate \$25 to your campaign.

GRAND TOTAL

\$500

FUNDRAISING TIPS

Show some spirit.

Get your workplace or child's school involved in your Heartspring Autism CARE Walk fundraising efforts! Have them host a day where participants can donate \$1, for example, to wear jeans and a T-shirt or something they normally can't wear. Even the simplest of ideas can go a long way.

Involve your area.

While the Heartspring Autism CARE Walk is all about raising awareness on a city-wide basis, focus some of your efforts on what's right under your nose. A fun (and delicious) way to do so would be to ask a local restaurant to donate a portion of one night's sales to your campaign.

Go the extra mile.

Take a day to put on a car wash, garage sale, or bake sale and have the proceeds benefit your campaign. Bonus: host the event in April because it's Autism Awareness Month!

Spread the word.

The greater the reach, the greater the awareness. Spread the news of your efforts and of the Heartspring Autism Services Program on your favorite social media pages. Let your followers know about your campaign and why you "CARE" about autism awareness. Follow Heartspring on Facebook, and add the Heartspring Autism CARE Walk cover photo to your own page! You can also follow Heartspring on Twitter (@Heartspring) and be a part of the excitement by using #TeamCARE.

No contribution is too small, and no idea is too far-fetched when it comes to spreading awareness! Your efforts, no matter the size, will benefit the children. And that's what matters most.

STEP 4

WALK!

Grab your Heartspring Autism CARE Walk T-shirt and your athletic shoes as we walk to advocate for individuals impacted by autism. For updates about any rain delays the morning of the walk, please visit the Heartspring Facebook page [Facebook.com/Heartspring](https://www.facebook.com/Heartspring) or on Twitter at [Twitter.com/Heartspring](https://twitter.com/Heartspring).

Important Dates

Tuesday, February 5

Registration opens at AutismCAREWalk.org

Monday, April 8

Deadline to purchase your Heartspring Autism CARE Walk T-shirt by 5 p.m.

Wednesday, April 24

T-shirt Pickup**
7 a.m. to 1 p.m.
Heartspring Conference Center
8700 E. 29th St. N.
Wichita, KS 67226

Thursday, April 25

T-shirt Pickup**
Noon to 7 p.m.
Heartspring Conference Center
8700 E. 29th St. N.
Wichita, KS 67226

Saturday, April 27

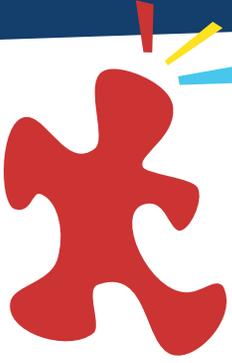
Heartspring's Autism CARE Walk
10 a.m.
WAVE (650 E. 2nd St. N.
Wichita, KS 67202)

On-site event registration and T-shirt sales begin at 9 a.m. (select sizes available)

** Please note: T-shirts that are NOT picked up during T-shirt pickup will be available the morning of the walk at 9 a.m. Additional T-shirts will be available for purchase at T-shirt pickup and at the walk (select sizes available). T-shirts that are not picked up by 10 a.m. the day of the walk will go back up for sale!



TEAM CAPTAIN GOAL SETTING GUIDE



The Heartspring Autism CARE Walk team captain guide will help you track your progress and hard work while fundraising! Maintain team motivation by establishing goals. Keep these tips in mind while setting your team's goals:

- **100% effort:** Make one of your main goals as the team captain be to get every single one of your team members to fundraise!
- **Get your team's input:** Set your goal based on suggestions from your team. They'll feel more engaged when helping make decisions.
- **Share your goal:** Use social media, email, your campaign page, and more to spread the word about your team and why you are walking for the 1 in 59 children impacted by autism.

Team Captain's Name: _____

Team Name: _____

2018 Team Results (if applicable)	2019 Team Goal
# of team members:	# of team members: <small>(i.e.: 15% increase= number of 2018 team members x 1.15)</small>
\$ amount raised: \$	minimum \$ team goal: \$ <small>(i.e.: 20% increase = 2018 \$ raised x 1.20)</small>
\$ average raised by a team member: \$	\$ average raised by a team member: \$ <small>(i.e.: 20% increase= 2018 \$ average x 1.20)</small>
Not sure what you raised? Email Heartspring Special Events Coordinator Megan Schapaugh at mschapaugh@heartspring.org .	

WEEKLY TRACKER

The Weekly Tracker is your "go-to" to see how your team's fundraising efforts are doing throughout the Autism CARE Walk fundraising process. Don't forget to update it every week!

WEEK OF:	# OF TEAM MEMBERS	\$ TEAM RAISED
2/5-2/11		
2/12-2/18		
2/19-2/25		
2/26-3/4		
3/5-3/11		
3/12-3/18		
3/19-3/25		

WEEK OF:	# OF TEAM MEMBERS	\$ TEAM RAISED
3/26-4/1		
4/2-4/8		
4/9-4/15		
4/16-4/22		
4/23-4/27		
GRAND TOTAL		

SEE YOU AT THE WALK ON **APRIL 27!**



WHO'S YOUR 1 IN 59?

WHAT IS AUTISM?

Autism Spectrum Disorder (ASD) is a developmental disability that can cause significant communication and behavioral challenges. Sometimes, nothing physically obvious sets those impacted by autism apart from other people, but they may communicate, interact, behave and learn in different ways.

WHO IS IMPACTED?

Autism is 10 times more common today than it was in the 1980s, according to the Centers for Disease Control and Prevention (CDC). The CDC estimates that one in 59 children have been identified with ASD, suggesting there are more than 5,500 children in the Wichita area alone. Every one in 38 boys is impacted, which is four times more common than girls (with every one in 152 being impacted).

