

RUN 5K FOR AUTISM

VIRGINIA INSTITUTE OF AUTISM



RISE TO THE CHALLENGE WITH US!

APRIL 13, 2019

FUNDRAISING PACKET

Dear Friends,

Thank you for your fundraising efforts on VIA's behalf. By recruiting friends, family, neighbors and co-workers, you will be helping to raise awareness, and to raise vital funds, to help people overcome the challenges of autism. Your commitment is inspiring. We could not do this without you!

The VIA Fundraising Team

Peggy Caister

Larry Garretson

Kaye Forsman

CONTENTS

- Getting Started
- Fundraising Tips
- Letter/Email Writing Tips



GETTING STARTED

1. Register today for VIA's Run for Autism 5K! Early registration is \$30/5K and \$15/Kids' Race.

*Early registration lasts until Saturday, March 14. From March 15 to April 11, registration is \$35/5K and \$20/Kids' Race. During packet pick-up on Friday, April 12 at VIA and on race day at the Charlottesville High School track, registration is \$40/5K and \$20/Kids' Race.

Ways to register:

- Register online: runforautism5k.org
--OR--
- Pick up a registration form at Ragged Mountain Running Shop and return:
- in person or by mail: to VIA, 943 Glenwood Station LN, Suite 201, Charlottesville, VA 22901

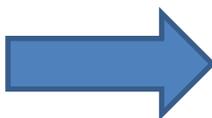
2. Create a fundraising page and start your letter writing campaign.

- Once you have registered for the Run for Autism 5K, let everyone know through email and social media, that they can visit your fundraising page, join your team or donate to your efforts.
- Your Participant Center on runforautism5k.org allows you to personalize your personal fundraising page and send emails. **Upload a photo, send emails to friends, and share your story.**
- It only takes a couple of minutes to reach out, and will make a huge difference to your results!

3. Recruit runners to join your team and fundraise.

- Recruit as many people as you can to do the same thing you're doing! Each of your team members should also create their own fundraising page and recruit pledges and runners.
- You will be amazed at how interested people are in supporting your effort when they find out how passionate you are about the Run for Autism 5K and the Virginia Institute of Autism.

How Can I
Raise \$100?



Ask one person for \$5, two
people for \$10, and two
more for \$25



FUNDRAISING TIPS

A great way to raise money is through a personal email/letter. Emails can easily be written and sent from your Participant Center on runforautism5K.org. Send it to EVERYONE you know — extended family, current and past friends, neighbors, old college roommates and your favorite teacher.

- **Start now!** The key to a successful fundraising campaign is to start early.
- **Make it personal:** We all love to get personal letter! Let them know about the event and what else is happening in your life.
- **Use humor:** Everybody loves a chuckle, so use humor where appropriate.
- **Short and sweet:** If it is too long, you will lose the reader's interest.
- **Share your connection to autism:** Let people know why you are participating and how you are connected with VIA and this event.
- **Ask:** Very important! What separates this letter from any other letter? You're asking them to donate to you.
- **Suggest giving levels:** We recommend suggesting donations levels to your donors, such as \$5, \$10, \$20, \$50 and \$100.
- **Set a deadline:** People are always motivated by deadlines, so give them one.
- **Let them know how to donate:** Tell them the procedure for making a donation with step-by-step instructions (share the link to your fundraising page and advise them to click the DONATE button, or tell them to visit runforautism5k.org and search for you under DONATE). If you mail letters you could include a self-addressed, stamped envelope.
- **Keep a list:** Keep a list of all the people to whom you send letters, and track your donations.
- **Send out a reminder email.**
- **Send a thank you card.**



LETTER/EMAIL WRITING TIPS

Start with something personal, as well as information about why you are participating.

Include information about Autism.

- Autism is a pervasive developmental disorder
- Autism robs children of the ability to communicate and causes repetitive problematic behavior
- The Centers for Disease Control reports that Autism affects 1 in 59 children
- VIA has been providing services for families working to overcome the challenges of autism for over 20 years

Suggest fundraising levels. What is your fundraising goal or commitment?

- **\$35** could help purchase new bicycle helmets for students to use when biking and building gross motor skills
- **\$50** could help supply adaptive PE equipment and encourage interaction among our students
- **\$150** could help provide micro-enterprise supplies and support living wage income for adults with autism
- **\$300** could help pay for an adaptive bicycle to help our students overcome challenges with mobility
- **\$600** could help purchase communication devices for our students who are nonverbal
- **\$1,000** could help fund scholarships to give a student in need the opportunity to participate in one of our social skills groups

Include instructions to complete the donation. Go to www.runforautism5k.org and click Donate > Donate to an Individual, or send them a link to your personal page.

Donations by check should be made payable to the "Virginia Institute of Autism" and mailed to:

Run for Autism 5K

c/o Virginia Institute of Autism

943 Glenwood Station LN, STE 201

Charlottesville, VA 22901.

Ask them to participate. Help us promote autism awareness by participating with us and registering for this event. If you are not able to run, consider raising funds as a virtual participant.

Let them know how to reach you or VIA. If appropriate, include your phone or email. VIA can be reached at run4autism@viaschool.org or 434-923-8252.