



## the **AU**some fundraising challenge 2017

Does your New Year's Resolution include an opportunity to give back to your community? Would you like to help grow the efforts of AutismUp? If so, we challenge you to host your very own fundraising event!

In 2017, AutismUp aspires to fundraise more than \$500,000 — and we need all the help we can get. We have been the recipients of many community fundraisers over the years and have made some great friends in the process. The funds and awareness raised have helped AutismUp grow from four to over 2,000 families! Often, these fundraisers are born from the idea of a teacher, co-worker, friend or family member that has been touched by autism.

We regularly get calls asking for ideas and ways to help, so we thought we could turn all these good deeds into a greater effort by hosting a “AUsome FUNdraising Challenge for AU” through August 2017! We'll tally and award distinctions to the top personal fundraisers thru the year. Have you asked yourself how you can help? Do you think you have what it takes to raise the most money in 2017 and be crowned “King of the Kite Society?” If so, this is the challenge for you! **Challenge** your friends, co-workers, school mates, rival schools, other scout troops, and so on! This is a great service project for schools, churches and other community groups, and it's FUN!

All money raised for AutismUp is used to expand and enhance programs and opportunities for individuals with autism, and their families, that improve quality of life. AutismUp is the largest 501c3 non-profit autism support organization in the Greater Rochester and surrounding areas.

Here are a few ideas or use your own creativity!

### Getting Started

When planning your event, consider the following:

Is it ethical?

Does it offend any group(s)?

What are your financial risks/outcomes?

How will you thank your supporters?

Do you need permission to hold the event?

What expenses will you incur for the event?

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If you have questions, please call the AutismUp Special Events Department, 585-248-9011. All expenses shall be incurred by the fundraiser. AutismUp can provide a “kit” with organization specific literature, if needed.

### Advertising Ideas

**Newsletters:** Ask if your efforts can be included in an upcoming newsletter at your company, school, church, or other facility that sends monthly newsletter. Maybe it can be included in their group or company-wide email, on a website or via other social media platforms. Be sure to include a link to our website for easier fundraising: [www.autismup.org](http://www.autismup.org)

**Signatures:** Put a signature line on your email accounts. Be sure to add a signature on all your emails which includes a link to our website where they can make direct donations. Ask your friends, neighbors, relatives, and co-workers to make a monetary donation to the organization directly from our website: [www.autismup.org](http://www.autismup.org)

**Newspaper:** Contact your local newspaper. Ask if they can run a story about autism and include your fundraising efforts. In your explanation of your event, describe your involvement and commitment to the event and why your efforts are so special to you.

**Social Media:** Use it to promote your fundraiser! Including links to register and donate is easy. You can even include direct links to the AutismUp on-line donation system to make collections of money easier! Donations made on-line directly to AutismUp in the name of your fundraiser will automatically receive a receipt for the donation and an acknowledgment from AutismUp.

### Fundraiser Ideas

#### **Bake Sale**

Host a bake sale at work or a in a busy place. Most banks, schools or other public facilities will welcome you.

#### **Book Sale**

Invite friends, co-workers, relatives and others to donate used books and sell them at work, church or another public place.

#### **Can Drive**

Ask gas stations, restaurants, offices, salons or anyone else you do business with to place a jar on their front counter for coin collections.

### **Car Wash**

This is a fun and easy money maker! You can charge a flat rate or ask for donations. Don't forget to wear your autism awareness or AutismUp t-shirt.

### **Chinese Auction**

Ask each department at school or work to create a basket with a theme and sell tickets to drop in buckets.

### **Crowd Funding**

Set up a crowd funding page at no cost and start an on-line fundraiser using your on-line network! Crowdrise, Go Fund Me, and more are available to users with easy instructions and templates.

### **Loose Coins**

Ask each department or classroom to have a container for their collected change. Ask people to put their loose coins in each day. Set a date for the campaign to end, when you collect all the containers, the group with the most money is the winner.

### **Dance**

Host a school dance or public dance event, the donation will be the entrance fee charged for the event. A themed dance marathon is also popular and tons of fun! You can even ask others to raise money to bring to the event.

### **Email Drive**

Send an email to everyone in your address list and ask them for a donation. Donations can be made directly on our website: [www.autismup.org](http://www.autismup.org)

### **Facebook**

Use your social networking skills to raise money for your team. Download a crowd-rise widget to your Facebook page and post to your status. Your total will raise in no time.

### **50/50 Drawing**

Host a 50/50 drawing at work or in the community, weekly or monthly. Winner splits the money with AutismUp. It's a win-win for all.

### **Garage Sale**

Take this opportunity to clean out your attic or basement and ask your friends to do the same. Hold your garage sale on your own or with your neighbors. Neighborhood or block rummages are often very popular.

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### **House Party**

Host a lunch, happy hour or dinner at your house and include an admission or entry fee. You can have tons of fun with this! Be sure to set a minimum donation, i.e., \$20.

### **Hat Day**

Ask for a \$1 donation for co-workers or students to be allowed to wear hats or a specialty hat.

### **Ice Cream Social**

Host an ice cream social at school or work. You can charge a flat fee or ask for donations.

### **Jean Day**

Host a jean day at work with a set cost. Example: \$5 per day or \$20 for the week. Be sure to get appropriate permission to hold this event.

### **Matching Gifts**

Be sure to ask your company, boss or teacher to match money you personally raise. Most companies already have a matching gift program; contact your local HR Department for details.

### **Odd Jobs**

Call family, friends, neighbors and ask if they need any odd jobs done. Maybe pet sitting, yard work, lawn mowing, snow shoveling, cleaning, dog walking or house sitting. Be sure to explain that your money will be donated to AutismUp and directly to individuals living with autism.

### **Organizations**

Ask your local organizations like the Lions Club, Rotary Club, Kiwanis, Knights of Columbus or others for a monetary donation. Most organizations are willing to donate to a charity like AutismUp.

### **Popcorn Sale**

Who can pass up popcorn? Host a popcorn stand at school or work. Delivery service is always a plus!

### **Potluck**

Host a potluck lunch or dinner. Ask co-workers or others to donate a favorite dish and sell tickets for the event.

### **Penny Collection**

Ask friends, family or co-workers to collect pennies for a specific timeframe. On the last day of collection, announce the total and submit your donation.

### **Puzzle Pieces**

A Puzzle Piece campaign is a great way to promote autism awareness and fundraise at the same time. Ask local gas stations, grocery stores, banks, restaurants or others to sell these pieces on your behalf. Contact us at 248-9011 for an AutismUp puzzle piece kite template. Pieces sell for \$1, \$5, \$10 or any other donation. They can choose to sign their own name or dedicate it to someone else. The puzzle pieces will be displayed in their establishment.

### **Recycling Drive**

Gather bottles and cans over a period of time from home, neighbors, work, and school. Display them (if appropriate) and once you've hit your goal (time or quantity) redeem them towards your donation!

### **Video Game Sale**

Video Sale: This works similar to a book sale but only with video games. Host one at work or school, asking others to donate Wii, XBox, Nintendo videos they no longer use and then resell them.

### **Yogathon**

Yogis unite and support AutismUp! Charge a flat rate for an inspired session in the great outdoors or any other huge facility.

### **Zumbathon**

Zumbathon: With the Zumba craze, host a marathon. Collect pledges in advance for every hour participants dance. It's a great and healthy way to raise funds!