



STEPS FOR AUTISM 2024

FUNDRAISING TOOLKIT

MAY 19, 2024

**ROC AT THE ST. LOUIS PARK RECREATION CENTER
NEW LOCATION!**

This toolkit has all you need to fundraise for Steps for Autism!

- How to create your fundraising page on Givebutter.com
- Fundraising tips, tricks, and timeline
- Information to help you share why you support AuSM
- Social media items, including templates and graphics



Why fundraise for AuSM?

- You care about the autism community: donations stay local and support autistics in Minnesota.
- AuSM supports the whole state, the whole lifespan, the whole spectrum.
- Build a community that gets it: fundraise to create inclusive events like Steps for Autism.
- Together we can take steps towards more resources and supports.

**QUESTIONS? WE'LL HELP YOU AT EVERY STEP ALONG THE WAY!
REACH OUT TO KERI OLUFSON AT KOLUFSON@AUSM.ORG.**

GETTING STARTED

The first step to fundraising as part of Steps for Autism is to create your own fundraising page or team as part of the Steps for Autism event. Visit the [Steps for Autism](#) homepage and click on “Fundraise Now”. You can choose to join a team that already exists, or create your own. Add in your goal amount (we recommend \$500), and share the story of why you’re fundraising.

The more personal you make it, the more successful you’ll be.

Finish by clicking “Join this fundraiser.” You’ll be taken to your fundraiser page. You can share this link with your friends and family to ask for donations!



PREPARE TO FUNDRAISE

One of the most important tools for success in fundraising is having a plan! A little bit of time at the beginning can help you raise more to support programs and services for the local autism community. Once you’ve set up your fundraising page, check back here for your next steps.

Develop Your List: Brainstorm people and businesses who can support your cause, with their contact information.

Make a Calendar: Choose days you’ll spend time working on Steps for Autism. When will you send emails? Make phone calls? See others in person? Share on social media?

Write Your Story: You don’t need to be an author, but having an outline of why you’re fundraising and who you’re fundraising for can help you communicate with others. Take some notes so that when others ask you why your cause is important, you have an answer. Check out our samples at the end of this toolkit for ideas.

Start Strong: Beginning immediately, reach out through email, phone, and social media to start the campaign. See the sample fundraising schedule on the next page.

Keep the Enthusiasm Going: Continue to communicate and post throughout the campaign. Let people know how close you are to your fundraising goal.

WWW.AUSM.ORG/SFA

FUNDRAISING TIPS AND TRICKS

Fundraising Best Practices

Ask the Right People

Your personal connection with family, friends, coworkers, neighbors, and businesses will inspire them to give.

Go the Distance

Thanks to our digital platform, you can include family and friends from across the country.

Be Prepared

If you're nervous about asking, write down your "pitch" to help you articulate why AuSM is important to you.

Speak Your Truth

Your community cares about what you do. Share how AuSM has made a difference in your life.

Use Your Voice

Be yourself! Write with your natural voice to show that you authentically care about this cause.

Hashtag it for Extra Spread

Use the hashtag #SFA2024 to highlight your social media posts.

Share Powerful Facts

Follow the links on the next page to get information about autism, AuSM, and the need for supports and services. Use these facts to power up your personal story.

Fundraising Timeline

March

- Create your Givebutter fundraiser page.
- Build your donation ask list.
- Share on social media.
- Make your own donation.

Week of Apr. 8: Get Prepared

- E-mail your list and post on social media with a link to your fundraising page.

Week of Apr. 15: Set a Goal of \$50

- Make phone calls for a personal connection.

Week of Apr. 22: Set a Goal of \$100

- Share why you're fundraising on social media.
- Connect with more contacts by phone.

Week of April 29: Set a Goal of \$150

- Update your social media with a personal story.
- This is the last month of fundraising: use that urgency!

Week of May 6: Set a Goal of \$200

- Update your social media and highlight your progress.
- Send a follow-up email to those who haven't donated.

Week of May 13: Set a Goal of \$250

- Send a final email asking for help to exceed your goal.
- Post on social media with your final ask!

Sunday, May 19 from 9 a.m.-12 p.m.

- Join us at Steps for Autism!

"WHEN I CALLED AUSM, THE PERSON WHO ANSWERED THE PHONE SAID, 'IT'S OK, WE'RE HERE TO DO THIS TOGETHER.' SHE ASKED ME TO TELL HER WHAT I NEED. SUDDENLY, I DIDN'T FEEL ALONE. I WAS LOST UNTIL I CALLED AUSM. WITH THEIR SUPPORT, I FELT LIKE I COULD FINALLY BREATHE." -AUSM MEMBER

SUPPORT AuSM

Autism is the fastest growing developmental disability in Minnesota. With a prevalence rate of 1 in 34 Minnesotans being autistic, the autism community is all of us – it's your neighbors, your co-workers, your friends, and their families. As Minnesota's first autism resource for over a half-century, AuSM serves the whole state, the whole spectrum, for the whole life.

You can build this community for autistics across Minnesota by donating today. Each donation supports social and recreation programs, summer camps, counseling and consulting services, classes, trainings, and more.



FUNDRAISING PRIZES

Every dollar you raise brings you closer to some amazing prizes.

- Raise \$50 and take home an AuSM-branded fidget.
- Raise \$150 and your team will earn a yard sign proudly displayed at Steps for Autism on May 19! Take your sign home with you to display in your own yard.

OFFLINE DONATIONS

We know some donors prefer not to make donations online. Encourage your donors to send AuSM a check, indicating they're supporting your fundraiser. You also can bring cash, credit card, and check donations to Steps for Autism on May 19. You always can mix and match digital and offline donations!

Donations can be sent to:
Autism Society of Minnesota
2380 Wycliff St. #102
St. Paul, MN 55114

RESOURCES

Click on the links below for resources to support your fundraising efforts.

- [About Autism and AuSM](#)
- [Sample Emails](#)
- [Sample Social Media Posts](#)
- [Logos and Graphics](#)

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