



You are invited to become an AuSM Autism Acceptance Month Partner for April 2021

Why Autism?

With a national prevalence rate of 1 in 54 and a statewide prevalence rate of 1 in 44, autism is the fastest growing disability in Minnesota. Everyone knows someone who is affected by autism.

Why AuSM?

For 50 years, the Autism Society of Minnesota (AuSM) has been committed to enhancing the lives of individuals and families affected by Autism Spectrum Disorder. AuSM serves Minnesotans, throughout their lives, with a fundamental commitment to advocacy, education, support, collaboration, and community building. Every dollar raised for AuSM directly benefits the Minnesota autism community through programs and services tailored to the needs of families, individuals, educators, professionals and beyond. AuSM is a 501(c)(3) organization, and donations are tax-deductible. www.ausm.org



What can you do?

April is National Autism Acceptance Month, a special opportunity to show your support for the autism community. AuSM invites you to partner with us in April to increase autism acceptance.

What does it mean to be an AuSM Autism Acceptance Month Partner?

Partners join AuSM in our mission of enhancing the lives of those touched by autism in Minnesota and they receive:

- Special recognition in our e-newsletter, *AuSM Connections*, on April 1 and April 15. This newsletter is sent out to more than 5,000 opt-in subscribers in the Minnesota autism community and beyond.
- Special recognition on AuSM's Facebook page, which has more than 11,000 followers.
- Placement on the Autism Acceptance Month page on AuSM's website, www.ausm.org, with a link to your website. Special recognition is given to companies creating a campaign to raise dollars in support of the local autism community and AuSM.

Minnesota's First Autism Resource®



How do I become an AuSM Autism Acceptance Month Partner?

Partners participate in one or more of the following activities starting in April and continuing for as long as desired. Please check the activities in which you will participate:

- Share an AuSM Autism Acceptance Graphic:** Post the graphic in social media, on your website, in your e-mail signature.
- Collect donations for AuSM:** Encourage your customers to donate in support of the local autism community. Host an employee “wear jeans day” that includes a donation to AuSM.
- Get Social:** Show your support by sharing information about AuSM on your Facebook and Twitter pages. “Like” www.facebook.com/AuSM.org and follow @AutismMN on Twitter and @AuSMMN on Instagram.

Offer a Special Product or Service to Support Autism Acceptance: Create a special giveaway - cookies, beverages, item for sale - that represents autism acceptance, with proceeds going to support the Minnesota autism community. AuSM will provide a donation letter for money donated through your designated product or service.

Round Up for Autism: Give customers the opportunity to “round up” their purchases to the next dollar to support the Minnesota autism community.

Create My Own Plan (please describe): _____

YES! I want to become an AuSM Autism Acceptance Month Partner. Please complete the below information and return this form via e-mail to kthomalla@ausm.org.

Name: _____ E-mail: _____

Company Name: _____

Address: _____ City: _____

State: _____ Zip: _____ Phone: _____

Website: _____

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