



2023 Motivated By The Movement - Fundraising Participant Toolkit

Join WAA as we build community and increase awareness to expand access to healthcare, education, and services for people with autism and other developmental disabilities in Washington state. Motivated By The Movement is an inclusive, family friendly celebration to motivate families to focus on wellness and increasing movement and raise funds for Washington Autism Alliance (WAA) held during the Autism Acceptance month..

WAA recognizes that the world is evolving and our community has varying comfort levels on how to get engaged and stay connected. Motivated By The Movement encourages participants to figure out how they want to move in support of Autism and get Motivated By The Movement. Whether it is 20 minutes 3x per week or 20 minutes every day, we want participants to show their dedication and commitment to Autism Acceptance Month by making a plan to achieve their goal. While the event won't be in person, we still will be engaged with our community throughout the month of April.

Motivated By The Movement will raise funds for Washington Autism Alliance (WAA) so WAA can continue to expand access to healthcare, education, and services for people with autism and other intellectual and developmental disabilities in Washington state.

This document will guide you through everything you need to know to become a Fundraising Participant for WAA. Utilize our fundraising checklist and organizational information to guide you in your fundraising efforts, and all in the efforts to generate greater impact and help those affected by ASD thrive!

Navigate the Toolkit:

[Setting Up your Peer-to-Peer Campaign](#)

[Being a Fundraising Champion](#)

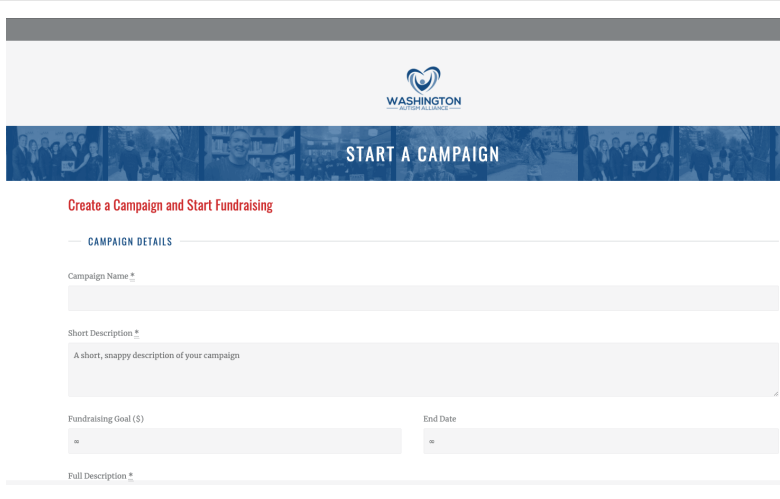
[Fundraising Checklist](#)

[Templates and Resources](#)

Setting up your Peer-to-Peer Campaign

STEP 1: Create a Campaign

- Go to <https://washingtonautismalliance.org/give/start-a-campaign/>
- Create a campaign

<p>Fill in the required information for your campaign and set a Fundraising Goal.</p> <p>The end date of the campaign should be Apr 30, 2023 , but you can leave it blank if you want.</p>	 <p>The screenshot shows the 'Create a Campaign and Start Fundraising' page. At the top, there is a header with the Washington Autism Alliance logo and a 'START A CAMPAIGN' button. Below the header, the page title 'Create a Campaign and Start Fundraising' is displayed. The form is titled 'CAMPAIGN DETAILS' and contains the following fields:</p> <ul style="list-style-type: none">Campaign Name *: A text input field.Short Description *: A text input field with a placeholder: 'A short, snappy description of your campaign'.Fundraising Goal (\$): A text input field with a dollar sign icon.End Date: A text input field with a calendar icon.Full Description *: A text input field.
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B: Customize Your Page

Now set up your page: Tell everyone why you are raising money for Day Out for Autism benefitting Washington Autism Alliance. You can customize your team's page with your own photos, descriptions, etc. (Feel free to use the information below to help you as you share why you are fundraising for WAA!)

CAMPAIGN DETAILS

Why are you raising money? *

[ADD MEDIA](#)

B *I* U “ ” ABC [List Bulleted] [List Numbered] [List Check] [List X] ↶ ↷ ↻ ↺ ↻

Hello, I am fundraising for Washington Autism Alliance! Thank you for your support!

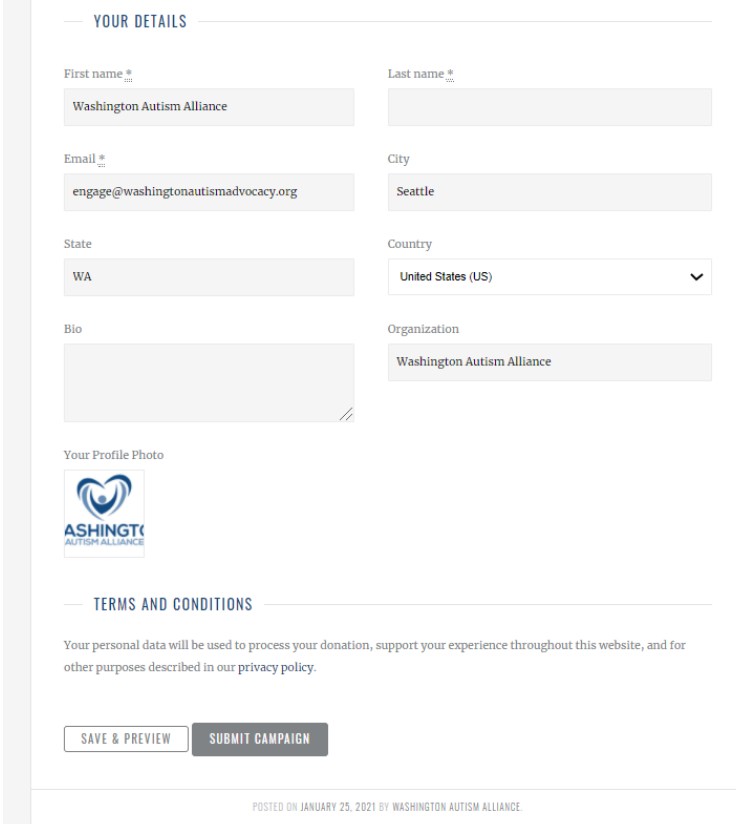
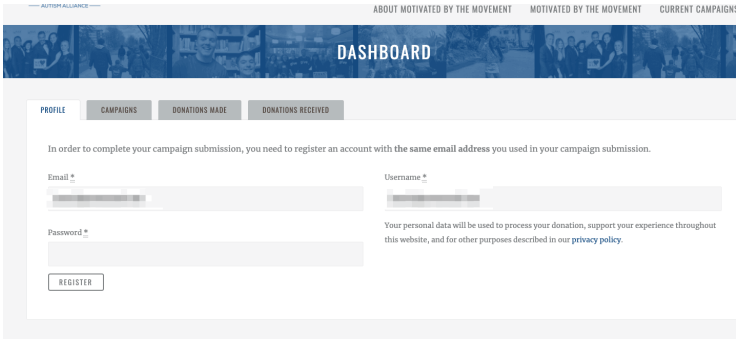
Set a fundraising goal for your team

Fundraising goal (\$)

1000

Upload a featured image



<p>Confirm your personal details and submit your campaign!</p> <p>Make sure you select "SUBMIT CAMPAIGN" to publish your fundraiser</p>	
<p>In order to complete your campaign submission, you need to register an account with the same email address you used in your campaign submission.</p>	
<p>You should receive an email confirmation.</p>	

STEP 3: SHARE YOUR CAMPAIGN!

- **SHARE ON SOCIAL MEDIA:** Send out messages to your friends on Facebook and Twitter and tag WAA!
- **REMEMBER TO SHARE FUNDRAISING UPDATES:** Keep everyone in the loop by emails

and updates on Facebook, Instagram and Twitter.

- **COFFEE AND COMMUNITY:** Remember to tell everyone about Day Out for Autism, why you're fundraising and invite them to join us on April 30th.
- **OUT SHOPPING:** When you are out shopping in your local store or business, ask the manager if you can put up posters promoting the event. Ask them if they would like to support you by donating or creating a team at their work.
- **MEMBER OF A CLUB, LEAGUE, GROUP OR ORGANIZATION:** Let everyone in your circle know that you are walking and ask them if they would take a poster to put up in their workplace and local stores. Ask if they would like to support you by joining your team, or donating or volunteering at the event.
- **TELL A STORY:** Submit your team photo and story to your work newsletter, school newsletter, your local newspaper, community webpage (nextdoor.com, facebook group), favorite radio or news station. Share the love!

Being a Fundraising Champion:

WHAT IS A FUNDRAISING CHAMPION?

A Fundraising Champion is someone who participates in Motivated By The Movement to raise money for WAA. This is an individual participant who can also gather together with a group of people to raise funds while focusing on wellness. You should reach out to family members, friends, work groups, volunteer groups or any combination. This is an opportunity to strengthen relationships, make memories, contribute to a worthy cause and have fun while doing it.

WHAT IS MOTIVATED BY THE MOVEMENT?

Set a Motivated by the Movement goal for April, make a plan, and ask family, friends and coworkers to join you for some form of regular exercise. Whether it is 20 min 3x per week or 20 min every day show your dedication and commitment to Autism Acceptance Month by making a plan to achieve your goal. Once you have a plan, spread the word and motivate others to join the challenge. Let's get Motivated by the Movement!

Fundraising Checklist:

BEFORE YOU START YOUR CAMPAIGN

- Register to be a Fundraiser.
- Set a fundraising goal.
- Personalize your personal fundraising page.
- Ask people to join Motivated By The Movement.
- Use this peer to peer toolkit and email templates to send emails to family, friends, teachers, neighbors and co-workers and include the link to your fundraising page.

- Like and Follow WAA on Facebook and make sure we show in your newsfeed.
- Use social media – Facebook, Twitter, Instagram – to let people know you are a WAA Motivated By The Movement for Autism participant and invite them to join you.
- Send everyone you know the link to your fundraising page.
- Let your employer know that you are walking and ask if they will match all the donations your team gets.
- Call us if you have any questions – we are here to help you.
- Repost articles from the WAA Facebook page to your page and “like” us – a lot!

THE MONTH OF APRIL

- Remind all your friends that you are participating and invite them all to donate or join you as you participate in Motivated By The Movement.

The purpose of Motivated By The Movement is to promote wellness, while raising funds for Autism during the month of April.

The Power of Five

The best way to get donations is to ask!

SIMPLE STEPS TO RAISE \$500:

1. Contribute \$50
2. Ask a co-workers and your boss (5 x \$20) \$100
3. Ask 5 companies/organizations you work with (5 x \$20) \$100
4. Ask someone who has asked you for support \$50
5. Ask everyone in a club or organization to donate (5 x \$20) \$100
6. Ask your five closest friends or family members for \$20 \$100

See, that was easy!

Templates and Resources:

- Email Ask Letter Templates
- Social Media Post Template
- Washington Autism Alliance Informational Sheet:
- Photos and Videos
- WAA Logos and Brand Guidelines
- Social Media
 - Facebook @WashingtonAutismAlliance
 - LinkedIn (Washington Autism Alliance and Advocacy)
 - Twitter @Autism_Warrior
 - Instagram @wa_autism
 - Hashtags:

§ #EmbraceAutism

§ #WAA

§ #StandingTogetherforChange

- § #MotivatedByTheMovement2023
- § #AutismAcceptanceMonth
- § #AutismAcceptance
- § Create your own and share with us!

