

# Be a superstar fundraiser!

- Set a fundraising goal** and share it through social media, emails, and in conversation.
- Lead by example.** The easiest donation will come from you and will motivate others.
- Write a list of potential supporters** such as your employer, family, friends, hairstylist, doctor, dentist, real estate agent, sorority/fraternity members, car dealer, clients, colleagues, and neighbors. Check people off as you contact them.
- Use a fundraising approach that reflects your style,** whether it be personal letters, emails, direct asks, Facebook, or telephone calls. You'll do best with one that reflects your personality.
- Keep people updated** on how close you are to your goal.
- Share with others how their donations** will make a difference in the lives of individuals and families affected by autism.
- Be sure to include the link** to your personal fundraising page in emails or on social media, to make it easy for people to donate.
- Ask for a specific donation level** or that people match your donation.
- Create a video** about your personal story and post it to YouTube.
- If you have a **personal blog**, update it often; include your recent fundraising successes and invite others to join you.
- Ask for an announcement** about the Run/Walk to be included in your company newsletter, faith-based bulletin, or school newsletter.
- Friends and family who do not want to run or walk that day can still join your team as a **virtual member** and raise money for our cause.
- Ask a local restaurant or store to donate** a percentage of sales from one night to your team.
- Place a jar in a business** for people to donate their spare change.
- Get creative** by holding a garage sale, bake sale, car wash, or chili cook-off.
- Find out whether your employer has a **matching gifts program.** If so, you can easily double your dollars raised.



Thank you for being a part of our biggest fundraisers of the year! Each donation brings us closer to our goals to improve the lives of individuals and families affected by autism!