

# Team Captain Handbook

## 2017 SPRING RUN/WALK FOR AUTISM



Autism Society  
of NORTH CAROLINA



## www.runwalkforautism.com

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### Did You Know?

*Autism Spectrum Disorder is a developmental disability that affects a person's communication, behavior, behavior and ability to interpret the world around them.*

*More children will be diagnosed this year with autism than with childhood cancer, juvenile diabetes, and AIDS combined.*

*As many as 1 in 58 children in North Carolina is born with autism.*

### Why Run/Walk?

As many as one in 58 children born in North Carolina today has autism, according to the Centers for Disease Control and Prevention (CDC). Everyone knows someone affected by autism, whether it is a family member, friend, or co-worker. You can make a difference in their lives by participating in a Run/Walk for Autism.

### We Can Help

The Autism Society of North Carolina (ASNC) has provided support and promoted opportunities for individuals with autism for more than 45 years. ASNC is the leading resource in North Carolina serving individuals with autism and those who care about them through advocacy, training and education, and direct care. By working with individuals on the spectrum, their families, professionals, providers, and policymakers, ASNC ensures that needed services and options are available throughout the lifespans of individuals with autism.

### You Can Help

All of the money raised by ASNC's annual Run/Walk for Autism events stays in North Carolina to change the lives of more than 65,000 individuals with autism. From each dollar raised, 89 cents goes directly to programs that help individuals and their families. We count on these events to provide the necessary financial support to improve the lives of individuals with autism and support families affected by autism in your community.

## Ready, Set, GO!

Thank you for forming a team for the Run/Walk for Autism! As the team captain, you are the link between your team and ASNC. Here are some tips to help you on your way to a successful team!

### **First, make sure your own page is inviting:**

1. **Log in** on the race website to personalize your fundraising page, which is what your donors will see.
2. **Share information** about yourself and why you participate in the Run/Walk for Autism.

**Now you're ready to go!** There are two main ways you can help us raise awareness and money through the Run/Walk for Autism:

1. Recruit members to join your team.
2. Fundraise to collect donations for your team.

## Goal #1: Build a Big Team

Your first step is to spread the word by contacting people who might join your team. Recruiting a new team member is easier than you think, and there is no limit to how large or small your team can be. We appreciate all teams!

### **Recruit teammates now!**

- **Ask family members, friends, and co-workers directly or via email.** Think about your spiritual community, sports teams, civic groups, school friends, and neighbors.
- **Use social media.** ASNC creates Facebook event pages for each Run/Walk, so you can "join" to say you are going and use the "invite" feature to ask friends to join you.
- **Display a Run/Walk for Autism save-the-date card** on your desk or in your company lounge, lobby, or elevator. Schools, local libraries, and medical offices are also great locations!
- **Talk about your team** to anyone who will listen. Let people know why this is important to 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.

### **Get them registered!**

- **Team members must register and pay individually.** The easiest way is to join your team online. When you recruit someone, be sure to tell them the name of your team.
- **Individuals:** Select the "Join a Team" option on the home page and choose the team name from the drop-down box.
- If a person is **already registered** and would like to join your team, **send an email** to [runwalk@autismsociety-nc.org](mailto:runwalk@autismsociety-nc.org) listing their name, the team name, and which Run/Walk they are doing.
- Participants are **not required to compete in the same category**, e.g. competitive 5K or 1-mile walk, as their teammates.





## Donating is easy!

*Donations can be made online, mailed to the local office, or submitted on race day. For mailed donations, please make sure you note which team and team members your gift is supporting. That way your donations will be credited toward your team's fundraising goal.*

## Goal #2: Inspire Your Teammates to Fundraise

As team captain, it is up to you to let your teammates know how important it is to collect donations. Your participation on race day helps us raise awareness, but the donations are what enable us to provide support and promote opportunities for those affected by autism in your community. Share these ideas with your team!

### ***Be a successful fundraiser***

- **Start early!**
- **Set a goal** and share it with others.
- **Lead by example.** The easiest donation will come from you and will motivate others to donate.
- 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.
- **Ask for a specific donation level** or that people match your donation.
- Find out whether your employer has a **matching gifts program**. If so, you can easily double your dollars raised.
- **Get creative** by holding a garage sale, bake sale, car wash, or chili cook-off.
- Place a jar in a business for people to donate their **spare change**.
- Ask a local restaurant or store to donate a **percentage of sales** from one night to your team.

## Harness the power of social media

- Use **Facebook or Twitter** to tell people about your race training or fundraising, and include a link to your personal fundraising page. Examples are provided below.
- **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.
- **Email** friends and family with your fundraising goals; include photos to engage them.

### **Not sure what to say?**

Here are some example wordings you can use in emails or on Facebook or Twitter. Always include the link to your personal fundraising page!

#### *Early Post*

I am excited to participate again this year in the Run/Walk for Autism on [DATE]. I hope you will consider supporting me and making a donation to help individuals with autism.

#### *Next Post*

My fundraising goal for the Run/Walk for Autism is \$[AMOUNT]. I'm just about [XX]% there. If each of my Facebook friends donates just \$[X], I'll reach my goal! Will you help me?

#### *Stats Post*

Did you know autism affects as many as 1 in 58 children in North Carolina? Join me on [DATE], to raise money to improve the lives of individuals with autism. Thank you!

#### *Week Before*

We're approaching the finish line for the Run/Walk for Autism. If you haven't had a chance to donate yet, there's still time. Thank you!

#### *After Event Post*

Thanks to everyone who supported my efforts and changed a life at the Run/Walk for Autism. Our team raised \$[AMOUNT] to support the over 65,000 individuals with autism in North Carolina. If you would still like to donate, please visit [EVENT WEBSITE]. Thank you!



Please help us meet our  
**\$150,000**  
SPRING 2017 GOAL

Last year Run/Walks across  
the state raised:

**\$493,000**

**5,975**  
participants

**364** teams

Your support enabled:

**6,127**  
individual encounters with  
Autism Resource Specialists

**18,000**  
received direct services

**175,000**  
learned how to support  
individuals with autism



## Donation FAQs

### *What is the difference between making a general donation to the team and donating to an individual on a team?*

When a donor gives to the team rather than a specific team member, the donation will show up on the team page scroll, not your personal page. All money donated to individuals on your team and to your team in general will be reflected in your team donation count.

### *Can friends and family make a donation to a participant by going through the main website?*

Yes. On the home page of the website, friends and family can locate a participant by clicking on "Search Participants." They can type in a name to be directed to that person's personal fundraising page.

### *How can I see who has donated to me?*

Log into the site by entering the username and password that you received when you registered. You can then view your donor list and amounts.

### *Some of my donors are not showing up on my scroll. Why?*

As your donors make a contribution, they have the option of choosing whether they want to appear in the recognition scroll.

### *Are donations tax-deductible?*

The Autism Society of North Carolina is a tax-exempt organization under IRS Federal Section 501(c)3. Donations made to the Run/Walk for Autism are tax-deductible. Donors should consult their tax advisors to determine the full value of their donation. Registration fees are not tax-deductible.

## Race Day Tips for All Events

Plan to **arrive at least 30 minutes before** the start of your race.

If you have already picked up your packet, you do not need to check in on race day.

Teams that did not pick up packets should arrive in time to park, have one person pick up packets, and distribute them to all team members.

If you have any runners in the competitive race, they **will need a bib number to record their race time.**

Those who still want to register on race day can do so at the registration tent; the form has a place for them to designate that they are part of your team.

## Cabarrus County Puzzle Run

[www.PuzzleRun5k.com](http://www.PuzzleRun5k.com)

Frank Liske Park | 4001 Stough Road  
Concord | **April 8, 2017**

### Dates to remember

- **Sunday, March 26, T-shirt deadline:** Register by this date to receive a T-shirt.
- **Monday, April 3, online registration ends:** After 12 noon on this date, you must register in person at packet pickup or the day of the Run/Walk.
- **Friday, April 7, 6-8 p.m.: packet pickup** and on-site registration at Frank Liske Park (Barnhardt Shelter).

### Race Day

- 7:30-9:00 a.m. packet pickup and registration at Frank Liske Park (Barnhardt Shelter)
- 8:30 a.m. runners' meeting
- 9:00 a.m. 5K run
- 9:45 a.m. 1-mile fun run/walk

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## Eastern Run/Walk for Autism

[www.EasternRunWalkforAutism.com](http://www.EasternRunWalkforAutism.com)

Greenville Town Common | 105 E. 1st Street  
Greenville | **April 29, 2017**

### Dates to remember

- **Tuesday, April 11, T-shirt deadline:** Register by this date to guarantee your T-shirt size.
- **Monday, April 24, online registration ends:** After 12 noon on this date, you must register in person at packet pickup or the day of the Run/Walk.
- **Friday, April 28, 4-7 p.m.: packet pickup** and on-site registration at Greenville Town Common.

### Race Day

- 7:00-9:00 a.m. packet pickup and registration
- 9:00 a.m. 5K run
- 10:00 a.m. 5K awards
- 10:30 a.m. awareness walk
- 11:00 a.m. team awards

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## Surry County Walk for Autism

[www.AutismWalkofSurry.com](http://www.AutismWalkofSurry.com)

**Friday, April 7, T-shirt deadline:**  
Register by 12 noon on this date to guarantee your T-shirt.

**Friday, April 14, 12 - 6 p.m.: T-shirt pickup** and on-site registration at Capital Bank, 255 Independence Blvd., Mount Airy.

**Monday, April 24, online registration ends:** After 12 noon on this date, you must register in person the day of the walk.

Riverside Park | 350 Riverside Drive, Mount Airy  
**April 29, 2017:** 8 a.m. registration; 9 a.m. awareness walk/zumba

## Coastal NC Run/Walk for Autism

[www.CoastalNCRunWalkforAutism.com](http://www.CoastalNCRunWalkforAutism.com)

Mayfaire Town Center | 6835 Conservation Way  
Wilmington | **April 29, 2017**

### Dates to remember

- **Tuesday, April 11, T-shirt deadline:** Register by this date to guarantee your T-shirt size.
- **Monday, April 24, online registration ends:** After 12 noon on this date, you must register in person at packet pickup or the day of the Run/Walk.
- **Friday, April 28, 4-6 p.m.: packet pickup** and on-site registration (*see website for location information*)

### Race Day

- 7:00-8:00 a.m. packet pickup and registration
- 8:00 a.m. 5K competitive & non-competitive run
- 9:00 a.m. kids' dash

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## Crystal Coast Run/Walk for Autism

[www.CrystalCoastRunWalkforAutism.com](http://www.CrystalCoastRunWalkforAutism.com)

Beaufort Waterfront | 411 Front Street  
Beaufort | **May 13, 2017**

### Dates to remember

- **Friday, April 28, T-shirt deadline:** Register by this date to guarantee your T-shirt size.
- **Monday, May 8, online registration ends:** After 12 noon on this date, you must register in person at packet pickup or the day of the Run/Walk.
- **Friday, May 12, 5-7 p.m.: packet pickup** and on-site registration at ASNC Social Recreation office, 113 Roberts Road, Newport

### Race Day

- 7:00-8:00 a.m. packet pickup and registration
- 8:00 a.m. 5K run & awareness walk
- 9:00 a.m. awards ceremony
- 9:15 a.m. kids' dash



## Team Captain Checklist:

- **Name your team.** Be creative and make sure you tell all your friends your team name so they can join you on race day.
- **Tell your personal story on the website.** Remember to include why this event is important to you.
- **Add a photo** to your team page.
- **Set a goal for the number of teammates** you hope to recruit.
- **Set a goal for the amount of money** your team hopes to raise.
- **Share the link** to your personal page with everyone you know to reach your fundraising goal.
- **Recruit team members;** don't forget the power of social media!
- Go to the ASNC Facebook page to join the Run/Walk for Autism event you will be attending. **Invite people** to join you.
- Ask teammates to **recruit** people they know for the team, too.
- Remind teammates to **share the link** to their fundraising pages with family, friends, and associates.
- **Set up additional fundraising opportunities for your team.** This helps meet your donations goal and brings your team together for support and fun!
- **Communicate** with your team members regularly about progress toward goals and steps they should be taking.
- Some teams **design personal T-shirts.** It is fun to see all the creativity on race day with individualized shirts!
- Pick up your team packet at **packet pickup** the day before the Run/Walk.
- **Plan a meeting place** for your team on race day. Be sure to share parking information with team members.
- **Thank your team members** and donors after the race.

Thank you for supporting the Autism Society of North Carolina. We appreciate your time and commitment to being a team captain and look forward to working with you to make this the most successful Run/Walk to date!