Why Run/Walk?
As many as one in 57 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 with the Run/Walk for Autism.

We Can Help
For 50 years, the Autism Society of North Carolina has improved the lives of individuals with autism, supported their families, and educated communities. ASNC is the leading statewide organization serving people across the spectrum throughout their lifetimes. We reach out to families when they learn their children have autism and work alongside them to ensure that their children build fulfilling adult lives. ASNC provides individuals with autism and their families with life-changing programs and supports unavailable anywhere else.

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, 88 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 say you’re “going” and use the “invite” feature to ask friends to join you.
- Talk about your team to anyone who will listen. Let people know why this is important to you!

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 registration 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 listing their name, the team name, and which Run/Walk they are doing.
- Participates are not required to compete in the same category, e.g. competitive 5K or 1-mile run/walk, as their teammates.

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!

Donating is easy!
Donations can be made online or mailed to the state office. 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.

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, hair stylist, 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, in-person calls, 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.
Harness the power of social media

- **Use Facebook, Twitter, or Instagram** 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!

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**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 scrollbar, 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 Participant.” 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?**

Login to 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.

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**Important Dates**

**Tuesday, September 15**

T-shirt deadline

Register by this date to guarantee your T-shirt size. Registrations after October 3 will be fulfilled AFTER the event. If you pay an extra $5 per registration, your T-shirts will be mailed to you.

**Week of October 3-10**

Run/Walk at your convenience

Set your route and run or walk your race. Post photos online and tag our Facebook page (@autismsociety-nc.org) so we can be there with you! And don’t forget to upload your run times to our virtual site to be in the running for awards.

**Saturday, October 10**

Online registration ends

After 12 noon on this date. Any registrations between Oct.3-10, will have the t-shirt order fulfilled AFTER the event.

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

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**Today we are competing in the Virtual Triangle Run/Walk for Autism. Our team has raised $[AMOUNT] so far, could you join us by donating to support local individuals and their families with autism? Thank you! #ThisIsAutism www.Trianglerunwalkforautism.org.**

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**Thanks to everyone who supported my efforts and changed a life at the Triangle 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 www.Trianglerunwalkforautism.org. Thank you!**

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Please help us meet our

$250,000 GOAL FOR 2020

Last year Run/Walks across the state raised:

$450,000

8,143 participants

332 teams

Your support enabled:

7,200 individual encounters with Autism Resource Specialists

26,500 received direct services

356,000 learned how to support individuals with autism

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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 Triangle Run/Walk for Autism event page. **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.
- Pick up your t-shirt on **pickup day** or have it shipped so you can ensure wearing it when you complete your race.
- **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!

* An email will be sent out closer to the event date with information regarding t-shirt pickup dates and times.