



# Zipping *for* Autism

## Team Captain Packet and Information Guide

Sunday, June 4, 2017

The Adventure Center of Asheville

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



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## Did You Know?

*Autism Spectrum Disorder is a developmental disability that affects a person's communication, 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 Zipping for Autism?

Zipping for Autism was created by Jeff and Sheena Greiner, owners of the Adventure Center of Asheville. Zipping for Autism is always held the first Sunday in June, to honor their son's birthday. We raised over \$170,000 in the first five years. 100% of team donations go to the Autism Society of NC to be used in WNC. The Autism Society of North Carolina (ASNC) is committed to helping individuals with autism and their families.

## We Can Help

The Autism Society of North Carolina (ASNC) was founded in 1970 to support and promote opportunities for individuals with autism. 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

100% of team donations from Zipping for Autism will remain in western North Carolina. Money raised from this event helps the Autism Society of North Carolina expand advocacy services, assist local families with diagnostic services, support the Sara Handlan Crisis Fund and the Respite Scholarship Fund, and Camp Lakey Gap. Camp Lakey Gap is a residential camp for people with autism located in Black Mountain. For more information on Camp Lakey Gap visit [www.camplakeygap.com](http://www.camplakeygap.com).

## Ready, Set, GO!

Thank you for creating a team for Zipping for Autism! As the team captain, you are the link between your team and Zipping for Autism. 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** to [zippingforautism.com](http://zippingforautism.com) to personalize your fundraising page, which is what your donors will see.
2. **Share information** about yourself and why you participate in Zipping for Autism.

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

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

## Goal #1: Build a 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. Teams can be up to a maximum of 10 people. Members participating in the "big" zipline tours must be at least 10 years old and weigh 70 to 250 pounds. Members participating in KidZip and Treetops Park must be at least 4 years old. An adult must accompany children 4-6 years old. Children 7 and older have certain access restrictions and requirements as well.



### **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.** Visit the Zipping for Autism Facebook page and invite friends to "like" us.
- **Display a Zipping 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 event** to be included in your company newsletter, faith-based bulletin, or school newsletter.

### **Get them registered!**

- **Team members must register 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. The team you join must be someone you know or a team you were invited to join. There are "ad-Hoc" teams available if you do not have a team to join and or do not want to start your own team. Contact Sheena Greiner [@sheenarushin@gmail.com](mailto:@sheenarushin@gmail.com) to join an ad-hoc team.





## Donating is easy!

*Donations can be made online, mailed to the local office, or submitted on event day. For mailed donations, please make sure you fill out and enclose the donation form online (Go to the event website > give now > print donation form). 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 in Zipping for Autism helps us raise awareness, but the donations are what enable us to help the Autism Society of North Carolina to provide support for families right here in western North Carolina. 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**.
- Participate in the **restaurant nights** organized by the ZFA committee. Dates and locations are listed on the website. Ask a store to donate a percentage of sales from one day or night to your team.

## Harness the power of social media

- Use **Facebook or Twitter** to tell people about your 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 Zipping for Autism on June 4, 2017. I hope you will consider supporting me and making a donation to help individuals with autism.

#### ***Next Post***

My fundraising goal for Zipping 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 June 4, 2017, to raise money to improve the lives of individuals with autism. Thank you!

#### ***Week Before***

We're approaching the finish line for Zipping 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 Zipping for Autism. Our team raised \$[AMOUNT] to support individuals with autism in western North Carolina. If you would still like to donate, please visit [zippingforautism.com](http://zippingforautism.com). Thank you!



Ziping for Autism raised  
**\$170,000**  
IN ITS FIRST FIVE YEARS!!

Proceeds enabled  
us to provide:

**\$80,000**  
in respite

**\$25,000**  
for social recreation

**\$10,000**  
for parent training  
and advocacy

**\$10,000**  
for diagnostics

Please help us meet our  
**\$50,000**  
GOAL FOR 2017



## 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 on 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 Zipping 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.

## Registration Deadlines

### May 15, 2017

**T-shirt Deadline.** Register by this date to guarantee your T-shirt size. Extra shirts will be ordered, but this is the only way to guarantee your size.

### June 4, 2017

**Ziping for Autism:** Zip times will be scheduled for specific times throughout the day, from 8 a.m. to 6 p.m. Times are available once your team reaches \$800. If your team reaches \$1,100, times will also be set for your Adventure Center experience. Adventure times will most likely be the two hours before or after your zipline experience.

**Arrive at least 30 minutes before your reservation** to register and get your T-shirts!

Thank you for your support of Zipping for Autism. We appreciate your time and commitment to being a team captain, and we look forward to working with you to make our sixth year even more successful! We are counting down the days until June 4, when we are at The Adventure Center of Asheville improving the lives of individuals with autism and the families who love them.

If you have any questions about Zipping for Autism, please contact Sheena Greiner at [sheenarushin@gmail.com](mailto:sheenarushin@gmail.com).

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*The Adventure Center of Asheville is located just 1 mile from downtown. As a member of the Wildwater Adventure Centers family, both adventure attractions come with over 40 years of experience and have several family members living in Asheville and assisting with operations. Wildwater, a family business, started in 1971, and it serves over 90,000 guests annually on five unique zipline tours and four of the most popular whitewater rivers around Asheville and across the southeast. To learn more about Adventure Center of Asheville visit [www.adventurecenterofasheville.com](http://www.adventurecenterofasheville.com), or contact Jeff Greiner at [wjgreiner@aol.com](mailto:wjgreiner@aol.com).*

## 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 event 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 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 **Zipping for Autism Facebook page** and "like" us and invite your friends to "like" us too... then go to the ASNC facebook page and share that you have created a team as well.
- 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 at the event with individualized shirts!
- Participate in scheduled **restaurant nights** with friends and team members. This is an easy way to raise funds for your team.
- On June 4th, invite your team, friends, and family to **"Stay, Play and Make it a Day"** to enjoy food, music, biking, and picnicking. Family friendly tailgating space is available.
- Be sure to **thank your donors** after Zipping for Autism.