

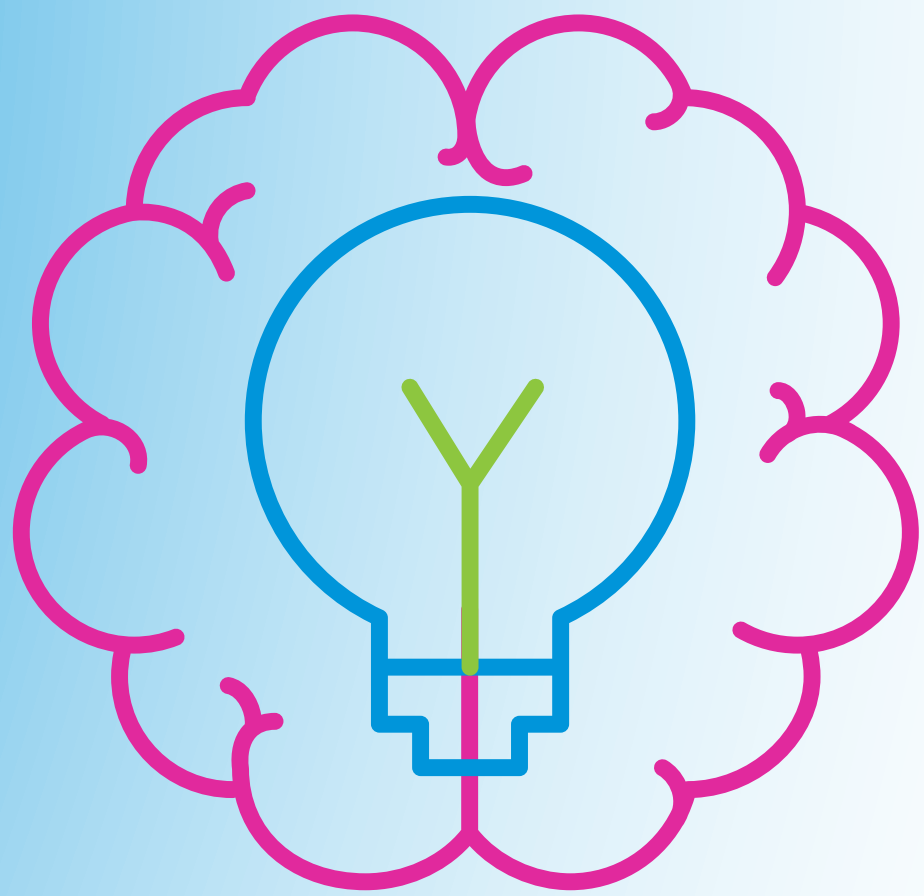


CYCLE FOR AUTISM EDMONTON

Run. Roll. Walk. Cycle.

**FUNDRAISING TIPS
FOR TEAM CAPTAINS**

THANK YOU FOR CREATING A TEAM FOR THE CYCLE FOR AUTISM! NOW WHAT?



You've signed up as a team captain for the Cycle for Autism event. Now it's time to put your dream team together and get fundraising, but where should you start?

There are many things you can do to inspire your teammates to participate, keep them motivated, and raise funds for the cause you love. If you're just getting started, there can be a lot to learn, but it's easy and fun!

FIRST, GET YOUR FUNDRAISING PAGE IN TIP-TOP SHAPE

Before you start asking for donations and inviting people to join your team, evaluate your fundraising page and ensure it hits the mark for both visual and emotional appeal.



SET A SMART FUNDRAISING GOAL

Make it specific, measurable, attainable, realistic and timely. Your goal should be high enough to encourage donations and motivate your team, but low enough so it's not unattainable. Establishing a goal will allow people to track your progress, and allow donors to see how much their donations helped you toward reaching your goal. If you're about to reach your goal far ahead of the deadline, you can try increasing it to inspire more people to donate.

USE PHOTOS AND VIDEOS

Photos and videos are great for connecting with people. Sharing photos and videos related to your fundraiser gives people a way of visually connecting with the cause and will help increase the amount of donations you receive.



SHARE YOUR FUNDRAISING STORY

Sharing your personal connection to autism helps others connect with the cause, and provides motivation for them to donate. To craft a hard-hitting page description, ask yourself why you're participating, why this is important to you, and what the impact Autism Edmonton has had on you and the community.

MAKE THE FIRST DONATION

Start your fundraiser by donating yourself! This sets the tone and creates momentum for future donations



WHO DO I ASK TO JOIN MY TEAM?



Anyone you know! Friends and family are easy to recruit, but also remember support group friends, neighbours, or your doctor.

Invite virtual participants. Ask people from across the country to join or support your team, even if they can't make it in person.

Engage in friendly competition. Challenge another Team Captain to see who can recruit more team members.

Forward to a friend. Encourage your teammates to forward a recruitment email to their contacts

If you are forming a team as part of a sponsorship package or on behalf of a company, ask other departments if they want to form teams. You can group your teams under a **"Company"** and challenge each other to see who can recruit the most participants or raise the most funds.

READY? SET? GO! LET'S GET FUNDRAISING!



HOLD MINI-CHALLENGES FOR MILESTONES

Offer fun challenges that you will complete at certain milestones, such as posting a funny throwback photo of yourself at \$500 donated, or dying your hair a fun colour at \$1,500 donated!



SHARE ON SOCIAL MEDIA

Sharing posts on social media is a fantastic way to bring awareness to your fundraiser. Social media can be used to share updates, photos, and both your fundraiser's short and long-term outcomes. Connect with your network by sharing your inspiring, personal stories related to the cause and upload lots of photos and videos before, during and after the event!



DON'T FORGET ABOUT EMAIL

Email is a great way to send personalized messages to those who have personal connections to your fundraiser or those you think would be interested in but don't use social media.



REACH OUT TO PEOPLE IN YOUR EXTENDED NETWORK

Try reaching your extended network through friends, family, or co-workers. Having someone share your fundraiser with their network expands your reach to people whom you may not otherwise find.

INVITE YOUR FRIENDS, FAMILY AND COLLEAGUES

Use the built-in tools to invite people to join your team. Don't be afraid to follow up with a phone call or give a friendly nudge if a few days have gone by without a response. Tell them why the cause is important to you and why you felt inspired to join and make a difference.

IT ALL STARTS WITH THE ASK

Very likely, the people close to you will be eager to help if they know how important the cause is to you. Send a personal email, text message, social message, etc. to your friends and family. Mention your participation and personal goals at your next family gathering or in the break room at lunchtime. If they seem interested, follow up with an email that includes the direct link to your fundraising page.

LET PEOPLE KNOW HOW THE MONEY WILL BE USED

Your donation will enable Autism Edmonton to continue making a positive difference in the lives of thousands of autistic children, teens, adults and their families in our community.



KEEP THE TEAM'S MOMENTUM GOING

Once you have your team in place, ensure you're available to answer any questions your team has. Keep them motivated with encouraging messages that you can quickly and easily send directly from the CanadaHelps Peer-to-Peer Social Fundraising platform. Great touchpoints include times when they have:



Joined your team



Received their first donation



Reached 25%, 50%, 75% & 100% of their goal



If you've noticed a team member has joined your team but has **not** received a donation after 3 – 5 days, get in touch and share some of the tips in this guide. It's best to encourage them early on while they're still engaged.

Increase communication. In the weeks leading up to the event, send inspirational quotes, personal stories or photos from previous Cycles and share updates on fundraising progress.

Commit to success. Share fundraising tips with your teammates and be prepared to offer help and suggestions to those who have a hard time asking for donations.

Plan a team fundraiser. Organize an event to encourage team bonding and raise funds. See next page for ideas.

Do one final push. Get all your team members to do a final call for donations on the day before and the day of the fundraising event. Once your friends and family see how close you are to reaching your fundraising goal, they'll want to help you get past that finish line even if it means making a second donation.

CELEBRATE & SAY THANKS!



A successful fundraiser is a wonderful personal accomplishment and a major cause for celebration. Send a thank-you note or message to each person that donated and participated to show your gratitude.

Update everyone who was involved and all the people you shared the fundraiser with, summarizing what was accomplished and the impact it will have. After all, they may love to join you again next time!

10 TIPS FOR RECRUITING & GETTING CO-WORKERS INVOLVED

Co-workers make great additions to your Cycle for Autism team! Here are 10 tips to get your colleagues on board and involved in your fundraiser.

- 1 Start early.** Begin recruiting right after you register your team. The sooner you build your team, the more time you'll have to raise awareness and funds.
- 2 Speak at a company or team meeting.** Sharing your reason to support autistic individuals in our community may motivate others to get involved.
- 3 Include a blurb in your company newsletter.** Share a brief story that explains your connection to autism and lets others know how they can join your Cycle team.
- 4 Ask your manager or CEO to send an email on your behalf.** Draft the email you'd like sent and invite them to include a personal story if they have one.
- 5 Provide a link** to your team's registration page in your work email signature.
- 6 Offer incentives.** Encourage colleagues to sign up by offering small prizes to the first people who register for your team.
- 7 Get the word out.** Let your co-workers know you're looking for team members and ask them to help spread the word. They may know someone in another department who would like to participate.
- 8 Make it fun.** Give your co-workers regular updates on fundraising milestones. Those who haven't signed up for your team will see how much success and fun your team is having and may be inspired to join.
- 9 Host a fundraising activity in your workplace.** A number of our teams have had success organizing bake sales, auctions, "dress down" to raise additional funds from colleagues and friends. Casual jean Friday anyone?
- 10 After the Cycle, it's a great idea to get your team together one last time.** Celebrate what you accomplished as a team, share your favourite moments with each other, thank everyone for their contribution, take note of the successful fundraisers, and make plans for the next Cycle.

