

Team Building and Fundraising Tips

- * **Promote Team Spirit and Identity.** Engage your team in efforts that will build team spirit and create a sense of team identity. Design and produce a team t-shirt that all team members will wear at the Walk. Develop a team slogan or team chant or song. Organize an informal team kickoff gathering and another gathering midway through the solicitation process. Communicate regularly with team members and encourage members to communicate with each other to share ideas and strategies. Encourage a sense of competition between your team and other teams.
- * **Learn and Teach Why Autism Awareness is so Important.** Take a few minutes to read the enclosed Organization Overview to learn about the Autism Society of Berks, the services we provide, and why Autism Awareness is so important. Share your knowledge with your entire Team. This will bring great credibility to the fundraising efforts of your entire Team.
- * **Set Individual and Team Fundraising Goals** and communicate these to all Team Members. The minimum individual goal should be \$100, the amount that qualifies a participant to receive a free Walk T-shirt, but a significantly higher individual goal will be easily achievable by most participants.
- * **Develop Plans** both for recruiting Team Members and for soliciting sponsor donations. Make a list of potential supporters and decide which function (Team Member or Sponsor) and which method to approach (letter, telephone call, personal visit, etc.) is most appropriate for each one. Consider any of the following as potential Team Members and/or Sponsors: immediate and extended family members, neighbors, co-workers, friends, members or clubs to which you belong, everyone on your Holiday Card list, the professionals and merchants who get your business (doctor, dentist, lawyer, accountant, broker, insurance agent, pharmacist, veterinarian, architect, realtor, restaurant owner, landlord, health club, dry cleaner, etc.), and anyone whose charitable cause you have supported in the past. Don't limit your list of possible recruits and sponsors to people who live in your community; out-of-town family members and friends might be among your biggest supporters.
- * **Double Your Team Size** by asking every person you recruit to ask one more walker to join the team.
- * **Organize a Letter-Writing Campaign** and encourage your Team Members to do the same. For many participants this will be a productive aspect of their overall fundraising effort. Enclosed in your Team Captain Packet are some sample letters. When writing your letter:
 - * State your reason for participating in the Walk and write from the heart. Personalize your letter by explaining how autism has affected you or those you care about.
 - * Provide autism statistics and information.
 - * State your fundraising goals and invite the person to join your team or to make a donation.
 - * Explain how to join your team or make a donation.
 - * Include a picture of the individual that you and your team are walking in honor of.
- * **Talk the Talk.** Tell everyone you know or meet about Autism and the 5th Annual "Help Solve the Puzzle: Walk for Autism Awareness". Educate them about autism and raise autism awareness in our community!
- * **A Few Basics of Fundraising**
 - * People give to people, not to causes. There are more good causes than any of us has friends, so we tend to give because our friends, family, or colleagues support the cause.
 - * Usually people only give if they are asked to give. Unsolicited contributions are rare. If you tell someone you are raising money for an important cause but forget to ask a person for a donation, the chances are excellent that you will not receive a donation.
 - * Unless you are making a request in writing as part of a letter writing campaign, it is better to ask for a contribution in person rather than over the telephone.
 - * Always make your own gift first. Your donation gives you credibility when you ask someone else for a donation.
 - * Don't apologize for requesting a donation. Most individuals and businesses make contributions to worthy causes, and it makes them feel good to do so.
 - * After you have requested a gift, don't linger if the potential donor doesn't immediately respond. Rather, suggest a time when you might contact the potential donor to follow up and make a quick and graceful exit.
 - * You should always thank the donor as often and profusely as possible.
 - * Contributions are often made for their goodwill and public relations value as well as for their tax-deductibility.