

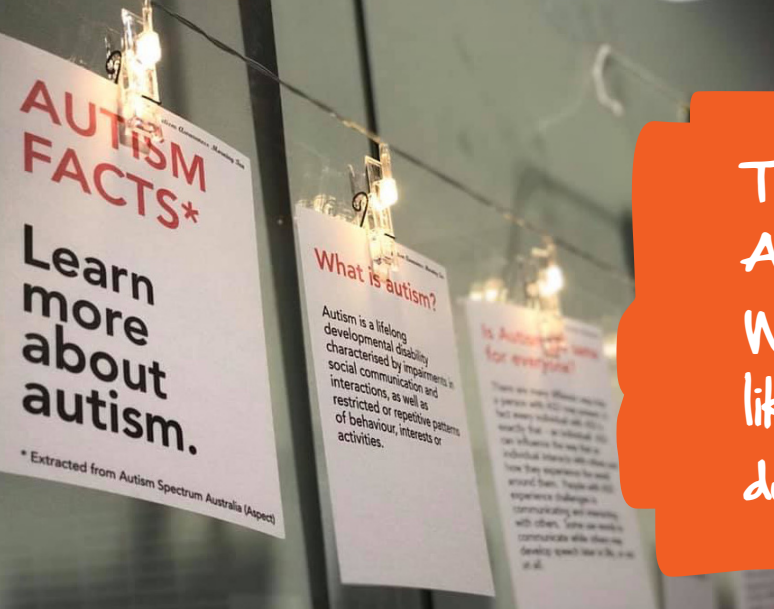


Fundraising Toolkit

**BE IN IT for AUTISM and become
a community CHAMPION!**

www.initforautism.org.au | 1800 288 476 (AUTISM)





Thank you for being an IN IT for
AUTISM community champion.
Without passionate fundraisers
like you, we wouldn't be able to
do the work that we do!

About autism

Autism is a lifelong developmental condition that impacts how a person understands, communicates with and relates to others and the world around them. Being over or under-sensitive to sounds, touch, tastes, smells or light can cause sensory overload and make physical and social situations challenging.

An estimated 1 in every 70 people in Australia is on the autism spectrum. Along with their family members, this means autism is a part of daily life for over a million Australians. It is likely you know someone - a family member, friend or colleague.

By fundraising for us, you will help provide the best opportunities for people of all ages on the autism spectrum - from tailored educational support to fulfilling work lives and improved social environments.



Autism Spectrum Australia

Everyone on the autism spectrum experiences autism differently. Providing the right support requires understanding an individual's strengths, interests and aspirations. There is no one-size-fits-all solution.

At Aspect, we work in partnership with people of all ages on the autism spectrum, providing a tailored support journey that continually adapts to the needs of each person. Our approach means each person is understood and valued for their unique abilities, supported through their challenges and given opportunities to achieve their goals and fulfil their potential.

Your fundraising will help us provide support through our many services including:

- Specialised autism-specific school programs
- Information and advice
- Diagnostic assessments
- Behaviour support
- Parent and family support
- Employment services and adult programmes
- Parent and family support
- Therapy services

Aspect values, respects and promotes the diversity of our participants/students, their families and the communities in which we work. Diversity is a strength to celebrate and Aspect recognises it is essential for creating a culture that is inclusive, respectful and equitable.



Chad's story



When Chad was three years old he wasn't coping. Bec, Chad's mum noticed that Chad wasn't meeting the same developmental milestones as other children, she began to worry. His language was delayed, he was very sensitive to noise and he wouldn't interact with other children at all.

After many months, multiple doctors and appointments, Chad was diagnosed, at three and a half years old as being on the autism spectrum. For Bec, the diagnoses sparked mixed emotions.

"There was a sense of relief that I wasn't just imagining it," Bec said. "But I was worried about his future and what his life would be like."

When Bec learned about Aspect, she finally saw hope for her boy. When Chad started at his Aspect School in January 2018, he was quiet and anxious. But in the first couple of terms he flourished – academically and socially.

"Aspect has changed his life – they've changed our life," said Bec. "He is a lot more social and has a little group of friends from school. We can take him to the movies and on outings and he is fine."



Ways to be IN IT for AUTISM

1. Do it your way

- Organise a cake stall. Everyone loves a sweet treat! You can set up a cake stall in your office, at your school or even somewhere in your local community.
- Hold a trivia event. Everyone loves a good quiz master. Grab a great prize, approach a local venue and sell lots of tickets!
- Ask your boss to match your donation (dollar matching).
- Get wacky – hold a sock day, hat day, crazy hair day. It's always a winner!
- Go colourful for autism – Host an autism awareness day event in your workplace, at school or in your local community centre, and add a bake sale or a raffle at the same time.
- Organise a Bunnings Sausage BBQ – get your team together at Bunnings and cook up a storm.

2. Join an event

Don't want to start your own event, but up to joining one of ours? We have all kinds of incredible fundraising events to choose from including running, walking, riding or swimming! Step up to the challenge and join an event today. Not keen to do it alone? Grab your colleagues, family members and friends to get them involved and join you!

- **Walkforautism**
- **Rideforautism**
- **Other events**

3. Create your own personal challenge

Perhaps you have a new challenge you want to take on. Whether it's hiking across the globe, family fun run in your local community, or something you've created. Don't let anything hold you back, get your fundraising page set up and tell your story!

Shave your beard!

For over a year Jordan grew his enviable beard and started an online fundraising campaign to collect donations as well as throwing an official beard shaving party! His goal was to raise \$500 but in the end Jordan raised an amazing \$3,464!

Jordan says that autism is close to his heart because of his cousin Kean's diagnosis at an early age and support from organisations such as Aspect which has meant, Kean has made incredible progress in becoming a healthy, thriving and self-sufficient young man.



Steps to get you started

Fundraising can sometimes be a bit overwhelming, especially if you haven't done it before, but it doesn't need to be! Here are our top tips to make sure all your hard work really pays off:

- 1. Plan your fundraiser** - Decide what you are going to do! You can join an event or create your own. You can do it solo, or in a team; including your friends and families or with your workmates. Visit our website **www.initforautism.org.au** to find out different ways to start your fundraising journey with us.
- 2. Create your fundraising page** - Visit **www.initforautism.org.au** and create your fundraising page. Add a photo, share your story and tell people why you are inspired to support and raise funds for Aspect. The more personalised the page, the higher success you will have raising funds with your networks.
- 3. Set your target and be the first one to donate!** It always helps to show how committed you are towards your fundraising goal when you show you are backing yourself.
- 4. Promote! Promote! Promote!** - Decide which communication channels you are using to best target your supporters; family, friends, colleagues, local businesses. Social media is a very powerful way to tell your story and ask for support. Text and email the links to your fundraising page to anyone you can think of. Keep updating your blog and share your fundraising milestones in the lead up to your event. Just keep sharing! Our busy lives these days mean people appreciate receiving reminders.
- 5. Ask your local businesses, clubs or groups to support you by sponsoring you.** Approach your gym, local café, church group, school or any community group to sponsor your efforts, or donate something you can raffle off.
- 6. Ask your employer to match the amount you have managed to raise.** It's an easy way to double your money, and for them to show their social responsibility values. Or your employer could donate prizes for you to auction or raffle.
- 7. Most importantly - thank your supporters!** Send them a personal SMS and email showing your appreciation for their donation. Post on your Facebook, Instagram, Twitter feed about all of your generous supporters to make them feel special. Tag a business to recognise their support. And if you're holding a big event – create a list of people to thank and read out their names in front of your attendees. We all love to be recognised for doing good!



Show your passion by making your first \$25 donation to your page



Share your page and ask for a \$25 donation to help people on the autism spectrum



Email your friends and family asking for their support with a \$25 donation



Ask your boss for a \$25 tax-deductible company donation

Autism awareness morning tea

UNSW Global employees organised an Autism awareness morning tea for their teaching colleagues. Members of the organising committee were busy baking a beautiful morning tea, organised a raffle and an amazing \$1,113 was raised from this lovely event.



How to smash your fundraising target and increase donations in the lead up to your event



Get your workplace involved as early as you can

Add your fundraising link to your email signature and a quick sentence about what you are doing. Maybe organise a mufti, or autism awareness day with a bake sale in your office for a gold coin donation - you'll be surprised how those gold coins can add up!

Focus on your upcoming goal

The weeks leading up to your event is a great time to get your supporters focused on helping you reach your fundraising target. Send out messages through email, SMS and your social feeds and include links to your fundraising page letting people know you only have "2" weeks to reach your fundraising target. Remind them of the hard work you've been putting in and why you are raising funds for some motivation.

The day before and on the day of the event is often the prime time for raising funds

Put up some last minute photos of your training. Tell them how much you still want to raise and do one last big share of your page everywhere you can think of!



The final step – Collect donations and thank your supporters!

There are many different ways in which you can collect donations and online is the best and easiest way! All online donations will be added directly to your Aspect Fundraising page, so you can see your fundraising total grow in real time!

If you have collected cash or have cheques you need to deposit, please use our banking address details below:

BSB: 032-123

Account No: 257443

Name: Autism Spectrum
Australia (Aspect)

Bank: Westpac

Postal Address:

Autism Spectrum Australia

Community Fundraising

PO Box 361

Forestville NSW 2087



Don't forget to tell us who you are! If you have an Authority to Fundraise Letter from us – use the number listed on our letter or your full name, so that we can make sure you are recognised for your contributions!

Receipts

Autism Spectrum Australia can issue a tax deductible receipt for money raised on our behalf for donation of \$2 or more.

Contact us now and
become one of our
amazing IN IT for
AUTISM champions

We are here to help you with:

- Fundraising advice and permission
- Setting up your online fundraising page
- Marketing materials and support
- Thanking you for being a supporter!





Thank you for being an amazing IN IT Champion!

If you'd like further fundraising support and advice,
contact our friendly fundraising team

Call: 1800 288 476 (AUTISM)

Email: initforautism.org.au

**Join our Facebook community and keep up-to-date on
our activities and events: www.facebook.com/initforautism**

Visit our website www.initforautism.org.au



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