

Guide for Team Captains

Thank you for agreeing to be team captain for your team for the Walk for Autism Awareness and Freeman 5K! Your role is to recruit family members, friends and coworkers to raise money for Leffen Center and rally together at the walk. This guide will help you lead a successful team.

To-Do List

- Set a fundraising goal.
- Recruit 15 participants (or more) who are each committed to raising money for Leffen Center for Autism.
- Ask each team member to raise a specific amount of money to help achieve the team fundraising goal. For example, a team of 15 can easily raise \$3,000 if each participant raises \$200.
- Help all participants register by emailing the link to the online registration. The link is ozarkcenter.com/WalkForAutism.
- Help each participant with their personal fundraising goal.
 1. Help participants obtain flyers to use when asking for donations.
 2. Distribute participant envelopes to each participant on your team. List all donations on the Pledge Form.
 3. Consider small fundraisers during the month of April to help meet your goal.
- Encourage and motivate your teammates from start to finish.
 1. Identify individuals on your team who have a link to someone with autism and ask if they would share their story with the other participants.
 2. Recognize participants for progressing toward and achieving their goals.

Tips for a Successful Team

- Take a minute to create a list of 30 potential participants. List twice as many as you will need. Look for people who are busy (they get things done!) and for people who are passionate about raising awareness for autism.
- Ask early! Set a goal to recruit at least 5 of your participants on the first day of recruitment.
- Visit with and ask each potential participant to join your team in person. Most people respond best when asked personally.
- When you recruit each participant, help them register for the walk.

What is the Bill & Virginia Leffen Center Walk for Autism Awareness?

The Leffen Center Walk for Autism Awareness is fueled by the love and support of families, friends and community members like you. Every step you take and every dollar you raise help enhance the lives of individuals with autism, allowing access to treatment that would not otherwise be available.

What do I do when I arrive on the day of the event?

- If you pre-registered, check in at the marked table. If you did not pre-register, registration will be available.
 - You will receive an agenda for the day as well as an autism awareness bracelet and support ribbon.
 - You can make and/or turn in any additional donations.

What can I expect on the day of the event?

- The event will be outside at Bill & Virginia Leffen Center for Autism.
- Opening ceremonies will begin at 8:00 am, and the walk will begin after a countdown.
- The walk route is one mile and noncompetitive, so you can tailor the length and pace to meet your needs.

What will the environment of the event be like?

- This year's event will be outdoors. The area will be made as sensory friendly as possible, but it could be overwhelming for some. Please bring earwear for those who might need it.
- Music will be playing and announcements will be made from the stage.
- Raffle items and merchandise will be sold the day of the event. Please bring cash or a check if you are interested in purchasing anything.
- Please feel free to bring snacks for your child.
- There will be activities for kids and resources available for families. This is really a time for you and your team members to join together and celebrate the reason you are walking with Leffen Center!

Checklist

- Choose a team name.** Consider dedicating your team in honor of a loved one with autism.
- Select a co-captain** to help you.
- Register your team** and begin fundraising as early as possible.
- Set team and individual fundraising goals** and pass out individual fundraising packets.
- Brainstorm potential team fundraising activities** and select at least one to do together. Set a date and time, if possible.
- Delegate tasks** to your team members and determine the best way to keep in touch.
- Design and make team t-shirts.**
- Learn about the Bill & Virginia Leffen Center for Autism mission** and encourage others to visit leffencenterforautism.com to learn more.
- Share the story of why you are walking with the Leffen Center** on social media with #Steppin4Leffen.

Fundraising Ideas

- **Corporate Matching Gift** – Ask your company to match the amount of pledges you receive from your coworkers.
- **Garage Sale** – Spring and fall are great times to clean out unwanted items and host a garage sale for your walk team.
- **Bake Sale** – Host a bake sale with your friends or at your child’s school.
- **Keep the Change** – Turn your small change into additional dollars for your fundraising efforts.
- **Office Fundraising Challenge** – Challenge your coworkers to raise funds for your team. Hand out fundraising envelopes and provide an award or incentive to the top fundraiser.
- **Business Support** – Ask your gym, local restaurants or other local businesses to place a money jar at the front of their establishment.
- **Birthday for a Cause** – Instead of gifts, have your friends and family write a check to Bill & Virginia Leffen Center for Autism on your behalf.
- **The Bill Collectors** – Ask your doctor, dentist, insurance agent or hair stylist to write a check for you instead of the other way around!
- **Neighborly Love** – Call your neighbors or pay them a visit and ask them to donate.
- **Curse Jar** – Place a curse jar in the office – whenever someone says a bad word, they have to open up their wallet and put a dollar in the jar.
- **Company Grants** – Find out if your company offers grants to employees who volunteer their time for charitable causes. If you need a letter confirming your volunteer activities, we can provide one for you.
- **Church Bulletin** – Put a note in your church bulletin inviting members of the congregation to join your team at the walk!
- **Schools** – Get your child’s classroom or school to help you fundraise.
- **Alumni Organization** – Ask your alma mater to make a donation.
- **Ask for the Right Amount** – Don’t miss the opportunity to increase your ask to a larger pledge when you think it is doable.
- **Clubs and Organizations** – Send a solicitation letter to your local Knights of Columbus, Lions Club, Rotary Club, Kiwanis or other local group.
- **Get an Article in Your Local Paper or Publication** – Contact Freeman Health System marketing department at 417.347.4623 to share your human interest story about why you are walking.