



## RIDE FOR AUTISM – SEPTEMBER 14, 2019 FUNDRAISING TOOLKIT

The 13th Annual Ride for Autism is a fun event where participants register to ride and fundraise to support the Autism Society of Maine (ASM) and its programs. **This year's goal is to raise \$30,000! Let's do this!**

**When:** September 14, 2019

**Where:** Kennebunkport Conservation Trust, Gravely Brook Rd., Kennebunkport, ME

Online registration is \$35 before August 31st and \$40 at event.

**Dry-fit shirts** for those who register online by August 31st, after that date is "first-come-first-serve" and shirt is not guaranteed!

### INDIVIDUAL / TEAM REGISTRATION

- Register with FirstGiving: [www.firstgiving.com/event/ASMMMAINE/Ride-for-Autism-2019](http://www.firstgiving.com/event/ASMMMAINE/Ride-for-Autism-2019) you will be given the option to register as: an individual rider, with an existing team, or start a team.
- Team page: Pick team name, add a photo with a short a story of why this event is meaningful to you. You will be the team captain / contact.
- Enter a team goal! This is so important for your team's motivation!
- Choose your ride 10, 25, or 50 mile ride – your team members do not all have to choose same ride.
- Registration Help: FirstGiving (FrontStream): 1-800-687-8505 a recording will ask you to choose options and will then connect you to the a person to help you. Choose #2..then #1...then #2

## FUNDRAISING

- Write a list of who you think will donate (family, neighbors, co-workers and friends)
- Ask them! Either in emails, letters, online or in person (see sharing below)
- Consider hosting a team event! Bake sales, car washes, yard sale, etc. are always great ideas to help raise money for such a great cause!
- Ask your employer to sponsor the event or match what you raise!  
(see ASM website for sponsorship letter and levels)

## FUNDRAISING TALKING POINTS

Use the information below to help achieve success in your fundraising efforts!

- I will be participating in a Bike Ride on September 14th to support the Autism Society of Maine
- I have a goal of (INSERT GOAL) to support my team's fundraising efforts
- You can donate easily online at my FirstGiving account (LINK FUNDRAISING PAGE)
- Autism is a developmental disability that typically appears during the first three years of life. It is the result of a neurological disorder that affects the functioning of the brain, and occurs in approximately 1 out of every 59 births. Autism is five times more prevalent in boys than girls and knows no racial, ethnic or social boundaries. Family income, lifestyle and educational levels do not affect the chance of autism's occurrence.

### **The funds we raise will help fund ASM's Programs throughout the year for:**

Autism Workshops/Presentations - *for schools, libraries, employers, law enforcement agencies*

Summer Camps- *two locations for children with autism, offered free of cost to families*

Support and Guidance - *with educational or state agency systems, family and autism resources*

Family Retreat Weekend- *where the whole family is welcomed to get together for education and fun!*

Support Groups- *for youth and for parents*

The Autism Society of Maine's mission statement is to The Autism Society of Maine provides education and resources to support the valued lives of individuals on the autism spectrum and their families.

You can learn more about ASM on their website: [www.asmonline.org](http://www.asmonline.org)

## **SHARING YOUR PAGE**

You can easily share your fundraising page in the following ways:

- By Email : Enter or upload the contacts you would like to send emails to. Once your contacts are uploaded to FirstGiving, they can be filtered by who has donated and who has not. Click the box next to the person's name to send them a message. If you have selected the box, their name will pop up on the right side of the screen. After you added contacts, click continue. Customize your email and send.
- By Facebook: After you click "post on Facebook", it will ask you to log on to Facebook. Once logged on, you can post directly to Facebook.
- By Twitter: This will direct you to a page to set up the tweet and log in to your Twitter account.
- NOTE: Your page will have its own url - you can copy and paste this into your email, facebook, etc. if needed.

## **PROCESSING DONATIONS**

You can receive donations in the following ways:

- Online Donations: Your supporters can make an online contribution through your FirstGiving page.
- In-Person Donations: Your supporters can make a donation in person to you by handing you a donation. Check donations must be made payable to "Autism Society of Maine" Follow these steps for processing these donations on FirstGiving:
  - Enter the donation into your FirstGiving page.
  - Please put your donations (all team donations) in an envelope marked with your name / team and the name of your donors (if cash) for the day of the event at registration table.

### **Questions?**

Autism Society of Maine

Autism Society of Maine, 72B Main St., Winthrop, ME 04364

1-800-273-5200

[asm@asmonline.org](mailto:asm@asmonline.org)

**Thank you and Happy Fundraising!**