

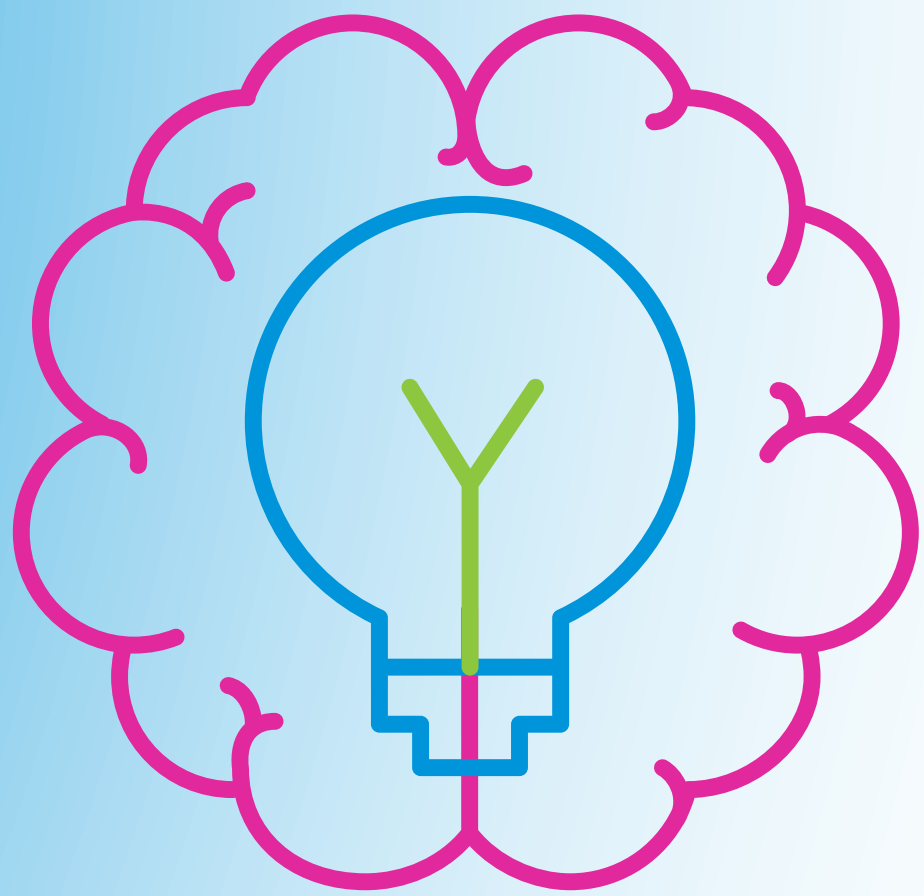


CYCLE FOR AUTISM EDMONTON

Run. Roll. Walk. Cycle.

**FUNDRAISING TIPS
FOR PARTICIPANTS**

SO, YOU'VE SIGNED UP TO FUNDRAISE FOR CYCLE FOR AUTISM, NOW WHAT?



You've signed up as a participant for the Cycle for Autism event, taking the very first step to support a cause you love. Now it's time to spread the word and ask for support, but where should you begin?

There are many things you can do to inspire people to donate to your campaign and help you reach your fundraising goal. If you're just getting started, there can be a lot to learn, but it's easy and fun!

Starting your fundraiser early maximizes the time that potential donors have to donate and allows you room to experiment, work through any learning curves, and seek fundraising help from the Autism Edmonton if you run into any roadblocks.

Make sure you hit the ground running by taking some time to review the following fundraising tips and best practices that have been shown to make a difference. The more of them you try, the higher your chances of succeeding. We're counting on you!

FIRST, GET YOUR FUNDRAISING PAGE IN 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



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. Include a link in your email signature.



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.

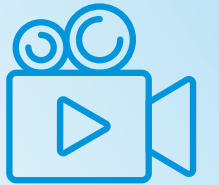
ASK FOR DONATIONS AS A GIFT IN LIEU OF

If you have a birthday or big event coming up and you're willing to forego gifts for a good cause, let your loved ones know it.



CREATE A VIDEO

Create a short video to share on social media that tells people about the cause you're supporting and why it's important to you. Videos often result in higher online engagement.



DO ONE FINAL PUSH

A final call for donations on the day before and the final day of the fundraising event can really help move the needle. 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.



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.



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!



CYCLE FOR AUTISM EDMONTON

2022 PLEDGE FORM

Participant Details

Name: _____

Team: _____

Phone #: _____

| NAME | ADDRESS | EMAIL | \$\$ |
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For more information contact
partnership@autismedmonton.org
www.autismedmonton.org