



autism
speaks®

teamup

PARTICIPANT GUIDE



why team up

RUN TOGETHER FOR A WORLD OF DIFFERENCE

Thank you for registering to TeamUp with Autism Speaks! We are thrilled to have you on our team making a difference with your miles.

You are playing a vital role in supporting crucial autism research, advocacy, services and support to help people with autism and those who support them thrive. It is because of supporters like you we continue to make great strides.



autismspeaks.org/teamup

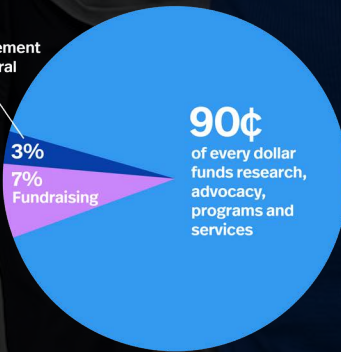


our mission & vision

Autism Speaks is dedicated to creating an inclusive world for all individuals with autism throughout their lifespan. We do this through advocacy, services, supports, research and innovation and advances in care for autistic individuals and their families. We envision a world where all people with autism can reach their full potential.

Designated a "give with confidence" charity

Management & General



4-STAR RATING
highest nonprofit designation



HIGHEST LEVEL
of transparency



MEETS OR EXCEEDS
all 20 BBB standards



autismspeaks.org

events

**Walt Disney World®
Marathon Weekend**
January 8

**2025 Disneyland®
Half Marathon Weekend**
January 30

**Disney Princess
Half Marathon Weekend**
February 20

2025 United Airlines NYC Half
March 16

**2025 runDisney Springtime
Surprise Weekend**
April 3

2025 TCS London Marathon
April 27

**Autism Speaks Potomac
5K/1-Mile Walk**
July 4, 2025

**Disneyland® Halloween
Half Marathon Weekend**
September 4

2025 BMW Berlin Marathon
September 21

**2025 Bank of America
Chicago Marathon**
October 12

**Autism Speaks Houston
8K/5K/1K**
November 15



autismspeaks.org/teamup

community

Through collaboration and partnerships we:

- Ensure access to reliable information and services across the lifespan
- Support research and innovation that drives towards improved quality of life and well-being for individuals with autism throughout their lives
- Leverage our assets through advocacy, partnerships and collaboration to support, extend and convene the work of service providers
- Accelerate delivery of solutions for adult quality of life needs, including transition, employment, housing and health and wellness
- Live and promote principles of diversity, equity, access and inclusion both in and outside of the organization

Through your support and those of your team, we can continue our work to improve wellbeing, equity and lifelong outcomes, amplify autistic voices and their needs and accelerate the delivery of impactful, scalable solutions to enhance the quality of life of all people on the spectrum.

We're here to help

(888) AUTISM2

help@autismspeaks.org

En Español (888) 772-9050

ayuda@autismspeaks.org

To find resources or make a donation go to autismspeaks.org or connect with us on social [@autismspeaks](https://twitter.com/autismspeaks)



first steps

Our team is here to support you every step of the way. Reach out to your **local staff partner** with any questions!

1. **START STRONG: Personalize Your Fundraising Page**

Make your fundraising page stand out and inspire others to donate! Add a personal touch by including photos and a story that shows why Autism Speaks is important to you. Don't forget to update it often.

2. **BE BOLD: Set a Fundraising Goal**

Setting a personal fundraising goal is an easy way to stay motivated. If you have a fundraising minimum, don't be afraid to challenge yourself by setting a goal above your fundraising minimum (you could earn some great prizes).

3. **LEAD BY EXAMPLE: Make the first donation**

Show your commitment by making the first donation. This encourages others to follow your lead. Gifts of any size make a difference and will get you one step closer to reaching your goal.

set yourself up for success

Just like preparing for an endurance event requires training, achieving your fundraising goal requires strategy!

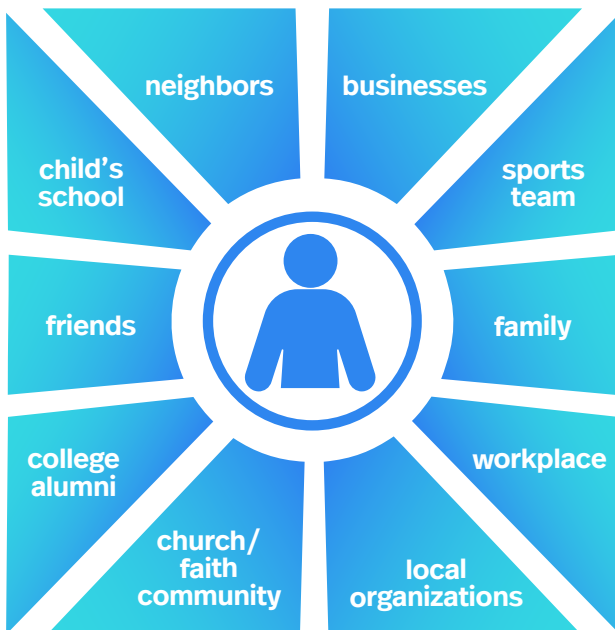
SET MINI GOALS

Break down your fundraising goal into smaller monthly or weekly goals. This will help you stay on track and can create a sense of urgency when asking for donations.

Example: I have a goal of raising \$150 this month and would love your support. Can you help me reach my goal?

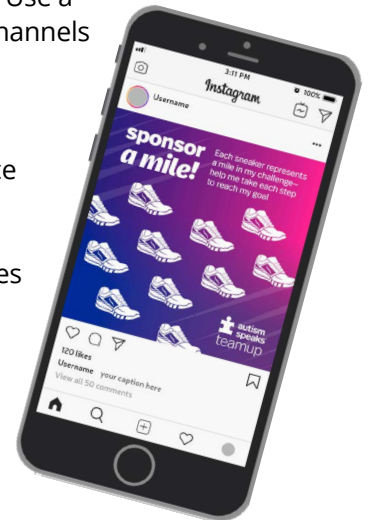
CAST A WIDE NET

You never know who might be inspired by your story – friends, family, coworkers, neighbors, community members, local businesses, social circles – the list is endless. Go beyond your immediate connections and engage a broader audience. Remember, every dollar counts, and you never know who might become your next major donor.



COMMUNICATION STRATEGY

A strategic approach ensures consistent messaging, builds momentum and keeps donors engaged throughout your campaign. Use a variety of communication channels (texts, emails, social media, phone calls, in person, handwritten letters) and schedule updates in advance to stay organized. Include personal stories, photos, videos, and progress updates to keep people engaged.



TIP: Use our **fundraising outreach tracker template** to create a list of individuals and the approach you'll take to ask for their support. This will help you stay organized, manage follow-ups, and ensure every donor feels appreciated.

OUTREACH TRACKER



SOCIAL MEDIA



FUNDRAISING TOOLS



fundraising tools & resources

Use these essential resources to help you crush your fundraising goals!

AUTISM SPEAKS PARTICIPANT FUNDRAISING APP

Download the Autism Speaks mobile app and take your fundraising on the go! The FREE mobile app is designed to help you stay organized, save time, and make all your Autism Speaks fundraising efforts more enjoyable as you work towards crushing your fundraising goals.

- **Track Your Progress:** Stay motivated as you monitor your fundraising achievements.
- **Instant Notifications:** Get real-time alerts on new donations right on your phone!
- **Connect Effortlessly:** Text friends and family to rally support or express your gratitude
- **Share with Ease:** Spread the word by sharing your fundraising page and QR code in a snap!
- **Stay Updated:** Receive push notifications about your events and special activities.
- **Join the Fun:** Participate in activity tracking and challenges to earn rewards! ... and so much more!

FACEBOOK FUNDRAISING

Facebook Fundraisers make raising money easier than ever. You can create a Facebook Fundraiser directly from your Fundraising Center! Share your fundraiser often so your friends and family can help you reach your fundraising goal even faster. Click the button below to learn more.

SCHEDULE, SEND AND POST MESSAGES

Sending emails and social media messages to family and friends is one of the most successful ways to fundraise. Pick from one of our templates (or create your own), select recipients, schedule

and send. Selecting a template and messaging is fast and easy, so you'll be able to send more messages (and raise more money) than ever!

SOCIAL MEDIA TOOLS

Download shareable graphics and cover images to post on social media. Make sure you include a link to your fundraising page to allow friends and family to donate directly to you!



READY TO USE RESOURCES

Check out our downloadable fundraising templates to help you with your fundraising outreach! From flyers to fundraising worksheets and social media posts like *Sponsor a Mile* and *Fill My Running Shoe*, we've created materials to help you succeed.



maximize your fundraising with matching gifts

Make your dollar go twice as far! Many employers offer matching gift programs to their employees as part of a corporate giving program.

FOLLOW THESE STEPS

to ensure your employee matching gift is applied to your fundraising efforts:

1. Make your donation directly to the participant's fundraising page.
2. Include your name when requesting the matching gift from your employer. *(Do not click Anonymous, anything that is submitted as "Anonymous" will NOT be applied to a fundraising page.)*
3. Include the participant's name and event where the matching gift should be applied in the comment/designation area. *If this is not included, the donation will NOT be applied to a fundraising page.*
4. After the matching gift is approved by your employer, send a copy of the confirmation email to teamup@autismspeaks.org.

Matching gifts will be reflected on your fundraising page after they are received by Autism Speaks. Posting timelines vary depending on the company. *Any matching gifts that are not reflected on your fundraising page by the fundraising deadline will not be included in your total for the fundraising minimum.*



your dollars at work

Share the impact of your fundraising efforts! Use the graphics below to raise awareness, share your fundraising progress, and recruit team members.

INSTAGRAM POSTS

<p>\$50 CAN PROVIDE</p> <p>6 families with personalized guidance to local area autism services</p> <p>autism speaks teamup</p> <p>Your support can change lives.</p>	<p>\$100 CAN PROVIDE</p> <p>resources and guidance to 12 families with autistic children experiencing challenging behaviors</p> <p>autism speaks teamup</p> <p>Your support can change lives.</p>	<p>\$150 CAN PROVIDE</p> <p>18 autistic teens guidance on preparing for school, work and life after high school</p> <p>autism speaks teamup</p> <p>Your support can change lives.</p>	<p>\$150 CAN PROVIDE</p> <p>7 families of a newly diagnosed child with a 100-day plan</p> <p>autism speaks teamup</p> <p>Your support can change lives.</p>	<p>\$150 CAN PROVIDE</p> <p>18 families in need of financial planning with direct resources and support</p> <p>autism speaks teamup</p> <p>Your support can change lives.</p>	<p>\$250 CAN SUPPORT</p> <p>nationwide online training to caregivers and health professionals on managing symptoms related to autism and ADHD</p> <p>autism speaks teamup</p> <p>Your support can change lives.</p>
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\$50 Can Provide

\$100 Can Provide

\$150 Can Provide (Version 1)

\$150 Can Provide (Version 2)

\$150 Can Provide (Version 3)

\$250 Can Provide

FACEBOOK/X POSTS

<p>\$50 CAN PROVIDE</p> <p>6 families with personalized guidance to local area autism services</p> <p>autism speaks teamup</p> <p>Your support can change lives.</p>	<p>\$100 CAN PROVIDE</p> <p>resources and guidance to 12 families with autistic children experiencing challenging behaviors</p> <p>autism speaks teamup</p> <p>Your support can change lives.</p>	<p>\$150 CAN PROVIDE</p> <p>18 autistic teens guidance on preparing for school, work and life after high school</p> <p>autism speaks teamup</p> <p>Your support can change lives.</p>	<p>\$150 CAN PROVIDE</p> <p>7 families of a newly diagnosed child with a 100-day plan</p> <p>autism speaks teamup</p> <p>Your support can change lives.</p>	<p>\$150 CAN PROVIDE</p> <p>18 families in need of financial planning with direct resources and support</p> <p>autism speaks teamup</p> <p>Your support can change lives.</p>	<p>\$250 CAN SUPPORT</p> <p>nationwide online training to caregivers and health professionals on managing symptoms related to autism and ADHD</p> <p>autism speaks teamup</p> <p>Your support can change lives.</p>
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tips to go the extra mile

Stay on pace with your fundraising by using strategies that keep you motivated, focused and moving toward the finish line – here are some fundraising ideas to help you reach your goal.

- 1. Share your story:** Nobody knows your story and why Autism Speaks is important to you better than yourself! By sharing why you decided to TeamUp with Autism Speaks will encourage others to join you.
- 2. Be persistent and confident:** Did you know, most people need you to ask them three times before they donate? Don't be afraid to follow up with those who have not yet donated. People will donate to your page because of your passion for our mission, be confident in your outreach.
- 3. Get your employer involved:** Take advantage of your company's corporate match program or connect with your HR department to collaborate on ways you can get your colleagues involved.
- 4. Music for miles:** Encourage people to help keep you motivated by adding their favorite song (or least favorite) to your race day play list in exchange for a donation to your fundraising page.
- 5. Dine to donate:** Check in with your favorite restaurants to see if they would host a dine to donate evening and contribute a portion of their proceeds.
- 6. Pennies for change:** Ask your friends and family to put aside their spare change from now until race day and show how much a little at a time adds up.
- 7. Hone in on your hobbies:** Turn your passion or hobby into a fundraising initiative! Host a yoga class, karaoke night, guitar lessons or trivia night and instead of a registration fee ask for a donation to your page.
- 8. Hold a fundraising event:** Host a garage sale, bake sale, car wash, or cook-off as a way to engage your community to help raise awareness and funds.
- 9. Share fundraising and training updates on social media:** Keep your Facebook friends up to date on your fundraising and training progress and celebrate those who have donated to your page.
- 10. Encourage sharing to expand your network:** Ask your friends and family to share your fundraiser with their networks. The more people who share your fundraiser, the larger your audience becomes.
- 11. Calendar day fundraising:** Find a photo of a calendar online to share on social media and ask your friends to pick a day (or two!) that will represent the amount they will donate to your page.
- 12. Create a challenge:** Create excitement and inspire action with a unique challenge. *"For every \$50 I raise this week, I'll run an extra mile. Help me challenge myself and reach my goal."*

SOCIAL MEDIA



MATCHING GIFTS




FUNDRAISING
TOOLS



email & social media campaigns

Emails and Social Media Posts are great tools to use to encourage others to support you and provide a quick and easy way to share your story. Create your own message, use the sample below or check out our other email/social media customizable messages linked below to help you succeed!

 Send

To

Cc

SUBJECT: **Running for a Cause - Let's Do Something Big Together!**

Dear _____,

I am so excited to share that on **[DATE]** I will set out to conquer running **[X miles]** in the **[EVENT]**. But this is not the only challenge I have taken on. I wanted to help make a difference in the lives of others while also challenging myself to accomplish this goal. I am teaming up with Autism Speaks and raising funds to empower people with autism and their families with FREE resources, online tools and information covering the life span. Autism Speaks is dedicated to creating an inclusive world for all individuals with autism throughout their lifespan. They do this through advocacy, services, support, research and innovation and advances in care for autistic individuals and their families.

I have set a goal of raising **[\$X]** and I would be so grateful if you helped me reach my goal and donated to my fundraising campaign.

Here is the link to my online page: **[INSERT LINK TO FUNDRAISING PAGE]**

Any amount, no matter how small, makes an impact. Your support means so much and will help keep me motivated on every step of this journey.

Thank you in advance for your support.

Sincerely,
Name

TeamUp frequently asked questions

1. What is the TeamUp program?

TeamUp is the Autism Speaks endurance fundraising program that invites you to challenge yourself, push your limits and achieve your goal while fueling our mission. No matter how you Teamup, your participation empowers us to provide crucial autism research, advocacy, services and supports to help all autistic people live their best lives.

2. What events are included in TeamUp?

Walt Disney World Marathon Weekend
Disney Princess Half Marathon Weekend
Disney Wine and Dine Half Marathon Weekend
runDisney Springtime Surprise
Disneyland Half Marathon Weekend
Disneyland Halloween Half Marathon Weekend
Bank of America Chicago Marathon
BMW Berlin Marathon
TCS London Marathon
TCS New York City Marathon
United Airlines NYC Half Marathon
Autism Speaks Potomac 5K/1-Mile Walk
Autism Speaks Houston 8K/5K/1K

3. What are the fundraising requirements for participating in TeamUp events?

Each of our TeamUp events has a different fundraising requirement and we encourage you to visit autismspeaks.org/teamup to explore the different options. When participating in one of our TeamUp events, an Autism Speaks staff member will be there to help you with your fundraising throughout the entire process.

4. Is there a registration fee to participate?

Yes, our TeamUp events do have registration fees. Our local TeamUp events have registration fees that can range from \$20-\$75. Our national TeamUp events have registrations fees that can range from \$75 - \$100 depending on the event. The registration fees will be applied toward your fundraising minimum.

5. What tools are available to help me fundraise?

Whether you are new to fundraising or a seasoned fundraiser, having tools and support is always critical. An Autism Speaks staff member will be there with you every step of the way providing support on different ways to fundraise, including Facebook Fundraising, utilizing your Autism Speaks fundraising page, matching gifts and more.

6. What happens if I don't meet the fundraising minimum?

When completing the registration on the Autism Speaks TeamUp website, you are reserving your entry and committing to raise the fundraising minimum. If you do not meet your fundraising minimum by the specified deadline, the credit card on file will be charged for the remaining portion to support our mission programs and services. But don't worry! We'll work with you to make sure you have every possible chance to be successful.

7. Do you provide any marathon coaching?

We do offer training programs for the Bank of America Chicago Marathon and TCS New York City Marathon participants. For the other events in our program, we provide helpful links to training plans that are made available by the race partner.

8. What happens if I register but cannot participate due to an injury or other conflict?

We know life happens and we will do our best to try and accommodate our participants if the situation allows. Please keep in mind participants are responsible for the fundraising minimum associated with their participation type regardless of unexpected injury or ability to attend race weekend.

9. Are donations tax-deductible?

All donations are tax-deductible in the same calendar year your donation was processed to the extent allowed by law. Please work with your tax professional to determine what deductions you are eligible for.

10. Why aren't donations I received via Instagram reflecting on my Autism Speaks fundraising page?

Meta (Facebook's parent company) recently unveiled a new feature which allowed for the cross promotion of Facebook Fundraisers on Instagram. However, due to the way in which these transactions are reported by Meta, they will not sync properly to our fundraising platform. Autism Speaks **does** receive the funds for donations made through Instagram, however, they aren't credited properly to a participant's fundraising total on our platform.

If you have received gifts through Instagram, we'll need you to provide us with screenshots that capture this information. Once you've provided the following screenshots, we'll be able to add a lump sum gift to your fundraising page. Please visit the link [Instagram Donations](#) for step-by-step instructions.

