

Initial Fundraising Email Templates

FUNDRAISING EMAIL 1:

Subject: Let's Do Something Big Together!

Dear _____,

I am excited to share that I will be participating in the 2025 [CITY] Autism Speaks Empower Walk + 5K Run on [EVENT DATE] at [LOCATION]. The Empower Walk + 5K Run is more than just an event, it's a way to make a lifetime of difference for people with autism. I have taken on the [INSERT PARTICIPATION TYPE (i.e. 5K Run)] to raise critical funds that will empower people with autism and their families and will provide them with FREE resources, online tools and information. 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 my goal of raising [\$X] and I am reaching out in hopes you will support me and join in making a difference! Click here [INSERT FUNDRAISING LINK] to make your donation today.

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]

FUNDRAISING EMAIL 2:

Subject: Why I'm Joining the Empower Walk + 5K Run – Will You Help?

Dear _____,

This year, I am taking on the challenge and have decided to [RUN/WALK] the [CITY] Empower Walk + 5K Run fueled by Autism Speaks. The mission of Autism Speaks is close to my heart, as they have been committed to creating an inclusive world for all individuals with autism throughout their lifespan through advocacy, services, supports, research and innovation and advances in care for millions of autistic individuals and their families for the past twenty years.

[INSERT YOUR PERSONAL STORY ABOUT WHY YOU JOINED THE CHALLENGE]

I have set a very ambitious goal of raising [\$X] to help make a difference for people with autism and their families and I hope you will join me by making a donation. Every donation – big or small, brings us one step closer to creating a world where all people with autism can reach their full potential. Your support will mean so much as I prepare, fundraise and race towards this goal.

Click here [INSERT FUNDRAISING LINK] to make your donation today.

Thank you for being part of this journey with me!

Sincerely,
[NAME]

FUNDRAISING EMAIL 3:

Subject: Help Me Make an Impact!

Dear _____,

I am thrilled to share that I will be [RUNNING/WALKING] in the [CITY] Empower Walk + 5K Run fueled by Autism Speaks on [EVENT DATE] at [LOCATION]. I could not be more excited to support this incredible cause.

[RUNNING/WALKING] with Autism Speaks is important to me because [SHARE YOUR WHY].

At Autism Speaks, 90 cents of every dollar donated goes directly to research, advocacy, programs and services to benefit the autism community. Through their mission, Autism Speaks has aided more than 27 million autistic people and their families in a variety of ways, including free resources and support. They invest in programs that can have widespread, meaningful impact for the autism community, and are focused on doing the most amount of good for the most amount of people.

I have set a goal of raising [\$X] to champion the needs of people on the autism spectrum and the autism community, and I need your help to get there. Will you consider supporting me in my efforts and donating to my fundraising goal? To learn more about why I [walk/run] or to make a donation, click here [INSERT FUNDRAISING LINK] to visit my fundraising page.

Every dollar makes a difference for the 1 in 31 kids, and millions of adults with autism.

Thank you so much for considering!

With gratitude,
[NAME]

Follow-up Email Templates

FOLLOW-UP EMAIL 1:

Subject: Your Support Can Make a Big Difference

Dear _____,

I wanted to send a quick reminder about my fundraising efforts for the [CITY] Empower Walk + 5K Run fueled by Autism Speaks! We are just [X MONTHS/WEEKS/DAYS] away and I have [\$X] to go to reach my goal of raising [\$X].

If you are still considering making a donation, now is a great time! Your contribution will support critical resources like the Autism Speaks 100 Day Tool Kit. This resource provides week-by-week guidance for what to do and who to contact in the first 100 days after receiving an autism diagnosis and other extremely helpful resources. Last year they provided more than 46,000 parents with this resource. A \$150 donation can provide 7 families with the 100 Day Tool Kit.

I'd love for you to be part of this journey with me! You can donate here: [INSERT FUNDRAISING LINK]

Thanks again for your consideration!

With gratitude,
[NAME]

FOLLOW-UP EMAIL 2:

Subject: Update On My Empower [WALK/RUN] Journey

Dear _____,

As I continue my journey to the [CITY] Empower Walk + 5K Run fueled by Autism Speaks, I am making great progress in both my training and fundraising! **[INSERT A TRAINING UPDATE]**.

Additionally, I am excited to share that I have raised [\$X] towards my goal of [\$X] to support Autism Speaks and their mission. I am so grateful for the generous support I have received thus far, but I still need your help! Your donation would support me and Autism Speaks in creating an inclusive world for all individuals with autism and there's still time to make an impact!

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

Thank you for your support!

Sincerely,
[NAME]

FOLLOW-UP EMAIL 3:

Subject: Can You Help Me Cross the Finish Line?

Dear _____,

The finish line is in sight for both for my [RACE/WALK] and fundraising goal for the [CITY] Empower Walk + 5K Run fueled by Autism Speaks. Thanks to my amazing friends and family, I've raised [\$X] to support the mission of Autism Speaks, but I need your support to reach my fundraising goal [\$X]!

Every dollar raised empowers the work of Autism Speaks to promote solutions for the needs of people with autism and their families. Can you help me cross the fundraising finish line and reach my goal?

To make a donation today, click here **[INSERT FUNDRAISING LINK]** to visit my fundraising page.

Thank you for your support!

Sincerely,
[NAME]

Thank you Email Templates

THANK YOU EMAIL 1:

Subject: Thank you for Your Generous Donation!

Hi _____,

I wanted to personally thank you for supporting my fundraising efforts for Autism Speaks. Your donation of **[\$X]** means so much, and it will help provide valuable resources and supports for autistic people and their families.

Every step I take on event day will be powered by your kindness and encouragement.

With gratitude,
[NAME]

THANK YOU EMAIL 2:

Subject: Your Support is Making a Difference

Dear _____,

Thank you for your generous donation of **[\$X]** to my **[CITY]** Autism Speaks Empower Walk + 5K Run campaign! Your gift will go a long way in helping to create an inclusive world where all people with autism can reach their full potential.

I'll be thinking of all the support I have received from amazing people like you as I cross the finish line.

Thank you again for your generous support.

With gratitude,
[NAME]

THANK YOU EMAIL 3:

Subject: Thank You for Empowering Me

Dear _____,

I'm so grateful for your support as I continue to train and raise funds to support the mission of Autism Speaks. Your contribution has brought me closer to my goal and will help make an impact on the autism community. I'll be carrying your encouragement with me every step of the way on event day and will be sure to update you on how it goes!

Thank you again for being part of this journey and helping me make a difference. Your generosity means so much.

Sincerely,
[NAME]

Social Media Templates

- I'm so excited to share that I am **[RUNNING/WALKING]** in the **[CITY]** Autism Speaks Empower Walk + 5K Run and raising funds to move their mission forward! This is special to me because **[SHARE YOUR WHY]**. Every dollar will make a difference. Will you support me in my efforts to help create an inclusive world for all people with autism?
[INSERT FUNDRAISING LINK]
- This **[MONTH OF EVENT]** I will conquer **[RUNNING/WALKING X MILES]** at the **[CITY]** Autism Speaks Empower Walk + 5K Run, and I will be **[RUNNING/WALKING]** for a reason – to raise funds for Autism Speaks that will help continue to eliminate barriers, ensure access to care, employment and housing, provide impactful solutions and address the needs of autistic people across the life span. I have a big goal of raising **[\$X]** Will you help support my efforts?
[INSERT FUNDRAISING LINK]
- I just started my fundraising journey for the **[CITY]** Autism Speaks Empower Walk + 5K Run. I am aiming to raise **[\$X]** in support of the mission of Autism Speaks, and your support would mean the world to me. Any amount helps:
[INSERT FUNDRAISING LINK]
- I am excited to share that I am participating in the **[CITY]** Autism Speaks Empower Walk + 5K Run! In addition to **[RUNNING/WALKING]**, I've also taken on the challenge to fundraise for Autism Speaks and I hope you will support me and help me reach my goal! Did you know **[INSERT ONE OF THE FACTS BELOW]**
(*You can change these out & post as many times as you would like.)
 - \$25 can train 7 autistic job seekers on how to navigate a new workplace.
 - \$50 can provide training to 15 employees on how to make their workplace welcoming to autistic coworkers.
 - \$50 can cover the cost of Caregiver Skills Training materials for a family.
 - \$150 can train 45 employees on how to make their workplace welcoming to autistic coworkers.
 - \$150 can provide 18 autistic teens guidance on preparing for school, work and life after high school.**[INSERT FUNDRAISING LINK]**
- I just crushed a **[X DISTANCE RUN/WALK]**, and I'm halfway to my fundraising goal for the **[CITY]** Autism Speaks Empower Walk + 5K Run! Every step brings me closer to the finish line and every dollar raised supports a cause I love. Can you help me hit **[\$X]** today?
[INSERT FUNDRAISING LINK]
TIP: Include a picture from your training run/walk/ride
- Training for the **[CITY]** Autism Speaks Empower Walk + 5K Run is in full swing! I've logged **[X]** miles, and am already **[X%]** of the way to my fundraising goal! Your support would mean the world to me – can you help me reach **[\$X]**?
[INSERT FUNDRAISING LINK]

- Race day is just [WEEKS/DAYS] away! Training is tough but knowing we're making a difference by raising funds for Autism Speaks makes it all worth it. I'm [X%] to my goal – just [\$X] to go. Can you help me get there?
[INSERT FUNDRAISING LINK]
- I am so close to reaching my fundraising goal of [\$X] for Autism Speaks. The Vision of Autism Speaks is a world where all people with autism can reach their full potential – but it can't happen without our support. Did you know that 90 cents of every dollar raised funds research, advocacy, programs, and services? Please help me make a difference and consider donating today.
[INSERT FUNDRAISING LINK]
- We did it! I just hit 50% of my fundraising goal for the [CITY] Autism Speaks Empower Walk + 5K Run! Thank you so much to everyone who donated. I'm now aiming to raise [\$X] by [DATE]. Can you help me cross the next milestone?
[INSERT FUNDRAISING LINK]
- Thank you, [DONOR NAME], for your incredible donation! Your support fuels my training for the upcoming [CITY] Autism Speaks Empower Walk + 5K Run AND brings us closer to creating an inclusive world for all people with autism throughout their lifespan. I couldn't do this without you!
[INSERT FUNDRAISING LINK]
- GOAL ACHIEVED! I'm so grateful for everyone's support – together, we made a difference for people with autism and their families. But the work isn't over! Every extra dollar will help ensure Autism Speaks can continue to provide FREE resources, online tools, and information covering the life span. Let's see how far we can go!
[INSERT FUNDRAISING LINK]