



# FUNDRAISING GUIDE

[EDENAUTISM5K.ORG](http://EDENAUTISM5K.ORG)



# Welcome

Thank you for registering for the 20th Annual Eden Autism 5K & Fun Run/Walk. Your support and dedication are greatly appreciated.

By participating in this annual event, you are helping to provide direct support for children and adults whose autism diagnosis presents significant cognitive, communication, and behavioral challenges.

This fundraising guide is filled with helpful information and tips to ensure you have all the tools necessary to have a fun and very successful fundraising experience.



If you have any questions or need additional support, please email [jennifer.dacunha@edenautism.org](mailto:jennifer.dacunha@edenautism.org) or call **609-987-0099 x3512**.

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# About Eden Autism Services

Our mission is to improve the lives of people with autism...



The annual Eden 5K & Fun Run/Walk has grown by leaps and bounds. What started as a small fundraiser 20 years ago, the event now attracts over 1,200 registrants from all over New Jersey and Pennsylvania. Proceeds from the event support Eden's programs to ensure services to children and adults with autism through the lifespan.



Eden Autism is a recognized leader in improving the lives of children and adults with autism spectrum disorder. Founded in 1975, Eden was among the first providers to address the need for services across the lifespan, from the point of diagnosis through adulthood. 2020 marked our 45th year of excellence in a broad scope of programs and services for individuals, their families, educators and other professionals.

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# Why Fundraise?

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**We encourage** registrants to raise funds to support our programs. Registration fees help offset some of the expenses associated with making the Eden Autism 5K & Fun Run/Walk a success, but fundraising is essential for us to make a difference in the lives of so many in need.





# Fundraising: It's Easier Than You Think!

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$$10 \times \$10 = \$100$$

Ask **10 Friends** to Donate **\$10** Each

$$5 \times \$20 = \$100$$

Ask **5 Friends** to Donate **\$20** Each



# Strategies

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**Form a Team.** There is strength in numbers! Encourage friends and acquaintances, family members, and colleagues to team up with you to support Eden.



**Start Early.** The quicker you begin asking for donations, the more money you will be able to raise. Get yourself organized and start asking!



**Set a Goal.** Shoot for the stars, but make sure your goal is attainable.



**Tap into your Network.** You have a slew of friends, family members, colleagues, and acquaintances who will support your effort.



**Make a Great Case.** Tell a story. Let people know why you're passionate about the cause and why they should join you.



**Use Email/Letters.** Send out personal emails and letters to introduce Eden and its mission, and express the passion for your support.



**Use Social Media.** Use status updates on Facebook, Twitter, Instagram, etc. to keep your friends informed of your fundraising and to provide a link to your fundraising page.



**Be Creative.** A successful fundraising effort often begins with a creative idea that not only can generate revenue, but will also excite participants/donors. Make it fun!



**Stay the Course.** It's important to keep your focus on the task at hand. Remind yourself of why you're participating, and who you're raising funds for.



**Remember to Say Thank You.** Be sure to let those contributing know how appreciative you are for their support by sending a letter, email, photo, shout out on social media, etc.



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Recruit friends, family, and colleagues to raise funds, and run or walk with you. Sharing your passion is inspiring, and it's contagious! By sharing your commitment, and getting others to follow your lead, you will multiply the impact you're having.

- ▶ Create a team. There is power in numbers!
- ▶ Identify a team fundraising coordinator.
- ▶ Brainstorm as a team.
- ▶ Email, post, or blog about your fundraising activity.
- ▶ Create competition among team members. Fun, healthy competition can propel people to go after that next dollar! People to fundraise even more!
- ▶ Encourage team members to get friends, colleagues and family members to support the effort.



# Spread the Word

## SEND EMAILS & MAIL LETTERS

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-  Keep messages short and personal.
-  Tell the recipient why you're participating.
-  As you compose messages, tell your story with honesty and heartfelt spirit.
-  Words, photos and videos create an emotional connection, and will inspire people to support and promote your fundraising efforts.







# Matching Gifts

Matching gifts are a vital component to any fundraising initiative, allowing a fundraiser to dramatically increase his or her totals by doubling, tripling or in some cases quadrupling contributions.

Make sure to check with your company to see if they offer a matching gift program.

## IMPORTANT FACTS!

**65%** of Fortune 500 companies and countless small companies offer matching donations.

**9%** Only 9% of employees utilize their company's matching gift policy.

**\$6–10 Billion**

An estimated \$6–\$10 billion is left unclaimed, annually.



The Eden Autism Services Foundation utilizes Double the Donation's tools and resources to increase fundraising from corporate employee matching gift.

Visit [edenautism.org/give-to-eden](http://edenautism.org/give-to-eden) to see if your organization participates.

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 *Use Facebook as a platform to raise funds*

 You can secure the support of friends and acquaintances, family members, colleagues, etc. by using one of our prepared messages or by creating one of your own.

 Create a status update with a sentence or two about your fundraiser, a great personal photo that helps tell your story, and the URL link to your personal fundraising page.

 Make your update public to get more views. Ask friends to share your update with their contacts, too.

 Visit [edenautism5k.org](http://edenautism5k.org) for sample social media photos and graphics to share with your followers!

 ***“Like Eden on Facebook at: [facebook.com/edenautism](https://facebook.com/edenautism)”***








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Images and short videos are shared the most on Facebook. Use images related to why you are fundraising. Here are some examples:

-  Use an image of who you are running for and honoring.
-  Use images from your past participation in the Eden 5K.
-  Post videos or images of your fundraising efforts or training.

You can share any images, videos, or posts from the Eden Facebook page to your own page. Just remember to include the link to your fundraising page.






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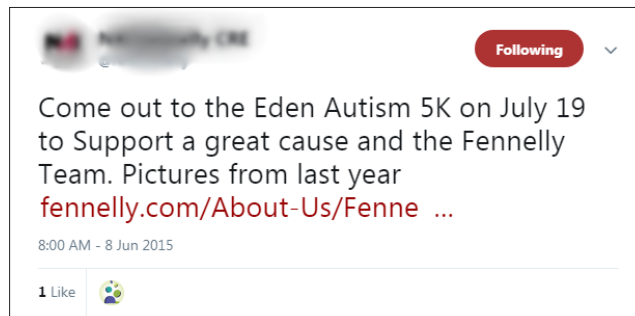
 Use Twitter to “tweet” about your fundraising effort and to make others aware of Eden.


 Write short tweets about your campaign. Include the hashtags and the URL link to your fundraising page.

Suggested hashtags — **#edeninspires** | **#edenautism5k** | **#run4eden**

 Keep the total message under 280 characters (including spaces!) so that it’s quick and easy for others to retweet your entire message.

 Use personal images or videos that are related to your story, or take images from Eden’s social media pages and website to use in your posts. This helps your audience visualize why you are fundraising.



 Post tweets at various times of the week. Check which ones get responses or retweets, and apply your learnings to the next round of tweets.

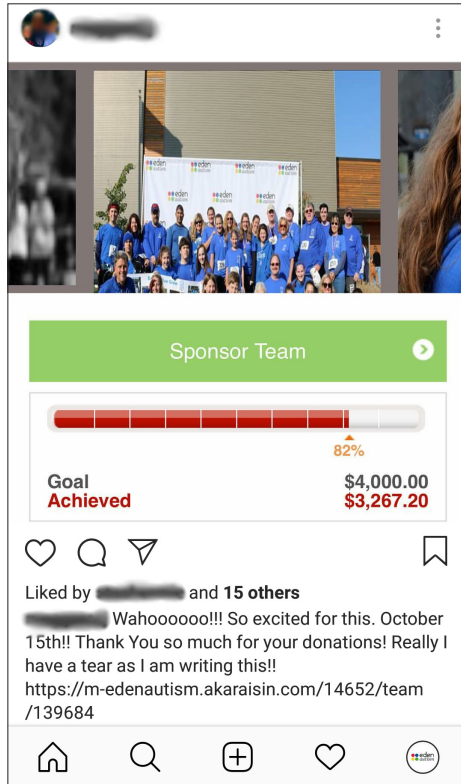




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- Most Instagram posts just contain photos and videos with captions, usually with hashtags. Include the link to your fundraising page in your bio, and reference “Link to my fundraising page is in my bio—help me reach my goal!”
- Keep captions concise for a message that is clear and easy to understand.
- Create a quick video to share.
- Feel free to use multiple hashtags on Instagram like **#edeninspires | #edenautism5k | #run4eden**



# Say Thank You!

Be sure to thank every donor as quickly as possible. It goes such a long way! In your thank you, ask them to go a step further and share a link to your fundraising page with a few of their friends.

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