

Saturday
September
24th

KINNEY CENTER Walk / Run for Autism

Personal Letters & Fundraising Ideas

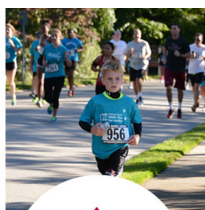
Enclosed you will find easy ways to reach your fundraising goals. If you have any questions or suggestions, please email kinneyautism@sju.edu

Personal Communication

Conduct a personal letter, email or social media campaign to friends and family. You will receive significantly more support when you share your personal story.

Fundraising Ideas

Host a fundraising event. Enclosed are ideas to help you raise additional funds including parties, restaurant events and puzzle piece campaigns.



Family



Community



Fun



KINNEY CENTER
For Autism Education and Support

kinneyautism.sju.edu/5k

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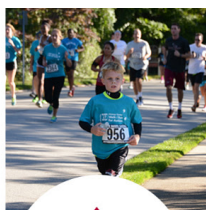
Personal Letters: Tips for a successful fundraising letter campaign:

The most effective way to raise funds for the Kinney Center Walk/Run for Autism is through letter writing.

1. Write a letter. Say what you are doing and why you are participating. Mail your letter to family members, friends, co-workers and business associates 3-8 weeks before the event. (Try using your holiday mailing list.)
2. Include your personal fundraising goal, the higher the better!
3. Share information about the work being done at the Kinney Center, and how it has affected you and your family.
4. Be sure to say that donations are tax-deductible and that checks should be made payable to Kinney Center – SJU.
5. Make it easy for people by enclosing a donation form for your team and a stamped envelope addressed to:

*Kinney Center for Autism Education and Support
5600 City Ave
Philadelphia PA 19131*

6. State that you would like the donation before the date of the Walk (September 24, 2016).
7. Be sure to send thank you notes (after the walk) to everyone who sponsors you! We will provide a list with contact information the week after the run, of all of your donors.



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Personal Letter Example:

Dear Aunt Sally,

This fall the Smith Family has decided to take on an exciting challenge. On September 24, 2016 we will be running a 5K to support an organization that is near and dear to us, the Kinney Center for Autism Education and Support.

Billy has been attending the Kinney Center's social skills, basketball and summer camp for the past 4 years. He has grown a lot and made new friends in the process. Participating in this run is our way of helping other families to get the same hands on experiences that we have had the great fortune of enjoying via the Kinney Center. With 1 in 68 children being diagnosed with Autism, this support is needed more than ever.

The Kinney Center has a two-fold mission: to educate and train the autism professionals of tomorrow, while supporting and serving the individuals and families affected by autism today.

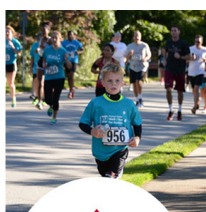
We hope you will help Team Billy in reaching our fundraising goal of \$1500. Here's how you can help:

1. Mail a check to the Kinney Center with "Team Billy" written in the top left corner
2. Make a donation to Team Billy online at kinneyautism.sju.edu/Sample
3. Join our team! You can register to run with us by visiting kinneyautism.sju.edu/Sample

Thank you in advance for your support and generosity; we will be sure to update you after the run!

Love,
Abigayle

PS Team Billy has our own website! Check it out at kinneyautism.sju.edu/Sample



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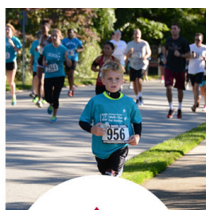
kinneyautism.sju.edu/5k

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Personal Email: Tips for a successful fundraising email campaign:

1. Write an email. Explain what you are doing and why you are participating. Email your letter to your contact list 3-8 weeks before the event.
2. Include your personal fundraising goal, the higher the better!
3. Share information about the work being done at the Kinney Center, and how it has affected you and your family.
4. Be sure to say that donations are tax-deductible and that checks should be made payable to Kinney Center – SJU.
5. Include a link to the event page.
6. State that you would like the donation before the date of the Walk (September 24, 2016).
7. Be sure to send thank you notes (after the Walk) to everyone who sponsors you!



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for Autism**

Personal Email Example:

Dear Mr. Johnson,

As you know, my daughter Rachel was diagnosed with autism when she was three. After her diagnosis, we found a local organization that has helped Rachel make great strides in her communication and social skills. The Kinney Center for Autism Education and Support has a two-fold mission: to educate and train the autism professionals of tomorrow, while supporting and serving the individuals and families affected by autism today.

On September 24, 2016 my family will be walking as a team to support and raise funds for the Kinney Center. Proceeds raised from this event help individuals with autism and their families (like us). With 1 in 68 children being diagnosed with the disorder, this support is needed more than ever.

We hope you will help Team Rachel in reaching our fundraising goal of \$1500. Here's how you can help:

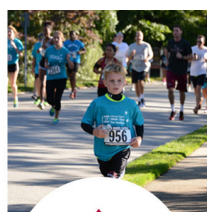
1. Make a donation to Team Rachel online.
2. Join our team!
3. Forward this email to your network, and help spread the word!

Thank you in advance for your support and generosity we will be sure to update you after the run!

Warm Regards,

Abigayle

PS Team Rachel has our own website. Check it out at Kinneyautism.sju.edu/Sample



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Social Media: Tips for a successful fundraising social media campaign:

1. Friend the Kinney Center on facebook and twitter

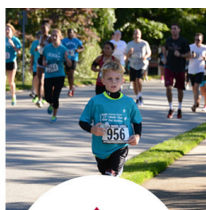
facebook.com/kinneycenter
twitter.com/kinneycenter
instagram.com/kinneycenter

2. Share the Kinney Center's posts about the run

3. Create your own posts about your team. Remember pictures and video are more likely to catch people's attention.

4. Send messages to your social media network.

5. Post often! There is a good chance that your network may miss a post or two on their newsfeed. Posting often will act as a reminder, and also make them feel in the loop.



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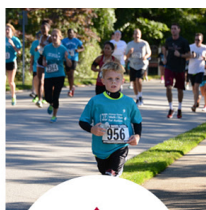
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Social Media Examples:

- Check it out... The Gomez family is taking on a big challenge, and we need your help! Together we will be running a 5K for Autism, and we have set the ambitious goal of raising \$500. Here's where you come in... visit the Gomez Team page and make a donation at kinneyautism.sju.edu/sample
- Have you heard about the Kinney Center for Autism? It has helped my family more than we can express, and now we have the chance to give back via the Kinney Walk/Run for Autism! Help our team reach our fundraising goal by visiting kinneyautism.sju.edu/sample



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