



Welcome, Team Captain!

This packet has all the information you need to be successful! From FAQs to sample flyers to info on some GREAT perks you can earn for fundraising, use this packet to have a successful walk and put the FUN in FUNdraising.

Important Dates

Early Bird Registration Price Ends (\$10): April 1st

Registration Price Increase (\$20): April 1st

Team Incentive Deadline: Friday, May 5th

If your team has raised \$5,000 or more by Friday, May 5th, your team name will be listed on a Mile Marker Board! Please note, you must get in all offline donations into the Development Department prior to this date. Sending donations via backpack and mail may lead to delays, allowing for plenty of time.

WALK DAY!! : Sunday, June 4th 2023

Team FAQs

Check out these commonly asked questions:

Is there a minimum or maximum number of walkers on a team?

No! A team can be as large or small as you want.

Is there a registration fee?

Yes! \$10 through April 1st and then \$20 from April 1st on. Kids 5 and under are always free.

What's the best way to sign up?

Our website: Walk.Spectrum360.org

Can a team have more than one captain?

Yes! Typically a Team Captain can manage 10-15 walkers. If your team is large, you might want to have a co-captain.

T Shirt Qualifications?

Team Members or event participants who raise \$50 or more are eligible to get a free t-shirt during registration on walk day or prior if requested. Share this to motivate team members to fundraise!

What kind of support do Team Captains receive?

This Team Captain packet will help guide you and grow your team (in participant size AND fundraising totals.) The Development Department is always here to answer questions too!

Questions? Contact Me: Laura Pacelli: 973-509-3050 x332; lpacelli@spectrum360.org

Three Steps to Success

As a Team Captain, you are a powerful force in raising awareness and promoting the work we do at Spectrum360. A Team Captain's job is to motivate others to join your team, be a coach to your fellow fundraisers, promote the walk, keep your members informed of logistics and details for Walk day and be part of the event's success!

These four steps help you create a successful team

#1 Set a Goal

Set an obtainable but high fundraising goal and hold yourself accountable for reaching it. Having a goal gives you something to look towards and tell your friends and family about. Set the bar high but in manageable pieces. We encourage you to break your total goal down into weekly and monthly goals. Think about what's realistic but ambitious!

#2 Recruit

Ask everyone you know to be a team member. Start by telling your friends, family, coworkers and neighbors why Spectrum360 is important to you and then ask them to join you. Don't be shy! The more passionate you feel about the Spectrum360 walk, the more they'll feel the excitement as well. Sharing your personal story is a great way to motivate people. Many people have been affected by autism, and you may be surprised to learn their personal connections to our cause. We have some sample ask letters in this packet to help.

Once they have registered online at walk.spectrum360.org, encourage them to invite *their* friends, family, coworkers and neighbors. Keep building your team! You can place promotional fliers (just ask permission) in your hairstylist's window or in a diner you love. We've included some samples for you to peruse. We can't stress it enough...your excitement is contagious.

#3 Fundraise

Think about how you can hit your personal fundraising goal. For example: if your goal is \$100 that is asking 10 people for \$10. You can ask for support by sharing your personal fundraising page on your social media, by sending letters or asking friends/family in person. Sample letters are on pages 3-6. Another great way to raise funds is to organize a Team Fundraiser. Ideas like a car wash or garage sale are a fun way to raise money and generate team spirit. If you know a company or frequent a small business like a pizza shop or hair salon why not ask them to become a sponsor and advertise at the event. You can dedicate your birthday or other milestone events to Spectrum360 or ask friends to reduce extra expenditures to hit your fundraising goals. The sky's the limit!

#4 Walk, Say Thank You, and Celebrate!

On walk day, make sure your team knows where to meet in the AM (The Boathouse 9 a.m.) Don't forget to collect and turn in your team's donations when your team signs in. Once you've checked in, now is your time to celebrate with your team as you walk because you are all making a difference. We also suggest updating your supporters in real time with social media.

Be sure to follow up with each team member after the event by sending a personal thank you note. Take plenty of photos to include in your thank you as well. It'll be a time to remember! And don't forget to encourage your team members to thank their donors. Let them know how much their support makes a difference. You can even plan a post-walk event—picnic, party, breakfast—to share results, thank everyone and encourage future participation.

Sample Letters/Emails

If we are going to be successful fundraisers and team motivators, we need to **find ways to stand out and capture people's attention**. What makes our cause important? Why should someone forgo buying those new pair of shoes they've been eyeing for months so that you can meet your fundraising goal? **Use your creativity**, your **passion**, and your **personal stories** to show potential team members and donors why this work is so important. We've attached a few sample letters and key facts for you to tweak, personalize, and send!

Key Messages About Spectrum360

Since 1963, Spectrum360 has been committed to developing the academic, social, behavioral, communication, life and career skills of children, adolescents and young adults on the autism spectrum and with related disabilities. We use an array of evidence-based strategies including Applied Behavioral Analysis, Differentiated Instruction, and Universal Design. Our students have the same learning activities and experiences that are provided to students in their local schools, with all the 21st century technology, support and accommodations they need to succeed. At Spectrum360, disability does not define the individual. We teach "the whole person" helping students and adults to discover and develop their own unique talents and abilities. We offer opportunities for integration into community activities and typical peers. We promote self-determination so that they can become independent and productive members of the community. From our preschool through our adult program at Independence360, we're providing options across a lifetime.

Sample Team Recruitment Letter #1

Join our A Walk For A Lifetime Team [Team name]! We're walking for our [son/daughter, name/cause]. Help Spectrum360 provide the same learning activities and experiences that are provided to students in their local public schools, but with all the 21st century technology, support and opportunities they need to succeed. To walk with us on Sunday, June 4th 2023, contact [Team Captain name/e-mail address/phone number] for more information or visit **walk.spectrum360.org** and sign up today!

Sample Team Recruitment Letter #2

Please join our Walk For A Lifetime team! We're walking to celebrate our [son/daughter] who has made incredible strides this year at Spectrum360. [Insert Story about a big achievement!] Spectrum360 is working to bridge the gap and allow our children to become independent and productive in our communities. Contact [Team Captain name/e-mail address/phone number] for more information or visit **walk.spectrum360.org** and sign up today!

Sample Fundraising Letter #1 - Generic

Dear _____,

I am participating in the 10th Annual Walk For A Lifetime to raise money for Spectrum360. The event will take place on Sunday, June 4th 2023 at Verona Park. This event will promote autism awareness and raise money to help Spectrum360 continue its mission to serve individuals on the autism spectrum, as well as their families, and the community. Autism is a developmental disorder and can affect an individual's academic, social, behavioral and communication skills. People with autism typically have difficulties with communication, sensory input, and appropriate behaviors, as well as deficits in social understanding.

Spectrum360 develops the academic, social, behavioral, communication, life and career skills of children, adolescents and adults with autism and related disabilities. Spectrum360 teaches "the whole child" so that students and clients can discover and develop their own unique talents and abilities.

My personal goal is to raise \$_____ to help individuals with autism. Will you help me reach my goal by making a donation? Any support you can give will be greatly appreciated! Checks should be made payable to Spectrum360, and all donations are tax deductible.

Please send donations to me or to Spectrum360 Development Department at 414 Eagle Rock Ave, Ste. 200B, West Orange, NJ 07052. Please include a memo that you are supporting [Insert your name and team name] in the Walk For A Lifetime. You can also go to walk.spectrum360.org to donate online!

If you would like more information about A Walk For a Lifetime, please feel free to call Laura Pacelli lpacelli@spectrum360.org or 973.509.3050 x332.

Thank you for your support!

Sample Fundraising Letter #2 – The Birthday, Wedding, Bat/Bar Mitzvah, Big Event!

Subject: It's My [Insert Event]-- Donate to My Team!

I have a [big event] coming up in less than two weeks. And I have a special request for you!

I'd like to share my [big event] with all the children, adolescents and young adults on the autism spectrum and with related disabilities, and I'm asking for your help! Instead of money or gifts, I'm asking you to donate to an organization that means a lot to me. For 60 years, Spectrum360 has been changing lives with the belief that a child's disability does not define who they are. The staff at Spectrum360 works tirelessly day after day to provide their students with the academic, social, behavioral, language, career and daily living skills that they need. But in order for the school to continue its work with our children, we need everyone's participation!

I am a team member on [Insert Team Name] raising funds for Spectrum360's Walk For a Lifetime that will be held on June 4th at Verona Park. My team's goal for this event is \$X,XXX.

Sample Fundraising Letter #3 - Reduce Extra Expenditures

Dear _____

Think about it like this. How many times a day do you reach for your wallet to buy a beverage at the coffee shop? 2? 3? Now, if you think about how each visit is \$3 (or \$5 if you're a fancy coffee drinker!), maybe you're spending \$2-\$6 a day and upwards of \$30 a week. Do you think you could live on coffee from home for two days or maybe a whole week? If you can, then there's an easy way to use your coffee money to change a student's life (and work on kicking that caffeine habit)!

How? You can donate online at walk.spectrum360.org or mail to: Spectrum360, Attn. Walk For A Lifetime, 414 Eagle Rock Ave. Suite 200B, West Orange, NJ 07052. Make checks payable to Spectrum360 and include a note if you're supporting a specific walker or team!

If you would like more information about A Walk For a Lifetime, please feel free to reach out to Laura Pacelli lpacelli@spectrum360.org or 973.509.3050 x332.

My thanks, and thanks from Spectrum360!

Sample Fundraising Letter #3 – The Follow Up

Dear [Name],

Hi! This year I'm participating in Spectrum360's A Walk For A Lifetime. I'm part of a team that is raising money to help Spectrum360 continue its great work with children, adolescents and adults with autism spectrum disorder and related disabilities.

I sent you an earlier email asking for your support. I am following up with you, because I feel so strongly about supporting education, as well as the vocational and social skills that Spectrum360 offers. I hope you can help me with a donation to this incredible cause. Your support will help people right here in our community every day. If you think about it, you'll be putting the \$5 you would have spent on coffee to a great use!

You can either donate online at walk.spectrum360.org or mail a check, Attn: Walk For A Lifetime, 414 Eagle Rock Ave, Ste. 200B, West Orange, NJ 07052. Checks should be made payable to "Spectrum360". Please include a note that says your gift is to support [team name].

Thank you for joining me in raising awareness and funds for Spectrum360! Together, we can make a difference!

Sincerely,
(Name)

Sample Team Motivational Email

Hey Team!

Are you excited yet? Walk Day is quickly approaching!

But take heart! There's still time to raise money to fund the programs and services that Spectrum360 provides. By walking and raising money, you can help us get one step closer to the world we dream of – a world where our children and adults can become independent and productive in their communities. Make sure you follow up with anyone you haven't heard from yet – invite them to join us or to make a donation to our team!

[include any information about what to pack, where to meet, etc.]

A SIMPLE THANK YOU GOES A LONG WAY

We are lucky enough to live in a society where charitable giving is a norm, but one of the biggest mistakes we can make as fundraisers is to forget to **say a simple thank you**. With the number of charities we compete with on a daily basis, we really need to express our appreciation to the donors who support the causes that we are so passionate about! Donors don't need elaborate incentives to keep donating to you year after year, but what they do need is to feel that they have made a difference in the lives of our students and adults and to our programs. By **updating your donors** on how the event went and how their contribution has had a positive effect, you will be able to **foster a long term relationship with that donor**.

Sample Emails to Thank Donors

#1 Thank you for your generous contribution to Spectrum360's A Walk For A Lifetime. Because of your generosity, a remarkable amount of funds have already been raised. This will make a substantial difference in the efforts of providing our students and adults the programs they need to become independent and productive in their communities. THANK YOU for your support!

#2 Thank you, [Name]! Because of your generosity, we exceeded our team goal of \$ ____ by \$ ____ and raised \$ ____ for Spectrum360 this year. The money raised will help fund programs and activities for children, adolescents and adults with autism spectrum disorder and related disabilities. Because you care, Spectrum360 can continue to prove that an individual's disability does not define who they are.

#3 Thank you for your generous donation of \$ _____. People like you make it possible to promote autism awareness and raise money to help Spectrum360 continue its mission to serve individuals with

autism spectrum disorder and related disabilities, their families, and the community. THANK YOU for supporting me and Spectrum360!



Raffle Basket DONATIONS

We are in need of in-kind donations for raffle baskets! All donations will support the amazing programs and services we offer- providing *options across a lifetime* for our students and clients across the autism spectrum. We are looking for themed baskets ranging in value between \$50 and \$100, or products, gift cards and merchandise we can use to create baskets. See suggestions below.

COFFEE BASKET

ESPRESSO MACHINE, COFFEE BEANS OR GROUNDS, AND A FRENCH PRESS

ARTS AND CRAFTS

COLORING BOOKS, CRAYONS, COLORED PENCILS, MARKERS AND MORE

BOOK LOVERS

YOUR FAVORITE BOOK(S), RELATED GIFT CARD, ELECTRONIC READER, ETC.

GAME NIGHT

A VARIETY OF BOARD GAMES AND SNACKS TO ENTERTAIN WITH

DINNER AND A MOVIE

GIFT CERTIFICATE TO YOUR FAVORITE RESTAURANT AND MOVIE THEATER

*The items listed above are merely suggestions. Please feel free to be creative with your basket's theme!

Deadline to participate is Monday May 8th 2023

PLEASE SEND YOUR DONATION TO:

SPECTRUM360 ATTN: DEVELOPMENT OFFICE
414 EAGLE ROCK AVE, STE 200B, WEST ORANGE, NJ 07052

**Questions? Contact Laura at 973-509-3050 x332 or
Lpacelli@spectrum360.org**



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Tips for Fundraising in a Digital Age

Why do you walk? Share your story with your network. You may inspire a coworker who also has a cousin with autism to participate. Put yourself out there and you will be surprised by the connections you can make! Remember, there's a whole world out there that is at your fingertips! Here are some sample posts based on the network type. Don't forget – **whenever possible, include a direct link to your fundraising page with any related posts!**

Facebook

- Once you sign-up your team, post on Facebook and invite others to join the team!
- Did you participate in last year's walk? Do you have a photo? Share it! And let people know you're fundraising again!
- Announce early what your fundraising goal is – and then update everyone once/week with how you're making progress toward reaching it!
- Consider sharing a brief story about your reason to fundraise.
- If you'd like to use some Spectrum360 videos, check out our awesome YouTube page at <https://www.youtube.com/spectrum360>

Here are some phrases to use!

- Spectrum360 educates the whole person. Will you help me reach my goal of \$___ at this year's Walk For A Lifetime? [include your link]
- Spectrum360 students have the same opportunities as their public school peers. Will you help me reach my fundraising goal? [include your link]
- Spectrum360 uses evidence-based interventions. Will you help me raise funds so they can continue their good work? [include your link]
- Spectrum360 hosts one of the few adult programs in the state, Independence360, which serves over 150 adults and receives minimal funding. Will you help support this necessary program? [include your link]

Twitter

- Hashtags are an excellent way to link your conversation with others. #WalkForALifetime #Spectrum360 #AutismAwareness. Think broad and use many!
- Often, it is hard to include the website address and still make the 140 character limit on Twitter. Here are two sites to copy and paste the address to shorten it:
<http://bit.ly>
<http://tinyurl.com>
- Tweet at friends and family to connect with them!

Sample Tweets

- I cannot wait to take pictures at the #WalkForALifetime this weekend at #Spectrum360!

- Spectrum360 educates the whole child. Will you help me reach my goal of \$__ at this year's Walk For A Lifetime? [include your link!]
- Spectrum360 students have the same opportunities as their public school peers. Will you help me reach my fundraising goal? [include your link!]
- Spectrum360 uses evidence-based interventions. Will you help me raise funds so they can continue their good work? [include your link]
- Help me reach my goal at the #Spectrum360 Walk [insert link] #autismawareness

Instagram

Instagram is a very visual way to connect with people and share information and what you are currently doing. It links up to Facebook nicely, so you can post to two places in one go!

- Choose a photo that captures the core of what you want to say. Is it your Walk t-shirt? A photo of the Spectrum360 logo? You and your family out walking? Think creatively!
- Use similar or the same captions as Twitter. Short and sweet with a lot of emphasis on the pic!
- Like Twitter, hashtags are an excellent way to link your photos with others. Try using similar hashtags as Twitter, but use many. The more you use, the more people can learn about the Walk!
- Often, it is hard to include the website address. Try putting the link in your Instagram bio.