



Team Captain Packet

25 Years Walking, 50 Years Serving

Dear Team Captain,

Thank you for taking the lead in supporting The Summit Center 2023 Autism Walk! As Summit's largest fundraiser, we look forward to supporting you in your efforts to raise funds to help fill the nearly \$1 million dollar gap in funding for our programs and services. More than 1,350 children and young adults rely on these programs and services to reach their highest potential. That is why we're calling on YOU to fundraise in support of these individuals in our community. The materials in this packet will give you ideas on how to motivate your team to fundraise and help us meet our goal of \$285,000. Thank you again, and happy fundraising!

Sincerely,
Tom Rosenecker
Walk Chair



WHAT'S INCLUDED

- 1 **Fundraising Incentives**
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- 4 **Social Media Fundraising Tips**
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FUNDRAISING INCENTIVES

The Summit Center 2023 Autism Walk



Registered Participant Rewards

T-shirts and Tops gift cards can be picked up at the Check In Tent the day of the Walk (May 13th at The Summit Center, 150 Stahl Road, Getzville, NY 14068). Artwork and hats will be handed out at the Walk Top Fundraiser Ice Cream Social this summer!

\$50 2023 Walk T-Shirt

In honor of Summit's 50th anniversary, every walker who raises least \$50 or more on their personal fundraising page will receive The Summit Center 2023 Autism Walk t-shirt featuring our new logo!



\$250 \$25 Tops Gift Card

All registered walkers who raise \$250 or more on their personal fundraising page will receive The Summit Center 2023 Autism Walk t-shirt and a \$25 Tops gift card.



\$500 2023 Autism Walk Student Artwork

Walkers who raise \$500 or more on their personal fundraising page will receive a printed canvas copy of an original student artwork. This year's artwork is painted by Rocco B! Walkers will also receive a t-shirt and Tops gift card.



\$1,000 2023 Limited Edition New Era Cap

Registered walkers who raise \$1,000 or more on their personal fundraising page will receive a limited edition New Era cap! They will also receive the t-shirt, Tops gift card, and the artwork.





The Summit Center 2023 Autism Walk

3RD PARTY FUNDRAISING APPLICATION

Contact Information

Name of group/organization planning fundraising event: _____

Name of individual(s) in charge of event/contact person: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Email: _____ Phone: _____

Event Information

Type of Fundraising Event: _____

Date/Time of Fundraiser: _____

Location of Fundraiser: _____

Event is: Open to the Public Invitation Only | Ticket Price: \$ ____ Table Price: \$ ____

Has this event taken place before? Yes No | Will this be an annual event? Yes No

Please describe the fundraiser: _____

Thank you for your support! Please return this application to:



Email: awerth@thesummitcenter.org

Questions? Call Development at 716.629.3423 or visit SummitAutismWalk.org to learn more!

Mail: The Summit Center
Attn: Autism Walk
75 Pineview Dr, Ste 200
Amherst, NY 14228

THIRD PARTY FUNDRAISING IDEAS

At the Office

- Dress Down Day - Charge a small fee and allow your co-workers to dress down on a day they normally would not be able to.
- Crazy Hat Day - Charge a small fee and have your co-workers wear a hat for the day.
- Summit Day - Charge a small fee and have your co-workers wear red, yellow, and blue to show their support for The Summit Center.
- Change Wars - A fun challenge between individuals or departments! Set up jars around the office where each team collects points by adding loose change to their jars (1 cent = 1 point). Want to take it one step farther? Teams can "sabotage" other teams by adding dollar bills to the jars (\$1 = -100 points)! Have a small prize (donuts, pizza, gift cards, etc.) for the winning person or team.

Friends and Family

- Give It Up! - Challenge your friends and family to give up a habit (ex: buying their morning coffee or lunch) for a period of time and donate what they would have spent.
- Cookie Sale - Ask people to buy homemade cookies for a cause!
- Offer a Service - Shovel your neighbors driveway, cut their grass, or take their dog for a walk in exchange for a donation.
- Garage Sale - Hold a garage sale and ask people to donate their unwanted items for you to sell.

For the Kids

- Craft Sale - Have the kids draw or paint a picture and help them sell to friends and family.
- Read-A-Thon - Have people pledge to donate a certain amount per page or book that is read.



SOCIAL MEDIA FUNDRAISING TIPS



Post Updates

Post to your social media with updates on your fundraising progress. Don't forget to thank donors and make announcements when you reach milestones toward your goal.



Use Pictures

Include pictures in your posts to attract more attention. Include your pictures from last year's event or of your preparations for this year!



Be Engaging

Don't be afraid to tag people in your posts or use a personalized hashtag for your Walk team! Remember to reply to any comments and thank everyone who likes or shares.

Example Post:

This May, I'm participating in The Summit Center 2023 Autism Walk. You can support me in my mission to help children and adults with autism receive exceptional services by making a donation at (insert the link to your fundraising page)!

Remember: the more people who know WHY you are fundraising the more likely you are to get donations!



The Summit Center 2023 Autism Walk

Dear _____,

The Summit Center's Autism Walk celebrates our love for someone with autism. It's about marking achievements, overcoming obstacles, and coming together as a community. On Saturday, May 13th, I will be walking in The Summit Center 2023 Autism Walk! This annual event is a community-wide effort to raise funds in support of Summit's programs and services while promoting autism awareness and acceptance in the Western New York community. **For 50 years, The Summit Center has given hope to families affected by autism and developmental, social, and behavioral challenges.**

Your generosity is important to the Autism Walk. Proceeds from this year's event will be used to cover the gaps in reimbursement rates for the services Summit provides. With few exceptions, The Summit Center's programs are offered at no direct cost to families. **Although Summit receives funding from New York State, the organization must raise nearly \$1 million each year.** Donations are critical to maintaining high quality, evidence-based programs and services. As the need for these services continues to grow, so does The Summit Center! Help us celebrate another successful year by making a donation in support of my team. To make an online donation by credit card, go to SummitAutismWalk.org or scan the QR code below and search my name. Once there, you can donate!

There are so many children who are desperately waiting for Summit's help. Your tax-deductible donation can help Summit reach more individuals in need of specialized therapy and support.

Sincerely,

Walker/Team Name





The Summit Center 2023 Autism Walk OFFLINE DONATION FORM

We encourage participants to make donations online, but if you receive cash or check please fill out this form! Donations can be mailed to the address below or turned in at the Check In Tent on Walk day.

Please make checks out to: The Summit Center

Return to: Attn: Autism Walk
75 Pineview Dr, Ste 200
Amherst, NY 14228

Participant Information:

Walker's Name: _____

Team Name: _____

Fundraising/Donor Information:

1. Name: _____ Amount: \$ _____

Phone Number: _____ Email: _____

Mailing Address: _____

2. Name: _____ Amount: \$ _____

Phone Number: _____ Email: _____

Mailing Address: _____

3. Name: _____ Amount: \$ _____

Phone Number: _____ Email: _____

Mailing Address: _____

4. Name: _____ Amount: \$ _____

Phone Number: _____ Email: _____

Mailing Address: _____

5. Name: _____ Amount: \$ _____

Phone Number: _____ Email: _____

Mailing Address: _____

Questions? Contact Abby at awerth@thesummitcenter.org



The Summit Center 2023 Autism Walk

"WHY I WALK"

We want to know why YOU are participating in The Summit Center 2023 Autism Walk!

Email your response and a corresponding picture to Abby at awerth@thesummitcenter.org for a chance to be included on our walk website or on our social media posts.

"Why I Walk" Examples:

Name: Nick Rockwell

Connection to Summit: Summit Staff

"As someone who has worked at The Summit Center for a decade, I know how important our programs are to the lives of our students and their families. Growing up in a small town, my brother, who is on the spectrum, had limited access to services staffed by a passionate and well trained team. I'm proud of what he has accomplished and I think his public school helped him develop skills to succeed. I wonder what his life would be like if he had more access to quality education and services that more fully understood his needs? I'm proud of the work we do at Summit and our vision to make lives better! We strive daily to have a positive impact on our students by helping them develop skills to become more independent, socially empowered, adaptable, and better able to communicate their wants and needs."



Name: Nicole LaMonte-DeGolier

Connection to Summit: Parent

"Our family mottos are "No one gets left behind!" & "Work hard, play harder!" We walk to create awareness for autism. We walk to encourage acceptance of autism. We walk because different is NOT less ♡ "





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The Summit Center 2023 Autism Walk

The Summit Center 2023 Autism Walk Believe in Summit

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