FRASER 2020
walk for autism
SATURDAY
APRIL 18, 2020
MALL OF AMERICA
FRASER.ORG/WALK
PRESENTED BY CENTRAL ROOFING COMPANY
Dear Friend of Fraser,

Thank you for supporting Fraser through the 2020 Fraser Walk for Autism. Fraser is the Upper Midwest’s premier provider of autism services and Minnesota’s largest provider of early childhood mental health services. We provide healthcare, housing, education and employment services that help children, teens, adults and families with special needs live life to the fullest potential. Fraser hosts the Fraser Walk for Autism each spring to fund the growing demand for services and unite local families impacted by autism.

The Fraser Walk for Autism is a family-friendly, sensory-friendly event held on the first level of Mall of America. The morning includes sensory activities, breakfast, mascots, games, and giveaways. You can rally as a team or register individually. Last year, walkers, volunteers, and event sponsors raised almost $155,000 for autism programs and services at Fraser.

Your support at events like the Fraser Walk for Autism enables us to sustain our current programs, expand services to serve more children and families across Minnesota, and raise awareness about autism and other special needs. No family should have to travel more than 35 minutes or 35 miles to receive the life-changing services that Fraser provides – and your support helps make this vision a reality.

Whether you are a walker, volunteer, or financial supporter, Fraser is grateful for your involvement in the 2020 Fraser Walk for Autism.

This tool kit contains useful information regarding your participation in the Fraser Walk for Autism. Please contact me if you have any questions about this event or how your participation supports Fraser programs for children, adults and families with special needs.

Thank you,

Rose Rosario
Fraser | Senior Special Events Planner
Rose.Rosario@fraser.org | 612-798-8343
EVENT SCHEDULE:
7 a.m.  Registration open
7:30 a.m.  Kickoff
7:40 a.m.  Walk begins
9 a.m.  Wrap-up

WHO CAN PARTICIPATE?

Although the Fraser Walk for Autism is geared toward families, EVERYONE is welcome. The Fraser Walk for Autism brings together thousands of people of all ages, abilities and backgrounds.

IS THERE A REGISTRATION FEE?

There is NO registration fee, however, walk participants are expected and encouraged to do fundraising. We recommend that individual walkers meet a personal fundraising goal of $150—the cost of an autism evaluation—and that each team sets a fundraising goal of $1,000.

HOW DO I REGISTER?

You can register as a team or an individual by using the URL below. We strongly encourage participants to register early.

1. Visit fraser.org/walk
2. Click on the “Register” button. This will take you to the event website.
3. Click on “Register for This Event”
4. Choose to register as a fundraising participant and enter your email address.
5. Create an account if you do not already have one. Save your username and password to access your personal fundraising page.
6. Choose to join a team, create a team or continue as an individual fundraiser.
7. Fill out your personal information and start fundraising.

RALLY A TEAM

Teams are a fun way to encourage each other’s fundraising efforts and to work together on the day of the walk. Teams can be as small or as large as you choose.

To register a team, first designate a team captain. The team captain is the point person for communication among team members. Once team captains register their teams online, they can send out email templates to recruit additional team members, assign co-captains and register any secondary participants, such as children.
INDIVIDUAL AND TEAM FUNDRAISING PAGES

Once you have registered, a personal and team fundraising page will be automatically created for you. This fundraising page allows you to:

- Customize by adding your personal story and photos. We highly encourage you to customize your page and share how Fraser services have impacted your life.
- Send emails to recruit team members, request donations and communicate with your team
- Share information via social media
- Enter in and monitor donations
- Download helpful fundraising tips, assign a co-captain and edit log-in information
ENTERING DONATIONS

1. Enter your username and password in the top right corner of the Fraser Walk for Autism page to log into your personal page

2. Click on the white "My Donations" button

3. Click on "Add a Donation" under the thermometer box.

4. Indicate whether the gift is a check or cash

5. Fill in the information fields with gift amounts and donors’ contact information so we may acknowledge their contributions (which can be important for tax purposes). Only the donation amount and first and last name are required for each donation. You can also enter company donations by clicking on the company donation box.

6. See the donations appear almost immediately, although this may require refreshing your web page. All donations will be applied toward your fundraising team unless you specify an individual participant you would like to designate them toward instead.

7. Qualify for top individual or team captain incentives by mailing or dropping off checks (please do not mail cash) by Monday, April 6, 2020, to Fraser.

   **FRASER CORPORATE OFFICES**
   **ATTN: FRASER WALK FOR AUTISM**
   **2400 W 64TH STREET**
   **MINNEAPOLIS, MN 55423**

   Please note that all donations dropped off or mailed will be entered on your fundraising page by Fraser event staff.

8. Track your donations with the donation pledge form. You can download and print a form from the “My Resources” section on your fundraising page. A pledge form is also included in this packet.
FUNDRAISING FOR THE
FRASER WALK FOR AUTISM

INDIVIDUAL WALKER GOAL: $150
FRASER WALK TEAM GOAL: $1,000

The Fraser Walk for Autism helps Fraser raise important funds to provide programs and services for children and adults with autism. All funds raised at the walk go toward helping Minnesota families affected by autism. See below for some helpful tips:

• DON’T BE AFRAID TO ASK. People can’t give unless they are asked! You will be surprised by how many people are willing to support a worthy cause.

• TAP INTO YOUR NETWORKS. Think about the organizations that you are involved with and how you might share your fundraising goals. Consider your workplace, school, religious organization, or sports team.

• GET STARTED EARLY. The more time you have to spread the word, the more donations you will receive.

• RAISE FUNDS ONLINE. It’s easy to do and often leads to larger donations. Emails and social media can maximize your reach and increase your donations. Share your QGiv Walk page on your personal social media accounts so your followers know how to donate. Also consider using email to get the word out.

• TELL YOUR STORY. Sharing your personal story of why you are walking will motivate people and may help you recruit more team members.

• HOLD YOUR OWN FUNDRAISER. If you have a walk team, holding your own fundraiser, such as a car wash or bake sale, can bring in additional revenue. All expenses for independent fundraisers are incurred by the walk team. Fraser staff can support your fundraising event by sharing it on our social media sites, providing support the day of the event, and brainstorming event ideas with you. For assistance, please contact Emma Craig, Community Engagement Specialist, at emma.craig@fraser.org.

• DOUBLE YOUR DONATIONS WITH MATCHING GIFTS. Maximize the impact of your gift by requesting a matching gift from your employer. Many companies allow you to request a matching gift online, making it quick and easy. Contact your human resources department for more information.

• TEXT TO GIVE. It’s easy! Text fraserwalk to 50155 and follow the instructions.

• SHARE THE IMPACT OF GIVING. Make sure you communicate to your donors the importance of supporting Fraser. Research shows that early intervention is the best tool for those living with autism. See page 7 for some surprising statistics about autism and early intervention.

• THANK YOUR DONORS. While Fraser does send thank you letters to all donors, it’s important to thank your donors personally. Whether it’s a phone call, note, or text, let them know that you appreciate their support.
WHY GIVE?

It is important to relay the impact that giving has on families in Minnesota impacted by autism so that donors know why we need their support. Here are a few surprising facts you may not be aware of:

- The Centers for Disease Control and Prevention reports that 1 in 59 children have an autism spectrum disorder, making it more prevalent than juvenile diabetes, childhood cancer, and pediatric AIDS combined.

- According to the National Education Association and Autism Society of America (2006), early intervention and diagnosis can reduce the cost of educating a child with autism by up to two-thirds.

- Children who receive early intervention rely less on special education services, have a better chance of completing school, and are more likely to gain employment and healthy independence upon becoming adults.

- The entire family suffers when there are barriers to accessing treatment. Travel is costly but also extremely stressful and disruptive as parents are forced to choose between critical behavioral health services, employment, and the needs of their other children. Divorce rates for parents who have children with special needs are 75-90%, depending on the severity of the disability. Your donation allows Fraser to expand programming to support families in need.

- As Fraser continues to expand, the barriers to treatment will decrease. The life-long impact on early intervention for children and families will lead to:
  - Earlier diagnosis and treatment interventions
  - Improved integration into the school system
  - Greater employability and self-sufficiency into adulthood
  - Higher high school graduation rates
  - Improved mental health for all family members

- Your donation, great or small, allows Fraser to provide life-changing services for children, adults, and families with special needs.
EACH WALKER IS ENCOURAGED TO SET A MINIMUM FUNDRAISING GOAL OF $150.

Collect donations in advance and bring them to the walk, mail them to Fraser, or give online at give.fraser.org.

Please make checks payable to Fraser. Please do not mail cash.

NAME OF WALKER: ___________________________ TEAM NAME: ___________________________

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