As a fundraiser/advocate for Eagles Autism Challenge you are empowered to:

**Bring communities together**

**Take action**

**Inspire others**

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**Why Autism:**

Millions of people around the world are connected to autism. The Center for Disease Control estimates that 1 in 54 people under 21 living in the United States are on the autism spectrum, making it the fastest growing developmental disorder.

For Eagles owner and CEO Jeffrey Lurie, it is personal. With autism in his own family, Lurie knows his is just one of many families dealing with this condition and has seen firsthand the difference the right resources can make.

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**How Can I Make a Difference (Why Fundraise?):**

By registering as an Eagles Autism Challenge participant, you've joined a community of over 7,000 individuals since 2018 who are also committed to turning autism awareness into action. 100% of every dollar raised will support critical autism research and care programs and have a tremendous impact on the lives of those affected.

Eagles Autism Challenge is powered by the strength and commitment of the Philadelphia Eagles and its beneficiaries and partners, but we can’t do it alone! Utilize your skills, passion, and creativity to ask family members, friends, and colleagues to contribute to your fundraising page and help you meet your fundraising minimums.
Tools and Tips

Personalize your page

Add photos, share stories, make it about you and what you’re passionate about. You’ll make a bigger impact when you share your personal connection to the cause.

E-MAIL

DISCUSSION

CHAT

PHONE CALLS

VIDEO CHAT

MESSAGE

Start Connecting

Invite friends, family, and co-workers to join your cause and your team. Share your page with them so you can convey the Eagles Autism Challenge mission, encourage them to participate, and share the impact they can have in the community.

Keep up the communication!

Provide updates

Send reminders to your donors and provide them with updates on your fundraising goal. Continue to share pictures and stories to encourage additional gifts. Plus, follow the Eagles Autism Foundation’s social media channels to share event updates.

Say THANK YOU

Tell donors how much their donation means to you and Eagles Autism Challenge. Gratitude goes a long way! Send your donors pictures and recap your event experience, then let them know how much money you raised.

Remind donors where their money goes:

100% of participant-raised funds directly support autism research and care programs. The mission of the Eagles Autism Foundation is to support the highest quality and most impactful autism research and care to improve the lives of affected individuals and families now, as well as foster the acquisition of knowledge, technologies, and discoveries that will bring new opportunities in the future.
Whether you are fundraising as an individual, family, or group, there are many strategies to support your fundraising efforts. Below are some ideas, tips, and tricks for planning a successful fundraising event.

We encourage you to use your skills, passion, and creativity to inspire others to support you.

**PERSONAL DONATIONS**

Donate to yourself! Kick-start your own fundraising journey and get the momentum started.

**CELEBRATIONS**

For birthdays, anniversaries, weddings, and more, ask your friends and family to donate to your page in lieu of gifts.

**MATCHING GIFTS FROM EMPLOYER**

Ask your employer about matching gifts and encourage your donors to ask their companies as well. It’s an easy way to double your impact!

**FOOD/BEVERAGE SALES**

Bake sales and lemonade stands are always a crowd favorite and a fun way to get kids involved.

**SPORTING EVENT**

Golf tournaments, tennis matches, bowling leagues – ask a community group, club or team to hold a charity tournament.

**CYCLING/GYM EVENT**

Partner with a local gym or studio and ask for donations based on distance reached. Also, use this as a training tool for your team if you are signed up for the cycling challenge.

**REACH OUT TO A LOCAL BUSINESS**

Ask a local coffee shop, restaurant, or spa to hold a fundraiser, with a percentage of sales supporting your team.
Virtual Fundraising Ideas

Social platforms like Facebook, Instagram, Twitter and TikTok are great ways to connect with your community and spread your message. Have fun with it! Post a picture or video, and tell your followers why participating in the Eagles Autism Challenge is important to you. Don’t forget to use the hashtag: #EaglesAutismChallenge to be a part of our social wall.

Facebook donations are at the heart of virtual fundraising.

**TEXT2GIVE**

Donating to Eagles Autism Challenge is easier than ever! To donate via text message text the keyword: Eagles-Autism (NOT case sensitive) to 243725.

**AT-HOME PHYSICAL CHALLENGES**

Challenge your friends, family, or colleagues to contests from the comfort of your own home. From donating a dollar for every push-up in a push-up challenge, to matching dollar-for-dollar every mile clocked in a weekend bike ride, you can make it exciting and engaging while staying physically active!

Facebook events honoring a birthday, wedding, graduation or any type of celebration can generate donations and will be credited toward your fundraising account. Simply create your event, ask supporters to donate to it and your donations will be reflected on your Haku fundraising page within a month. As always, reach out to the Eagles Autism Challenge team if you have any questions regarding Facebook donations.

**VIDEO CHAT PARTIES**

ZOOM, Google Meet and Facebook are great resources for virtual get-togethers. Host a video chat birthday party, happy hour, shower, etc. and ask participants to donate to your fundraising page – even a $5 donation per person can add up!

**HAKU FUNDRAISING**

Don’t forget to utilize your fundraising profile on Haku to generate donations. You can share your fundraising account through e-mail, on Facebook and Twitter, or download a QR code so people can more easily access your donation page by scanning the code with their phone.

**EAGLES AUTISM CHALLENGE IMPORTANT FUNDRAISING LINKS:**

- TO DONATE: HAKU.LY/DONATE
- FUNDRAISING ACCOUNT LOGIN: HAKU.LY/EAC
- FUNDRAISING PAGE ON THE EAGLES AUTISM CHALLENGE WEBSITE FOR MORE INFORMATION: HTTPS://WWW.EAGLESAUTISMCHALLENGE.ORG/FUNDRAISING/