As a fundraiser/advocate for EAC you are empowered to:

**Bring communities together**

**Take action**

**Inspire others**

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**Fundraising Toolkit**

Welcome to our Team! Thank you for your support of the Eagles Autism Challenge. You took the first step in making a difference by registering as a participant. As we embark on our third year, we are proud of all that has been accomplished and inspired knowing that we can reach even greater heights going forward. We know the only way we can do this is with you.

The Eagles Autism Challenge tool kit will assist you as you embark on your fundraising journey to help you achieve, and even surpass, your goals.

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**Why Autism:**

Now it is well known that millions of people around the world are connected to autism. The Center for Disease Control estimates that 1 in 59 people under 21 living in the United States are on the autism spectrum, making it the fastest growing developmental disorder. For the 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 a participant, you’ve joined a community of over 3,000 individuals who are also committed to making a difference. Every dollar raised will support critical autism research and programs and have a tremendous impact on the lives of thousands of families. Eagles Autism Challenge is powered by the strength and commitment of the Philadelphia Eagles, and its founding beneficiaries and partners, but we can’t do it alone! Utilize your skills, passions and creativity to ask friends, family members and colleagues to contribute to your fundraising page and help you meet your goals.
Tools and Tips

Personalize your page
Add photos; share stories; make it about you and what you’re passionate about. You always make a bigger impact when you share your story and connection to the cause.

Start Connecting
Invite friends, family, co-workers to join your cause and your team. Share your page with them so you can convey the EAC mission, why they should be a part of your team and the impact they are making in the community.

Keep up the communication!
Provide updates
Send reminders to your donors and provide them with where you’re at. For example, if your goal is $350 and you’re at $175 let them know that your half way there – that may motivate them to help you reach your final goal, and beyond. Continue to share pictures, and stories. Stay tuned in to EAC social media to share event updates as well.

Say THANK YOU
Tell them how much their donation means to you and EAC. Gratitude goes a long way! Send your donors pictures, a recap and stories from your event experience and detail how much money you raised.

Social Media
Social media is a fantastic way to get the word out about your fundraising page for Eagles Autism Challenge. You can link your page directly to Facebook. Also, try a Facebook fundraiser for events like your birthday! It’s an easy way to connect with your friends and have them directly make contributions towards your goal.

Don’t forget to use the hashtag #eaglesautismchallenge when posting about your fundraising.
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
Birthdays, anniversaries, weddings – ask your friends and family to donate to your page in lieu of gifts.

SORORITIES/ FRATERNITIES
If you are a current student, or alumni, ask your local chapter to hold an event and raise funds.

GARAGE SALES
Use spring cleaning as a form of fundraising.

WORKING WITH TEACHERS
Ask the PTA or school administration to get involved. School events like coin-a-thons, read-a-thons and field days are a fun way to raise money and teach students about philanthropy.

MATCHING GIFTS FROM EMPLOYER
Ask your employer about matching gifts and encourage your donors to ask their companies about matching gifts as well. It’s double the donation!

DRESS DOWN DAY
Ask employees to donate $5 for a dress down day. Make it a friendly office competition!

FOOD/BEVERAGE SALES
The age old bake sale and lemonade stand is always a crowd favorite and is 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.

SPIN EVENT
Partner with a local gym or studio and ask for donations based on distance reached. Also, use this is 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 proceeds night.

BE CREATIVE!
Use your skills, creativity and passions to raise money the way that best fits you!