



**Celebrate the Spectrum School
Giving Challenge**

Fundraising Toolkit



It's time to get ready for the Celebrate the Spectrum School Giving Challenge!

Join the Celebrate the Spectrum School Giving Challenge! Your school could win a profile in Autism Ontario's Autism Matters magazine and widespread recognition on our social media! Nominate your top fundraising student and they could win an iPad! From April 1st to 30th, participating schools will compete for the honour of being the Top Fundraising School for 2023!

Join the challenge by registering your school and rally your students around this limited-time event to face off with a rival school for some healthy competition for a good cause!



Planning Your Campaign

To make planning a bit easier, we've put together this Challenge checklist. We'll help you and your team plan for your campaign and provide some inspiration for designing, launching, and publicising your activities along with wrapping up your campaign and celebrating your good work!

That said, what's most important is raising awareness around autism, engaging your school in fundraising for a good cause, and planning a manageable campaign that everyone will be proud of! Just like people, every school is different; there's no single fundraising campaign that will work for every school. Use this checklist based on your school's strengths and priorities!

The Celebrate The Spectrum School Giving Challenge Checklist



Getting Started:

- Post the Challenge posters around your school to help recruit fundraising team members and let everyone know about the Challenge.
- Get your student fundraising team together and tell them about the Celebrate the Spectrum School Giving Challenge.
- Connect with your teacher to make sure you know what your school's expectations are. Everyone should be on the same page.
- Brainstorm creative ideas for your campaign. Keep them fun and manageable in a short time frame.
- Decide if you will be hosting a fundraising event at your school.
- Consider what you'd like to use from our Digital Toolkit.
- Talk to your teachers and principle to find out how they can help.
- Have the team agree on the objectives, responsibilities, timelines, and goals.
- Meet regularly to keep everything on track.
- Challenge your rival school for some healthy competition in support of a great cause!



Planning your Campaign

- **Check out the Digital Challenge Toolkit for some quick and easy ways to kick-start your campaign.**
 - You might want to:
 - Post an ad on your school website or Facebook page letting your community know that you are raising funds for Autism Ontario.
 - Enlist your fellow students to grab the graphic square and post a fundraising appeal on their social media.
 - Use the graphic postcard and email your community with a request that parents and other community members make a donation to your campaign.
- **Fundraising Events at School**
 - Will a fundraising event be right for your school? Talk to your teacher about whether it's a possibility. There are all kinds of great ways to raise money inside the school such as bake sales, rummage sales or fun fairs with ticketed games. Find something that works for your school with the help of your teacher! Here are some things to consider:
 - Are you already hosting an event where you could raise money? Find a time when there will be extra visitors to the school who could help you.
 - Have you had success with other fundraisers that you could repeat?
- **Spread the Word!**
 - Write up a communications plan so that you know how you are going to reach as many people as possible in your school community. Here are some things to consider:
 - What types of communication are available to your team? Posters? Emails? Social Media? Texts?
 - How can you encourage your classmates to help spread your message? Give them instructions on how they can help.
 - How can your teachers and principal share your campaign with the parent community and challenge other schools? Ask them how they can help!
 - What is the message that you want to send about autism? Find a compelling slogan that explains what you want your school to know about autism like "Autism Matters!"
 - What is your Call to Action? This is how you tell your community what you'd like them to do. Short action-oriented requests work, like "Donate Now!"
 - Draw attention to your campaign's launch before it happens. Typically, 2 weeks is a good amount of time to get people excited and prepared to join in.

- Share your campaign on social media, and tag Autism Ontario to extend your reach!
- Your Challenge campaign launch! Make sure that your entire team is ready. Everyone should know the “what, when, where, and how”. It’s especially important that everyone has a role they are comfortable with and that they know what is expected of them.
- During the last few days of your campaign, communicate with your team, students, and supporters. Remind them that every penny counts and there is still time to contribute!

• **The Finale!**

Congratulations! Thank you for participating in the Celebrate the Spectrum School Giving Challenge! We are so grateful for your help and want you to know that your efforts make a big difference to the people that we help at Autism Ontario.

We couldn’t do it without champions like you and your Challenge teammates.

If you have questions or would like more information about the Celebrate the Spectrum School Giving Challenge, please contact us at:

fundraising@autismontario.com or 1-800-472-7789 ext. 255.



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