

ZIPPING FOR AUTISM 2018



INFO PACKET

**THE ADVENTURE CENTER OF ASHEVILLE
JUNE 3, 2018**

A Team-Based Event to Raise Money
for Services Supporting People on the
Autism Spectrum and Their Families



INFORMATION GUIDE

What Is Autism?

Autism is a developmental disability that affects a person's communication, behavior, and ability to interpret and interact with the world. More children receive an autism diagnosis than diagnoses of childhood cancer, juvenile diabetes, and AIDS combined. In North Carolina, one child out of every 58 is autistic. The need for effective, inclusive supports for autistic children and adults in our community continues to grow.

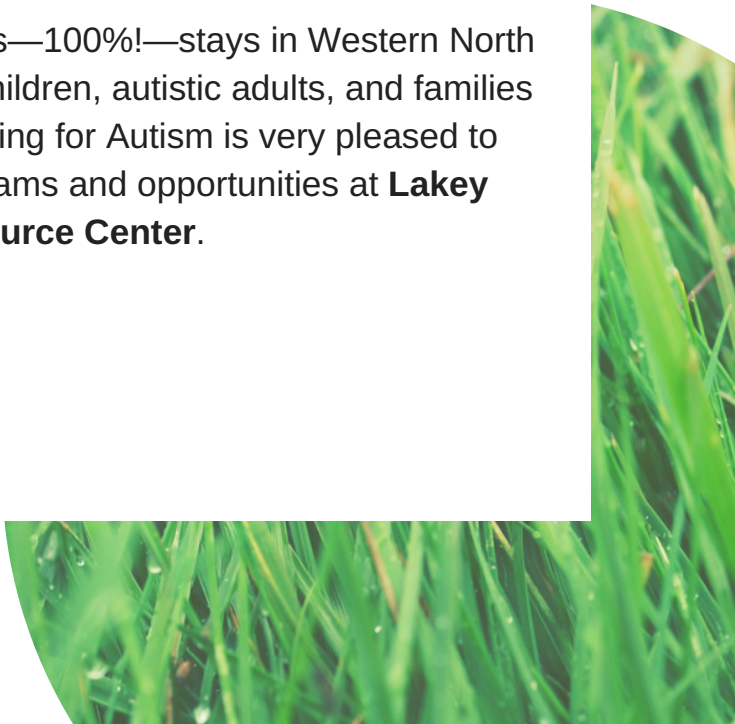
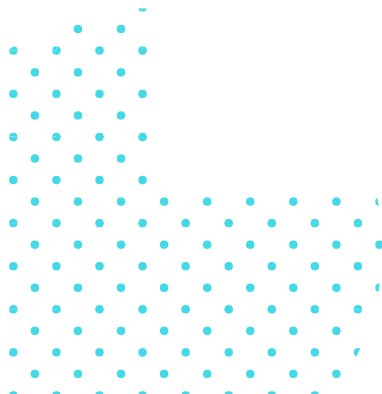
What Is Zipping for Autism?

Zippering for Autism was created in 2012 by Jeff and Sheena Greiner, owners of the Adventure Center of Asheville. Zippering for Autism is always held the first Sunday in June, to honor their son's birthday.

Individuals, businesses, and community organizations come together to form teams and raise money to support autism services and supports in Western North Carolina, all as part of a joyful day celebrating autism and the autism community. Zippering for Autism has raised more than \$200,000 in its first six years.

Where does the money go?

All money raised by individuals and teams—100%!—stays in Western North Carolina and is used to support autistic children, autistic adults, and families through local organizations. In 2018, Zippering for Autism is very pleased to be raising money to support autism programs and opportunities at **Lahey Gap Autism Programs** and **FIRST Resource Center**.





Lakey Gap Autism Programs

Starting with an ambitious project of providing overnight summer camp to people on the autism spectrum (Camp Lakey Gap), Lakey Gap Autism Programs has grown to include year-round offerings to support the community here in WNC. Funds raised by Zipping for Autism will help Lakey Gap Autism Programs sponsor and expand recreational and therapeutic play groups for autistic children, vocational training opportunities for autistic adults, friends groups for autistic adults, and educational presentations and respite opportunities for parents and families. Zipping for Autism will also fund camp scholarships for the renowned autism residential summer-camp program Camp Lakey Gap, which has week-long sessions serving both children and adults. Learn more at www.camplakeygap.com.



FIRST is an information, advocacy, and training organization for people with disabilities and their families. Funds raised by Zipping for Autism will be directed to two specific autism initiatives. First, they will help expand outreach to Spanish-language families and communities, a population in which autism is underdiagnosed and families and individuals are underserved. Zipping for Autism funds will also help provide PLAY Project training—an evidence-based, parent-mediated program that helps young children improve their language, development, behavior, and social skills. Learn more at www.firstwnc.org.

Ready, Set, Zip!

Now that you have a little background on what the event is all about, we want to give you some tips for building a great, successful team.

The first step is to set up your own donations page! Log in to www.ZippingforAutism.com to personalize your fundraising page. Share information about yourself and why you are participating in Zipping for Autism.

Set an ambitious goal to inspire your team members to do the same! (Sometimes people “seed” their donations by making a donation themselves.)

Now you're ready to go! There are three primary ways you can help build the event and support autism services in Western North Carolina:

1. Recruit team members
2. Fundraise for donations to Zipping for Autism
3. Spread the word



Goal 1: Recruit

Your first step is to recruit people to join your team. Zipping for Autism is an amazing team-building event for workplaces, schools, and organizations. It also is a wonderful social event for your community of friends and family!

Teams of up to 10 people that raise a donation total of \$800—just \$80 by each team member—can choose to have a Zipline Experience OR a Treetop Adventure Course. (At \$1,110 and above, teams get to do BOTH!)

When recruiting teammates, think about civic groups, churches, sports teams, and neighbors, as well as your extended groups of friends and your family!

Your team members register for the event and join your team at www.ZippingforAutism.com. Each of your team members then will have a personal page for doing their own outreach and fundraising.

Team members participating in the zipline tours must be at least 10 years old and weigh 70 to 250 pounds. (Team members participating in KidZip and Treetops Park must be at least 4 years old. An adult must accompany children 4-6 years old. Children 7 and older have certain access restrictions and requirements, as well.)

Goal 2: Fundraise

Use the tools from your team or personal donation page to ask friends and family for donations (click the “Share Event” tab). 100% of donations goes directly to support important services for autistic people!

Share your personal donation page with friends using email, Facebook, and Twitter—ask for contributions in your name and for your team.

Invite businesses and organizations you know to contribute—and encourage them to form their own teams or to become event sponsors!

Ask if your employer has a matching gifts program, and if they will include Zipping for Autism in the program.

Participate in our Restaurant Nights, and invite your team members to do the same. It's fun, and a percentage of sales is donated to ZFA!

Participate in the Zipping for Autism KidZone at the Mountain Sports Festival at Carrier Park on May 26 and 27. Spend a few fun hours raising money for your personal goal and your team!

Goal 3: Promote

Please help us make the 2018 Zipping for Autism event successful and super fun by spreading the word, especially on social media!

Like the Zipping for Autism Facebook page, make it a favorite in your feed so you see news and updates, and invite your friends to “Like” it. Share our ZFA posts and promote the good work you’re doing for the community!

Mark “Going” on the Zipping for Autism 2018 Event page.

Post updates on social media as you raise money toward your goal!

Make a video for social media explaining why you’re participating in Zipping for Autism 2018—including if you have a personal connection to autism.

At the event on June 3, take lots of photos of you and your team. Post your pics on Facebook, Instagram, and Twitter with a link to your donations page ... and a big “Thank you!” to friends who supported you and your team!

Social Media Posts

Of course, we want you to write whatever feels true and authentic to you! Sometimes, though, people ask for examples of how to post effectively on social media. Here are some sample wordings you can use or share with your team. Post with a photo—one of you or your team, or there are lots of zipping pics available on the Zipping for Autism Facebook page—to increase views. Remember: Always include the link to your personal fundraising page!

Building up to the event:

I'm excited to be participating in Zipping for Autism 2018 on June 3! I am raising money for autism services in Western North Carolina. Please consider supporting me in this work—and this fun!

1 out of every 58 children in North Carolina is autistic, and autistic children—and adults—need support. I am raising money for autism through the event Zipping for Autism on June 3! Will you contribute?

We're approaching the finish line for Zipping for Autism 2018, and I'm trying to meet (or even exceed!) my team's goal! If you haven't had a chance to donate yet, there's still time. Thank you!

My fundraising goal for Zipping for Autism is \$[AMOUNT]. I'm just about [XX]% there. Will you help me raise money to support services for the autistic people who need them?

On the event day, you can post with or without photos:

I'm at Zipping for Autism 2018 and having a blast! You can still help me raise money for autism services and be part of this amazing effort!

And, after the event, again ideally with pics:

Zipping for Autism 2018 was a fun, fantastic event. Our team raised \$[AMOUNT] to support services for autistic people in Western North Carolina! You still can donate: visit www.ZippingforAutism.com. Thank you so much for all your support!



Donation FAQ

What is the difference between making a general donation to the team and donating to an individual on a team?

When a donor gives to the team rather than a specific team member, the donation will show up on the team page scrollbar, not your personal page. All money donated to individuals on your team and to your team in general will be reflected in your team donation count.

Can friends and family make a donation to a participant by going through the main website?

Yes. If they click on the “donate” tab of the website, friends and family can locate a participant by clicking on “Search for a Participant or Team.” They can type in a name to be directed to that person’s fundraising page.

Are donations tax-deductible?

Donations made to Zippering for Autism are tax-deductible. Donors should consult their tax advisors to determine the full value of their donation.

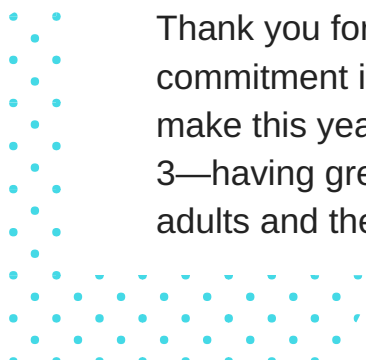
On June 3rd

Zippering and Adventure Course times will be scheduled for specific slots throughout the day, from 8 a.m. to 6 p.m. Times are available once your team reaches \$800.

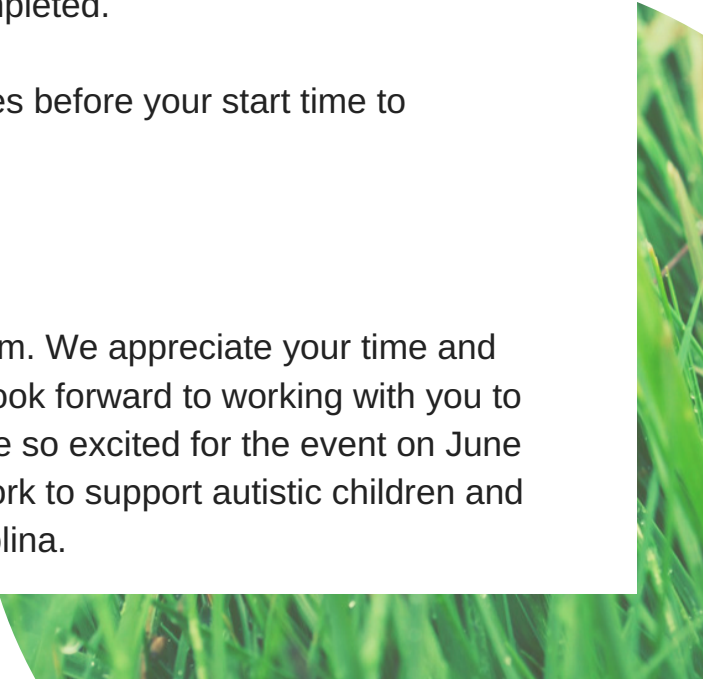
If your team reaches \$1,100 and chooses to do both activities, the Adventure Course time will most likely be two hours before your zippering time or for after your zipline experience is scheduled to be completed.

Have your entire team arrive at least 30 minutes before your start time to register!

Thank You!



Thank you for your support of Zippering for Autism. We appreciate your time and commitment in being a team captain, and we look forward to working with you to make this year our most successful yet! We are so excited for the event on June 3—having great fun and doing this amazing work to support autistic children and adults and their families in Western North Carolina.



Team Captain Checklist

- Name your team. Be creative and fun. Tell your friends about your team and have them join you on event day to cheer you and your team on!
- Tell your personal story on your donations page. Remember to include why this event is important to you.
- Add a photo to your team page. You can copy a photo from the photos on Zippering for Autism's Facebook page—or make a collage of pics of your team members!
- Set a goal for the amount of money your whole team hopes to raise. Be ambitious!
- Share the link to your personal page with everyone you know to reach your fundraising goal. Remember the power of social media!
- Recruit team members—friends, family, colleagues, and other community members—and build excitement and team spirit for Zippering for Autism on June 3! Ask your teammates to recruit people they know for the team, too! (If your team fills up all 10 slots, we will have ad-hoc teams for an extra person or two to join. Contact Sheena Greiner at sheenarushin@gmail.com for info.)
- “Like” the Zippering for Autism Facebook page and event page, and share them with your friends to help build momentum for the event.
- Remind your team members to share the links to their fundraising pages with family, friends, and associates.
- Come to the Restaurant Nights with team members, friends, and family to build team and event spirit, boost fundraising, and have fun!
- Some teams design their own T-shirts for event day with their team names and fun colors and designs! It's fun to see all the creativity at the event with the individualized shirts!
- On June 3rd, invite your team, friends, and family to “Stay, Play and Make it a Day” to enjoy food, music, biking, and picnicking. Family-friendly tailgating space is available.
- Share lots of pics of the fun on event day on your social media, with a link to the donations page.
- Be sure to thank all your donors after Zippering for Autism 2018!

