

Autism Society Peer to Peer Fundraising Kit

Schedule for April Fundraising

Phase 1: The Soft Launch (March 23 – March 31)

- The Goal: Build a "base" of donations before the public sees the campaign.
- Action: Reach out to your inner circle (family, close friends) via 1-on-1 texts or personal emails

Phase 2: Public Kick-Off (April 2: World Autism Acceptance Day)

- Action: This is the big push. Share your first public social media posts.

Phase 3: Momentum & Mid-Month Update (April 13 – April 17)

- Action: Share a "milestone" update (e.g., "I'm 50% of the way to my goal!").

Phase 4: The Final Push (April 27 – April 30)

- Action: Use "Last Chance" messaging. Focus on the end of Autism Acceptance Month.
 - *Pro Tip:* **April 30th** is a Thursday in 2026, which is a strong day for digital giving before people head into the weekend.

2026 Key Dates

Date	Milestone
March 23	Soft launch (1-on-1 outreach begins).
April 2	Official Launch (World Autism Acceptance Day).
April 15	Mid-month momentum check-in.
April 30	Campaign Close.

Champions for Autism: Social Media Guide

A quick-copy guide to help our Champions lead the way this April. You can share these posts across your social media channels.

Strategy 1: The "Why I'm a Champion" Post

"I've officially stepped up as a **Champion for Autism** for the Autism Society of America this April! My goal is to lead the way in ensuring that everyone in the Autism community has equitable access to the resources and advocacy they need to live fully.

I'm looking for **[Number]** friends to join my team or help me reach my personal goal of **[\$Amount]**. Every dollar raised helps connect individuals and families to the support they deserve.

Join my team or donate here: [Link to Personal/Team Page]

#ChampionsForAutism #AutismAcceptance #AutismSociety

Strategy 2: The "Championing the Mission" Post

"Being a **Champion for Autism** means advocating for a world where every individual is supported, included, and empowered. I'm fundraising to ensure that vital resources and community advocacy remain accessible to everyone who needs them.

Will you help me hit my milestone today? Your contribution helps turn acceptance into meaningful action.

Support my Champion page here: [Link to Personal/Team Page]

#ChampionsForAutism #AutismAcceptance #AutismSociety

Strategy 3: The "Champion's Rally"

"We are halfway through Autism Acceptance Month! 🚀 As a **Champion for Autism**, I am so proud that my team has already raised \$[**Current Total**].

We only need \$[**Amount**] more to hit our goal and expand the reach of our advocacy and support services. Who's going to help us get across the finish line today?

Click to donate: [Link to Personal/Team Page]

#ChampionsForAutism #AutismAcceptance #AutismSociety

3 Pro-Tips for Champions

- **Share Your Story:** Personal connection drives significantly more engagement. If you feel comfortable, share a brief note about why being a Champion for the Autism Society matters to you.
- **The "Tag" Challenge:** In your comments, tag three friends and challenge them to either join your team or donate the cost of a coffee (\$5-\$10) to your page.
- **Keep it Simple:** Use direct, nonpartisan language to ensure your message is easily consumable for everyone in your network.

Champions for Autism: Sample Email Copy

Subject: I'm stepping up as a Champion for Autism

Hi [Name],

I'm writing to share some exciting news! This April, in honor of **Autism Acceptance Month**, I have stepped up as a **Champion for Autism** to support the Autism Society of America.

My goal is to raise \$[Amount] to help ensure that everyone in the Autism community has equitable access to the resources, advocacy, and support they need to live fully. This mission is very important to me, and I would love to have your support in reaching my goal.

Would you consider making a donation to my fundraising page? [Link to Fundraising Page]

No matter the size, every gift helps provide reliable resources and community advocacy for individuals and families across the country.

Thank you so much for your support and for helping me turn acceptance into action!

Best,

[Your Name]