

Fun Run for Autism Fundraising Kit

Welcome!

Thank you for supporting the Fun Run for Autism in support of the Centre for Autism Services Alberta (CFASA). Every dollar raised helps create and support programs, services, and inclusive spaces for Autistic individuals and families across Alberta.

Whether you are walking, running, fundraising, sponsoring, or cheering from the sidelines, you are helping build a more inclusive community.

This toolkit is designed to help you:

- Raise funds with confidence
- Promote your personal fundraising page
- Share your “why” with friends, family, and coworkers
- Encourage donations and team participation
- Spread the word about the Fun Run for Autism

Together, we can make a meaningful impact while having a lot of fun along the way. Use the information and examples in this toolkit to help make the Fun Run for Autism as impactful as possible.

About the Fun Run for Autism

The Fun Run for Autism is a family-friendly community event that brings people together in support of Autistic individuals and families. This event is about more than running. Participants can walk or run the course, dress up in costumes, form teams, fundraise, and enjoy a day focused on inclusion, connection, movement, and community.

The event welcomes people of all ages and abilities.

Key Event Messages

- Walk or run — all participation styles are welcome
- Costumes encouraged
- Family-friendly and inclusive
- Supports CFASA programs and services
- A fun and meaningful way to give back
- Every dollar raised makes a difference



How Your Fundraising Helps

Funds raised through the Fun Run for Autism help support CFASA programs and services for Autistic individuals and families.

Your fundraising helps create:

- Inclusive programs and services
- Recreation and community opportunities
- Supports for children, youth, adults, and families
- Safe spaces where Autistic individuals can connect and thrive
- Educational and skill-building opportunities

Every donation, big or small, helps make these opportunities possible.



Fundraising Tips

Start Early!

The earlier you start sharing your fundraising page, the more time people have to donate.

Personalize Your Fundraising Page

Add:

- A profile photo
- Why you are participating
- Your fundraising goal
- Updates throughout your campaign

People are more likely to donate ***when they understand why the cause matters to you.***

Share Often!

Don't be afraid to post more than once.

People may:

- Miss your first post
- Plan to donate later
- Need reminders

Sharing updates keeps momentum going.



Ask Directly

A personal ask can go a long way.

Instead of saying: “Please donate if you can.”

Try: “I’m raising money for the Fun Run for Autism and would love your support.”

Thank Your Donors

Always thank people for their support. A quick message, comment, or social media shoutout helps donors feel appreciated and encourages others to give.

Online Fundraising Ideas

- Share your fundraising link on social media
- Add your link to your email signature
- Post fundraising updates
- Share training photos or costume previews



Social Media Tips

What to Post

- Why you are participating
- Your fundraising goal
- Team photos
- Costume previews
- Training walks or runs
- Countdown posts
- Donation milestones (maybe each milestone is connected to a different costume you will wear, e.g., the costume gets more ridiculous the more money you raise.)
- Event reminders

Helpful Reminders

- Include your fundraising link
- Ask people to share your post
- Use photos whenever possible
- Keep captions personal and positive





Sample Social Media Posts

General Fundraising Post

I'm participating in the Fun Run for Autism in support of the Centre for Autism Services Alberta. This event helps support programs and services for Autistic individuals and families across Alberta!

I would love your support as I work toward my fundraising goal. Every donation makes a difference!

[Insert fundraising link]

Team Recruitment Post

Our team is officially signed up for the Fun Run for Autism. 🎉
We'll be walking/running, fundraising, and probably wearing ridiculous costumes.
Want to join us? Sign up and be part of the fun.

[Insert registration link]

Donation Reminder Post

Just a reminder that I'm fundraising for the Fun Run for Autism.
Thank you so much to everyone who has donated so far. Your support means a lot.
If you would still like to contribute, you can donate here:

[Insert fundraising link]

Event Week Post

Fun Run week is here. 🎉

I'm excited to take part in this amazing community event supporting the Centre for Autism Services Alberta.

Wish us luck — and if you would still like to donate, there's still time.

[Insert fundraising link]





Sample Email Template

Subject: Support Me at the Fun Run for Autism

Hi everyone,

I'm participating in the Fun Run for Autism in support of the Centre for Autism Services Alberta. This event raises funds for programs and services that support Autistic individuals and families.

I would really appreciate your support as I work toward my fundraising goal. Every donation helps make a difference.

You can donate here: [Insert fundraising link]

Thank you so much for your support!



Team Fundraising Ideas

Want to fundraise as a group? Here are some fun team ideas:

- Matching costumes
- Friendly fundraising competitions
- Corporate sponsorship matching
- Team fundraising milestones
- Team training walks/runs
- Social media challenges

Encourage your team members to share their fundraising pages and invite friends, family, and coworkers to donate.



Sponsorship Opportunities

Businesses and community partners can support the Fun Run for Autism through:

- Event sponsorship
- Team participation
- Employee fundraising teams
- In-kind contributions
- Matching employee donations

Supporting the Fun Run is a great way to give back to the community while promoting inclusion and connection.

Thank You!

Thank you for being part of the Fun Run for Autism.

Your support helps create meaningful opportunities, inclusive programs, and stronger communities for Autistic individuals and families.

We cannot wait to celebrate with you on event day.

See you at the starting line!

