



ZIPPING FOR AUTISM



TEAM INFO PACKET

THE ADVENTURE CENTER OF ASHEVILLE

Raising Money for Services in
Western North Carolina Supporting
People on the Autism Spectrum and
Their Families.



INFORMATION GUIDE

What Is Autism?

Autism is a way of being that affects a person's interpretation of and interaction with the world around them. In many cases, the differences associated with autism lead to a range of challenges related to social and communication skills, along with sensory processing differences and difficulty functioning in public spaces. In this way, autism is often thought of as a Developmental Disability - it is a life-long difference that is present from birth which can cause many difficulties across multiple areas of day-to-day functioning. The CDC reports that 1 in 44 children has been identified as having ASD as of 2018 . The need for effective, inclusive services in our community continues to grow.

What Is Zipping for Autism?

Zipping for Autism was created in 2012 by Jeff and Sheena Greiner, owners of the Adventure Center of Asheville. Their son, O'Reilly, is autistic. Knowing the unique challenges of raising a child with autism and recognizing the need for more community resources, they came up with a fun way to raise money for the cause:

Individuals, businesses, and community organizations come together to form teams and raise money to support autism services and supports in Western North Carolina. In exchange for raising money, the teams get to have a Zipline adventure at their park. With this winning idea, Zipping for Autism has raised more than \$250,000 to support families in WNC!

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. Zipping for Autism is pleased to be raising money to support autism programs and opportunities at **Camp Lakey Gap Autism Programs!**





Starting with an ambitious project of providing overnight summer camp to people on the autism spectrum, Camp Lakey Gap has grown to include year-round offerings to support the community here in WNC. Funds raised by Zippering for Autism will help Camp Lakey Gap 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. Zippering for Autism will also fund camp scholarships for our renowned autism residential summer-camp program, which has week-long sessions serving both children and adults. Learn more at www.camplakeygap.org.



How does it work?

With your help, it works like a charm!

Teams of up to 10 people raise money together to support the autism community. When the team has raised \$800 collectively, they can schedule a date to go Ziplining or Adventuring on the ropes course at the Adventure Center of Asheville.

Each member of the team is given their own fundraising webpage. The webpage has tools to share your story and your goal with all of the people in your network. All the donations made through your page go towards your team's goal of \$800.

Teams can split the goal any way they like. The standard practice is to have each team member raise \$80. (You are welcome to raise more than that!) In the end, what counts is your team amount. Even if one member of your team raises all of the money by themselves, the whole team gets the prize: A Ziplining or Adventure Course Tour at the Adventure Center of Asheville!



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. **Promote**

Step 1: Recruit (For Team Captains)

Your first step is to recruit people to join your team. **Zippering 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! (If you already have your team together, skip to number 2!)

Teams of up to 10 people that raise a donation total of \$800—just \$80 raised by each team member—can choose to have a Zipline Experience OR a Treetop Adventure Course. (At \$1,100 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.ZipperingforAutism.com. Each of your team members then will have a personal page for doing their own outreach and fundraising.

Step 2: Fundraising



Use the tools from your team or personal donation page to ask friends and family for donations (click the “Share Event” tab).

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 Zippering for Autism in the program.



Step 3: Promote

If you utilize social media to connect with other people in your network, consider adding information related to your participation in ZFA.

The Zipping for Autism Facebook page is a great place to start. 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 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—including if you have a personal connection to autism.

Take lots of photos of you and your team when you go zipping. 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!

If you don't use Social media, consider sending out emails with the above info to people you think would be interested in supporting your cause!

Social Media Post / Email Ideas

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 or messaging for emails. Here are some samples you can use or share with your team. Post/send 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!

- *I'm excited to be participating in this year's Zipping for Autism Fundraiser!*
- *I am raising money for autism services in Western North Carolina. Please consider supporting me in this effort.*
- *1 out of every 58 children in North Carolina is autistic. Autistic children—and adults—need support. I am raising money for autism through the event Zipping for Autism! Will you contribute?*

Social Media Post Ideas (cont.)

- *We're approaching the finish line for Zipping for Autism, 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 about [XX]% there. Will you help me raise money to support services for the autistic people who need them?*

When you come to the Asheville Adventure Center, you can post with or without photos:

- *I'm Zipping for Autism and having a blast! You can still help me raise money for autism services and be part of this amazing effort! www.ZippingForAutism.com*

And, after the event, again ideally with pics:

- *Zipping for Autism 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!*

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 Zipping 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 for the cause. Ask your teammates to recruit people they know for the team, too!
- “Like” the Zipping for Autism Facebook page and event page, and share them with your friends
- Remind your team members to share the links to their fundraising pages
- Share lots of pics from your trip!
- Be sure to thank all your donors!



When you reach your Personal goal

Congratulations, and thank you for your help!

You don't have to stop here, though. You can help your entire team by continuing to raise money from your personal page! (It's OK if each individual hasn't met their goal, As long as the team reaches the goal of \$800.)

It's great if everyone exceeds their goal! Remember, all of the money that you help raise goes directly to benefit families of people with autism in Western North Carolina!

When you reach your Team goal

Hooray! You did it!


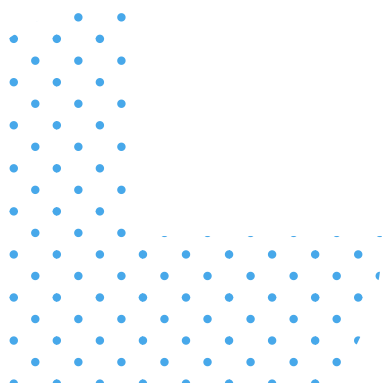
Along with the tremendous sense of personal satisfaction you must feel knowing you helped the autistic community in WNC, now you get to have an adventure at the Asheville Adventure Center!

You will be contacted by a member of the ZFA staff and we will arrange a time for you and your team to come to the Adventure Park. Make sure to have a date in mind that you have discussed with your team beforehand, since planning for 10 people can be challenging.

Some Fine Print

Here it is! Made ya look!

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.)



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.

THANK
YOU

Thank you for being a part of Zippering for Autism. We appreciate your time and commitment to our community!

