Pay Green to Wear Blue Guidebook

The most comfortable way to support

AUTISM SPEAKS®
Pay Green to Wear Blue for Autism Speaks

Pay Green to Wear Blue is a fun and “comfortable” way for businesses and employees to raise funds and increase understanding and acceptance for people with autism.

Here’s how it works: Work with your HR department to allow employees to wear jeans to work for a small donation to Autism Speaks. Hold your campaign for a day, a week or a month – it’s up to you. Have fun and bring employees together. Boost morale by showing your colleagues that they work for a business who cares!

What is Autism?
Autism, or autism spectrum disorder (ASD), refers to a broad range of conditions characterized by challenges with social skills, repetitive behaviors, speech and nonverbal communication. We now know that there is not one autism but many subtypes, and each person with autism can have unique strengths and challenges. A combination of genetic and environmental factors influence the development of autism, and autism often is accompanied by medical issues such as GI disorders, seizures and sleep disturbances. Autism affects an estimated 1 in 59 children.

About Autism Speaks
Autism Speaks is dedicated to promoting solutions, across the spectrum and throughout the life span, for the needs of individuals with autism and their families. We do this through advocacy and support; increasing understanding and acceptance of people with autism; and advancing research into causes and better interventions for autism spectrum disorder and related conditions. Through partnerships and collaboration, we are committed to:

- Increasing global understanding & acceptance of people with autism
- Being a catalyst for life-enhancing research breakthroughs
- Increasing early childhood screening & timely interventions
- Improving the transition to adulthood
- Ensuring access to reliable information & services throughout the life span

You Can Make A Difference
Your donations, big or small, can make a difference in the lives of millions of people living with autism.

Thank you for participating in Pay Green to Wear Blue.
5 Steps to Success

1) **Build your team:** Ask your Human Resource and/or Community Affairs Department to get involved. Typically professionals in these roles can help disseminate information about company-wide campaigns and may know employees affected by autism who would want to assist in this effort! Whether your team is large or small, success is all about achieving your goal together.

2) **Set your Goals:** A goal properly set is halfway achieved, so determine what you and your team can successfully accomplish. You’ll need to determine how long your campaign will be, how many people will be on your team, and establish a fundraising goal. Enclosed is a **Goal Achievement Worksheet** checklist to monitor your progress.

3) **Set the Stage for Success:** Incentives often lead to goal success. Kick off your team’s campaign with a work pep rally! Work with Human Resources to determine if an incentive can be made available for this campaign. For example, the top fundraiser receives 1 day of PTO or an office trophy, or perhaps an end-of-the campaign pizza party for campaign participants. Autism Speaks staff may be available to help you kick off your program by hosting a quick morning meeting or lunch. They can discuss why this cause is so important and how your company’s efforts will help advance the mission of Autism Speaks to change the future for people with autism and their families.

4) **Motivate and Have Fun:** As the campaign leader, be sure to “high five” those who are participating and encourage everyone to join. Through our enclosed campaign materials it will be obvious that your company is involved in supporting people with autism; however, every campaign needs an internal champion to rally the troops! Enclosed are **Campaign Post** suggestions that can be shared on an internal network or email and an external social media network to tell people with autism; how well your company campaign is going and highlight top achievers.

5) **Wrap up and Give Thanks:** As your campaign comes to an end, it’s always important to share the impact your employees have had on the autism community. Through an enclosed **Closing Campaign Celebration Email**, you will be able to share the impact and generosity of everyone’s hard work. Be sure to acknowledge participants and the campaign incentive winners. Let people know how they can get more involved. **Paying Green to Wear Blue** helps advance autism research breakthroughs, supports advocacy efforts and promotes solutions across the spectrum and throughout the life span.

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Campaign Materials

Goal Achievement Worksheet
Build your goal and manage your campaign tasks through this helpful document.

Sign Up List
Advertise your campaign and gather interested participants.

Progress Chart
Use this goal thermometer to motivate your team and monitor your success.

Pledge Stickers
Print these fun recognition stickers to give to all participants who donate and bring more awareness to your campaign.

Pay Green to Wear Blue Poster
Hang this poster to create campaign and autism awareness.

Donation Submission Form
Send in your campaign donations with this sheet so that your contribution can be accurately noted and acknowledged by Autism Speaks.
**Awareness Templates**

**Team Building Email**
Sample emails can be used to solicit the help of your Human Resource or Community Affairs colleagues in implementing the Pay Green to Wear Blue campaign at your company.

**Kickoff Invite Email and Post**
This email and social media post example is designed to help you recruit campaign participants and spread the details of the campaign kickoff.

**Campaign Post**
This is a sample post that can be used on social media platforms like Facebook or your work intranet to help your colleagues stay up to date with your campaign goal progress.

**Closing Campaign Celebration Email**
Saying thank you is always important, so use this email to recognize participants and make them aware of the campaign's success in generating funds that make an impact on families affected by autism.

**Note:** The resources provided in this packet are suggested samples and should only be used with the permission of your employer. Be sure to speak to your HR Department before initiating any employee fundraising campaign.
Pay Green to Wear Blue, The most comfortable way to support

Thank you and your company for your support!
Newly Diagnosed:
Contact ART to learn how to make the best use of the first 100 days after receiving an ASD diagnosis.

School Support:
ART can provide resources and tools to help you support a student’s individual needs.

Transition to Adulthood:
ART can connect you to resources to start planning for your adolescent child’s future.

Local Referrals:
ART can help you find autism service providers in your area.

FOR INFORMATION OR ASSISTANCE CONTACT:
888-288-4762 EN ESPAÑOL 888-772-9050
FAMILYSERVICES@AUTISMSPEAKS.ORG
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Pay Green to Wear Blue
Goal Achievement Worksheet

PRE-CAMPAIGN WORK
Campaign Leader Name: ________________________________
Campaign Co-Leader Name: ______________________________
Donation Goal: _________________________________________
Campaign Dates: ________________________________________
Campaign Incentives: ____________________________________
Kickoff Date / Time: ______________________________________

CAMPAIGN WORK
☐ Post the **Campaign Sign Up Sheet** throughout the office
☐ Send **Team Building Email**
☐ Host **Campaign Kickoff**
☐ Post the **Campaign Progress Sheet** and **Campaign Poster**

POST CAMPAIGN WORK
☐ Share **Closing Campaign Celebration Email**
☐ Mail in campaign check with **Donation Submission Form**
☐ Plan next year’s campaign dates
The most comfortable way to support Autism Speaks

Join us in a fundraising campaign to support Autism Speaks to help change the future for people with autism and their families. Sign up below to join your colleagues in donating $[dollar amount] to enjoy the pleasure of wearing blue jeans to work. Our **Pay Green to Wear Blue** campaign will run from [start date] to [end date]. Indicate below if you’d like to receive campaign information via email or phone and how many dates you’d like to participate, and we’ll gladly share more campaign details and donation direction with you!

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Pay Green to Wear Blue
Make a donation to rock blue jeans at work!

CAMPAIGN GOAL

ADVANCE LIFE-ENHANCING RESEARCH BREAKTHROUGHS

INCREASE EARLY CHILDHOOD SCREENING & INTERVENTION

IMPROVE TRANSITION TO ADULTHOOD

ENSURE ACCESS TO RELIABLE INFORMATION

CAMPAIGN DATES:

CAMPAIGN LEADER:

The most comfortable way to support AUTISM SPEAKS®
The most comfortable way to support AUTISM SPEAKS®
MAKE A DONATION TO ROCK BLUE JEANS AT WORK!

CAMPAIGN GOAL: 

DATES: 

CAMPAIGN LEADER: 

HOW YOUR DOLLARS HELP: 

- ADVANCE RESEARCH BREAKTHROUGHS
- INCREASE EARLY CHILDHOOD SCREENING & INTERVENTION
- IMPROVE TRANSITION TO ADULTHOOD
- ENSURE ACCESS TO RELIABLE INFORMATION
Pay Green to Wear Blue Donation Reply Form

Please complete this form and send along with your donation to:

Autism Speaks
Attn: Data Services
Pay Green to Wear Blue Campaign
1060 State Road, 2nd Floor, Princeton, NJ 08540
Phone: 609-228-7306

Check should be made payable to Autism Speaks:

Name: ____________________________________________

Organization/Group (if applicable):
____________________________________________________

Address: __________________________________________

City: ____________________________ State: ________ Zip: __________

Phone: ____________________________________________

Email: ____________________________________________

Autism Speaks Local Representative:
____________________________________________________

DATE: ____________________________

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For Autism Speaks Use Only:

Project Code: ____________________________

Date Received: __________________________

Source Code: PGWB16
Dear [Human Resource or Community Affairs colleague],

I’m writing to ask for your support in an autism awareness and fundraising campaign that I would like to host at [company name]. The campaign is called Pay Green to Wear Blue, it’s a day, week or month long campaign that allows employees to wear blue jeans to work for a small donation to Autism Speaks.

Autism Speaks is dedicated to promoting solutions, across the spectrum and throughout the life span, for the needs of people with autism and their families.

[Insert personal story or reason why you want to do campaign here]

I’d like the opportunity to show you the campaign materials to determine if it’s something we could implement at [company name].

Thank you for your consideration and support,

Pay Green to Wear Blue
Awareness Template
Campaign Request Sample Email
Pay Green to Wear Blue Awareness Template

Kickoff Invite Sample Email and Post

Dear [Colleagues],

[Insert company name] is hosting a campaign called *Pay Green to Wear Blue*, on [insert dates] to help raise funds and increase understanding and acceptance of people with by autism. This campaign allows you to wear blue jeans to work for a small donation to Autism Speaks!

[Insert personal story or reason why you want to do campaign here]

We are going to kick off this campaign with an informal meeting on [enter date, times and location]. Please join us to learn more about Autism Speaks and the impact our campaign can have! We will be accepting donations and sharing all the campaign details at that time.

If you’re unable to make it, we will have Sign Up Sheets posted [enter location(s)]. Thank you for helping us make a difference for the 1 in 59 children in the U.S. with autism. See you soon,

Post:

Colleagues – we are hosting our *Pay Green to Wear Blue* campaign kickoff on [insert dates]. Come join us and learn about the most comfortable way to support Autism Speaks and how to make a difference for people living with autism and their families.

If you’re unable to make it, we will have Sign Up Sheets posted [enter location(s)]. Thank you for helping us change the future for individuals and families affected by autism! See you soon,
Pay Green to Wear Blue Awareness Template

Campaign Sample Post

Our Pay Green to Wear Blue campaign to wear jeans to work is in full effect, with a goal of raising [enter goal] to help change the future for people living with autism! Join us in the most comfortable way to give to Autism Speaks by signing up today with [enter team members’ name] or filling out the Sign Up sheet found [enter location].

Make a difference. Let’s show we care!!
Dear team/colleagues,

Pay Green to Wear Blue, our campaign to raise funds and increase understanding and acceptance of people with autism, was a major success. Together, we raised [enter dollar amount] to help change the future for people living with autism! Thank you for your participation and continued support. I hope you enjoyed this fun way to give back to such a great cause!

Through your support, we are helping Autism Speaks:

- Increasing global understanding & acceptance of people with autism
- Being a catalyst for life-enhancing research breakthroughs
- Increasing early childhood screening & timely interventions
- Improving the transition to adulthood
- Ensuring access to reliable information & services throughout the life span
Autism Speaks is dedicated to promoting solutions, across the spectrum and throughout the life span, for the needs of individuals with autism and their families. We do this through advocacy and support; increasing understanding and acceptance of people with autism; and advancing research into causes and better interventions for autism spectrum disorder and related conditions.

To find resources, join a fundraising walk or make a donation, go to www.AutismSpeaks.org.