

\$54 in 24 – Collegiate Giving Day Toolkit

A one-day online fundraising challenge to raise \$54 in support of the 1 in 54 kids in the U.S. on the autism spectrum



Key Messages:

- While university campuses and classes look different this year, and we can't physically come together for the Autism Speaks Walk like we have in the past, our mission remains the same and our work is more important than ever!
- This year, we're asking college students from across the country to fundraise for their school's local virtual Walk by participating in our "\$54 in 24" Collegiate Giving Day
- The "\$54 in 24" Collegiate Giving Day is a fun, interactive (and even competitive!) way for students to raise vital funds and commit to creating a more understanding and accepting world for people with autism.
- We are challenging each student to raise \$54 in 24 hours. Whether it's asking six friends to contribute \$9 each or asking two family members to donate \$27, every dollar raised helps propel our mission forward at a time when it's needed more than ever.
- Every dollar raised helps propel Autism Speaks' mission forward at a time when their work is more important now than it has ever been. Your support will have a meaningful, immediate impact for people with autism and their families, during a time when it's needed more than ever. Join me in raising \$54 TODAY to help provide a brighter life on the spectrum for people with autism!



Registration Instructions:

Before \$54 in 24 Collegiate Giving Day, have your designated Team Captain head to autismspeakswalk.org to find and register for the Walk closest to your university. Once your team has been created, your entire chapter should register for the team. Each participant will gain access to their Participant Center, where they can:

- Customize their page with a photo and their story.
- Set a fundraising goal to help propel our mission forward.
- Start their Facebook Fundraiser and harness the power of social media to reach their goal.
- Share, share and then share some more!

Add your team's Walk link or your individual Participant link to your Instagram bio so people know where to donate!

You can also download our FREE [Autism Speaks Walk app](#) to track your progress, post to social media, and update your personal page all from your phone! You can quickly share your Facebook Fundraiser straight from the app.

Facebook Fundraiser Instructions:

<https://www.youtube.com/watch?v=5Te-ds20AGO>

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Shareable Graphics

To help promote the campaign, we have a variety of assets that can be shared on all social channels. Please see below for available graphics:

- **“I Gave” Graphic** - As people start donating to your Facebook Fundraiser and Instagram bingo board, be sure to thank them and share the “I Gave” graphic with them so they can share, too!
- **\$54 in 24 Graphic**
- **“What does kindness mean to you” video**
- **\$54 Bingo board**
- **“Together” video – Facebook and Instagram**
- **Autism Response Team video – Facebook and Instagram**
- **“Your support” graphics**
- **“Your support” Instagram story panels**
- **“I Raised \$54 in 24” Graphic**

ALL GRAPHICS CAN BE FOUND AND DOWNLOADED HERE IN ADVANCE: <https://brandfolder.com/s/m77b5jhqgc9q5kvh68rx6qwz>

Social Media Suggested Posts

Post at least five of the below suggested posts to your personal social pages, though you are of course encouraged to post all! You can also share your team member’s posts throughout the day.

TIME	THEME	CHANNEL	COPY	IMAGERY
Day before, 3PM	\$54 in 24 is tomorrow!	Facebook post and Instagram post, share to Instagram story	Join me tomorrow for #54in24, a nationwide @autismspeaks Collegiate Giving Day where I’ll be raising \$54 in 24 hours in support of the 1 in 54 children diagnosed with autism in the U.S. Check back tomorrow for ways that YOU can help me raise critical funds for the autism community!	\$54 in 24 Graphic / Panel for Insta story
Collegiate Giving Day, 10AM	Today is the day!	Facebook post with Facebook Fundraiser	TODAY IS THE DAY! I’ll be raising \$54 in 24 hours for Autism Speaks to fuel their mission and to create a more understanding and accepting world for the 1 in 54 kids children diagnosed with autism in the U.S. <i>Share kindness video with this copy, then share this copy with your Facebook Fundraiser</i>	<u>Kindness video</u>
		Instagram story with \$54 bingo board	Join me in raising #54in24 TODAY to help provide a brighter life on the spectrum for people with autism! <i>Share story panel followed by this copy and your bingo board</i>	Insta story panel and \$54 Bingo board
11AM – 2PM	Why I Walk	Facebook	<i>Share your story about why you support and walk with Autism Speaks. Link your Facebook Fundraiser or Walk team page – be sure to use the hashtag #54in24!</i>	Share Facebook Fundraiser

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	Autism Speaks "Together"	Facebook	While the way we come together for the autism community will look different than in years past, the spirit of celebration, hope and community will remain as strong as ever. The best news of all: you can participate from ANYWHERE! Move with us in support of a world where all people with autism can reach their full potential. Join an Autism Speaks reimagined Walk in your community or lace up those sneaks for a virtual 5K or 8K to run on kindness toward a brighter future for people with autism by visiting autismspeaks.org/together	Autism Speaks "Together" video
		Instagram story	Move with us in support of a world where all people with autism can reach their full potential! <i>(or be creative and write your own copy!)</i>	Share "Together" video from Autism Speaks Insta
	Autism Response Team	Facebook	The Autism Response Team remains a crucial resource for the autism community, responding to a significant increase in calls, emails and online chat since the COVID-19 pandemic began. This dedicated team has fielded more than 27,000 contacts to provide real-time support for those impacted by connecting them to local resources and critical information. If you or a member of your family need support, you can contact the Autism Response team at 888-AUTISM2 or help@autismspeaks.org , or en español at 888-772-9050. Please consider donating to my Facebook Fundraiser to help the Autism Response Team continue to provide these important resources.	Share Autism Response Team video (download video from link or share directly from the Autism Speaks FB page)
		Instagram story	The Autism Response Team remains a crucial resource for the autism community, responding to a significant increase in calls, emails and online chat since the COVID-19 pandemic began. *LINK IN BIO GIF*	Share Autism Response Team video from Autism Speaks Instagram
		Facebook	Autism Speaks has provided direct financial support through Autism Cares Grants to more than 620 people with autism and their families/caregivers who need financial help with groceries, childcare/respice, medication or therapy as a result of COVID-19. Please consider donating to my Facebook Fundraiser to help Autism Speaks continue to provide these critical grants to people with autism and their families.	Share "Your support" graphic
		Instagram story	<i>Share the Autism Response Team or COVID-19 resource image or panel to your story, followed by your bingo board – be sure to tag your supporters in the bingo board!</i>	"Your support" story panels/image

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2PM – 4PM	Why I Joined	Instagram story	<i>Whether it's your first Walk memory, a special moment from an Autism Speaks event, or the community that you found while supporting Autism Speaks, let your followers know! Include a video or selfie of yourself wearing blue, then share your \$54 bingo board – tag your donors and be sure to use the hashtag #54in24</i>	\$54 bingo board
	Advocacy	Instagram story	<i>Share the Advocacy square image or panel to your story, followed by your bingo board – be sure to tag your supporters in the bingo board!</i>	"Your support" story panel/image
		Facebook	The Autism Speaks advocacy team has relentlessly engaged legislators at the local, state and federal to ensure the needs of the autism community are considered in policy decisions, including health insurance reform for people with autism in all 50 states and policies that will help people on the spectrum across the country for a variety of lifespan needs. Please consider donating to my Facebook Fundraiser to help the Autism Speaks Advocacy team continue to advocate for people with autism and their families.	Share Facebook Fundraiser
End of Day	I Raised \$54 in 24!	Facebook post and Instagram post, share to Instagram story	THANK YOU for helping me raise #54in24! Eighty-five cents of every dollar helps fund critical research, advocacy, programs and services for people with autism, and that important work couldn't be done without the support of people like you. Visit autismspeaks.org to learn more about how Autism Speaks helps people with autism, their vision for the future and the resources they provide.	"I Raised \$54 in 24" graphic