$54 in 24 – Fundraising Challenge for Autism Speaks TeamUp
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 schools and activities look different this year, and we can't physically come together for Autism Speaks events like we have in the past, our mission remains the same and our work is more important than ever!

• This year, we're asking students to fundraise for their local virtual 5K by participating in our “$54 in 24” fundraising challenge.

• The “$54 in 24” challenge 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 your $54 in 24 challenge, have your designated Team Captain head to the Autism Speaks TeamUp page to register for your event. Once your team has been created, you can invite family and friends to register for the team. Each participant will gain access to their Participant Center, where they can:

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

Add your team’s 5K link or your individual Participant link to your Instagram bio so people know where to donate!

Facebook Fundraiser Instructions:

https://www.youtube.com/watch?v=5Te-ds20AG0
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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/sk366njhsgjv7fsc379rk3

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.

<table>
<thead>
<tr>
<th>TIME</th>
<th>THEME</th>
<th>CHANNEL</th>
<th>COPY</th>
<th>IMAGERY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Day before, 3PM</td>
<td>$54 in 24 is tomorrow!</td>
<td>Facebook post and Instagram post, share to Instagram story</td>
<td>Join me tomorrow for #54in24, 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!</td>
<td>$54 in 24 Graphic / Panel for Insta story</td>
</tr>
<tr>
<td>Challenge Day, 10AM</td>
<td>Today is the day!</td>
<td>Facebook post with Facebook Fundraiser</td>
<td>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. Share kindness video with this copy, then share this copy with your Facebook Fundraiser</td>
<td>Kindness video</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Instagram story with $54 bingo board</td>
<td>Join me in raising #54in24 TODAY to help provide a brighter life on the spectrum for people with autism! Share story panel followed by this copy and your bingo board</td>
<td>Insta story panel and $54 Bingo board</td>
</tr>
</tbody>
</table>
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<table>
<thead>
<tr>
<th>11AM – 2PM</th>
<th>Why I Walk/ Run</th>
<th>Facebook</th>
<th>Instagram story</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Autism Speaks “Together”</strong></td>
<td><strong>Facebook</strong></td>
<td>Share your story about why you support Autism Speaks. Link your Facebook Fundraiser or 5K team page – be sure to use the hashtag #54in24!</td>
<td>Move with us in support of a world where all people with autism can reach their full potential! <em>(or be creative and write your own copy!)</em></td>
</tr>
<tr>
<td><strong>Autism Response Team</strong></td>
<td><strong>Facebook</strong></td>
<td>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 sneakers for a virtual 5K or 8K to run on kindness toward a brighter future for people with autism by visiting autismspeaks.org/together</td>
<td>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 40,000 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 <a href="mailto:help@autismspeaks.org">help@autismspeaks.org</a>, or en español at 888-772-9050. <strong>Please consider donating to my Facebook Fundraiser to help the Autism Response Team continue to provide these important resources.</strong></td>
</tr>
<tr>
<td></td>
<td><strong>Instagram story</strong></td>
<td><strong>Twitter</strong></td>
<td>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. <strong>LINK IN BIO GIF</strong></td>
</tr>
<tr>
<td><strong>Facebook</strong></td>
<td></td>
<td><strong>Facebook</strong></td>
<td>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/respite, medication or therapy as a result of COVID-19. <strong>Please consider donating to my Facebook Fundraiser to help Autism Speaks continue to provide these critical grants to people with autism and their families.</strong></td>
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**Share Facebook Fundraiser**

**Autism Speaks “Together” video**

**Share “Together” video from Autism Speaks Insta**

**Share Autism Response Team video (download video from link or share directly from the Autism Speaks FB page)**

**Share Autism Response Team video from Autism Speaks Instagram**

**Share “Your support” graphic**
### Fundraising Challenge for Autism Speaks TeamUp

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<tr>
<th>Time</th>
<th>Activity</th>
<th>Instagram Story</th>
<th>Facebook post and Instagram post, share to Instagram story</th>
</tr>
</thead>
<tbody>
<tr>
<td>2PM – 4PM</td>
<td>Why I Joined</td>
<td>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!</td>
<td>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. <strong>Please consider donating to my Facebook Fundraiser to help the Autism Speaks Advocacy team continue to advocate for people with autism and their families.</strong></td>
</tr>
<tr>
<td>Advocacy</td>
<td>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!</td>
<td></td>
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</tr>
<tr>
<td>Facebook</td>
<td>Share Facebook Fundraiser</td>
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</tr>
<tr>
<td>End of Day</td>
<td>I Raised $54 in 24!</td>
<td>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.</td>
<td>“I Raised $54 in 24” graphic</td>
</tr>
</tbody>
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