

Virtual Fundraising Guide



Walk YOUR Way for Autism 2020 is our first ever virtual walk! So, what does this new, social-distancing-friendly format mean for you?

Here's a step by step guide to how YOU can join Walk YOUR Way for Autism 2020.

STEP 1 – REGISTER!

Register online at www.walkthewalkforautism.ca. You can register as an individual walker but we encourage you to register a team or join an existing team! Invite friends, family and co-workers to join you!

When you register, you are one step closer to helping Autism Nova Scotia provide important and meaningful programs to the autism community.

STEP 2 – CHOOSE HOW YOU WILL WALK

Decide on your own personal challenge to #WalkYOURWayforAutismNS. Make sure it's social distancing friendly!

You can still choose to walk, but some other ideas include:

- Running
- Biking
- Skipping
- Stroller parade with families in your neighborhood
- Have a dog friendly walk at a local trail
- Have a dance marathon with a select few family members and friends

YOU get to pick what your walk will look like, how long it will be and where you will do it!

STEP 3 – TELL YOUR FRIENDS AND FAMILY!

Tell your community about WHY you are walking for Autism Nova Scotia.

1. Once you register, update your personal fundraising page to tell your supporters about the way you have decided to walk and why you chose it. Don't forget to share your 'why': Why are you participating in #WalkYOURWayForAutismNS?
2. Tell your friends through social media that you are walking for Autism. Use our hashtag #WalkYOURWayForAutismNS and share some of our great social media graphics on your own page.
3. Ask your friends and family to join you and register to walk today!

STEP 4 – FUNDRAISE!

Your fundraising is the most important part as it helps us fund our critical work. Here are some top tips:

- Create a fundraising goal for you or for your team – make it realistic and use your WHY to share with your social networks!
- Post your fundraising asks and updates about your goals on social media and use #WalkYOURWayForAutismNS (don't forget to post on public mode so we can share your post!)
- Check out some of our fundraising tips and ideas on our fundraising resources page [[insert link](#)]

STEP 5 – COMPLETE YOUR WALK!

Join us on September 26, 2020 (or choose a day that works best for you) to walk for Autism. Wear your special edition Walk YOUR Way t-shirt, gather with your team and complete your WALK! Make sure you share videos, photos or an update with your supporters to show them you've completed your walk. Be sure to use our hashtags #WalkYOURWayForAutismNS and post on public mode.

Some examples of how you could do this are:

- Add a video or photos to your personal Walk fundraising page
- Livestream video of you doing your walk and tell supporters where to watch it
- Share an Instagram story of you doing a personal challenge for Walk YOUR Way
- Share photos or video on your social media pages or by email to your supporters

Congratulations!

You've completed the first ever Walk YOUR Way for Autism Nova Scotia! Thanks to you and the amazing people who chose to support you, you have made a lasting impact on Autism Nova Scotia. You have helped make it possible for us to continue to support the Autism Community through meaningful programs and services.
