



# PARTICIPANT & TEAM CAPTAIN

## Handbook



*Any Baby Can Walk for Autism*

**SATURDAY, APRIL 6, 2024**

8:00 AM - 12:00 PM

CANYON HIGH SCHOOL

1510 I-35

New Braunfels, TX 78130

# WHY WE WALK

MAKE A DIFFERENCE IN THE  
LIFE OF A CHILD WITH AUTISM

**One in 36 children nationwide are  
diagnosed with autism.**

In Comal and surrounding counties, over 30,000 individuals are living with autism. That means that you or someone you know has a close connection to a child or individual who lives with autism and whose daily lives are challenged by this diagnosis.

New Braunfels had their first Walk for Autism in 2019 and this event has become a critical part of increasing services provided to families raising children with Autism. The incredible involvement of NBISD, CISD, the McKenna Center, and our other community partners has allowed for Any Baby Can-NB to provide services and supports for families raising individuals on the spectrum. All proceeds stay local to fund critical, one-of-a-kind programs at Any Baby Can - New Braunfels.

April is National Autism Awareness Month. The Walk for Autism will be held Saturday, April 6, 2024, at Canyon High School.



For questions and ideas, please contact  
Megan Sparks, your Team Guide, at  
[mspark@abcsa.org](mailto:mspark@abcsa.org) or  
(210) 227-0170 Ext. 3001



HelpingHere





# WHY ABC

## OUR 2023 IMPACT

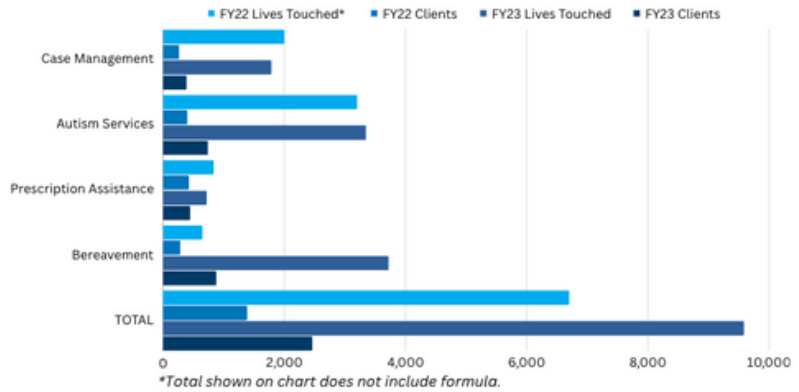
### 9,586 LIVES TOUCHED

#### WHY DO WE REPORT ON LIVES TOUCHED?

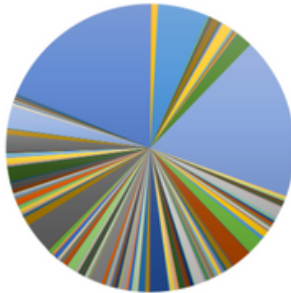
Families come in all shapes and sizes, and the unique mix of services offered at Any Baby Can are centered around a family-first approach. From caregiver education classes, sibling support, grief counseling services, and prescription assistance for all ages, to a fully comprehensive Case Management plan tailored to your family our focus is not solely on your child with special needs.

Our focus is on supporting **your entire family**. In fact, \$0.85 of every dollar raised goes directly toward providing this critical care.

ABC Program	FY23 Lives Touched	FY23 Clients
Case Management	1791	391
Autism Services	3347	742
Prescription Assistance	723	451
Bereavement	3725	881
<b>TOTAL</b>	<b>9,586</b>	<b>2,465</b>



### 230 DIAGNOSES SERVED



#### TOP DIAGNOSES FOR 2023

- Autism Spectrum Disorder
- ADHD
- Diabetes
- Stillbirth
- Global Developmental Delay
- Sensory Integration Disorder
- Asthma
- Intellectual Disability
- Anxiety Disorder
- Cerebral Palsy
- Sleep Apnea
- Miscarriage

### 60 COMMUNITY OUTREACH EVENTS

#### HEY, I KNOW YOU...

If we look familiar, it's because we've probably met! In 2023 Any Baby Can attended 60 community events (we were out every weekend!) and that doesn't include the events we hosted! These outreach events help the community know we are a resource and connect families to critical services.

### 4 STORIES OF HOPE

#### IT'S NOT EASY TO SHARE YOUR STORY...

This year, we were incredibly blessed by four of our amazing families, who bravely invited us into their homes to share their story. Scan the code to watch the heartwarming video. (You may want to have some tissues handy.)



All numbers reported are from July 2022 - June 2023 as the The Any Baby Can Fiscal Year runs July - June.

For the families we serve in Comal and 16 surrounding counties, Any Baby Can remains the only agency in the region to offer critical access to care and comprehensive services to families who have a child with any medical diagnosis, including a chronic illness, disability, developmental delay, or health risk regardless of income. We are also something just as important - **community**.



ELI

DIAGNOSIS: Sensory Processing Disorder, Global Developmental Delay, Mixed Expressive Receptive Language Disorder and Autism Spectrum Disorder

"Like any new unsuspecting parent, it was very difficult to navigate through this new territory. We were very fortunate to be connected to Any Baby Can and learn about all the programs they provide to families with disabilities. Not only did they provide us with excellent resources and programs available, but they were also an advocate and expressed a level of compassion that cannot be matched. Our family has experienced various hardships and to have someone as knowledgeable as them has really helped get us through these tough times. I am happy to refer any fellow parents experiencing similar situations to Any Baby Can where I know they will be in excellent hands."

# REGISTER AND FORM YOUR TEAM

TEAMWORK MAKES THE DREAM WORK!

## 1

### SIGN UP.

- Register yourself and your team for the Any Baby Can's Walk for Autism ([2024 Walk for Autism- New Braunfels](#)). IT'S FREE! Click on "Walk with a Purpose" to take you to the sign up page, then "Signup for SA Walk" to begin.

## 2

### CREATE YOUR FUNDRAISING PAGE.

- When prompted, create your fundraising page. You can fundraise as an individual or create a team.
- Personalize your page! Why are you walking? Share your story and let people know why you formed your team. Don't hesitate to pull at their heartstrings; people are more likely to give if there's an emotional connection.
- Add a picture or video. It will help donors visualize the cause.
- Once your page is created, download the Giving by Funraise App to track your fundraising on your phone.



[Download for iOS](#)

[Download for Android](#)

Open app, create an account, give it a couple of minutes to sync with your page, find Any Baby Can under "Organizations" and you're all set!

## 3

### TEAM UP AND SHARE.

- Ask 5-6 people to join your team (think coworkers, family, and friends)- the more the merrier!
- Share your fundraising page on your social media channels (tag Any Baby Can)! Emails and text messages can also help you spread the word!
- Need inspiration? Check out the templates on page 7!

*You've got a team!*

- 1 coworker
- 2 relatives
- 2 friends
- 1 neighbor

# FUNDRAISING INCENTIVES

TO SHOW OUR APPRECIATION



## KYNGSTON'S KORNER VIP Village (\$500 and Above)

- Teams that raise \$500 or more will have exclusive access to our VIP reception area at the Walk site. Teams who earn entry will receive special VIP treatment including breakfast, refreshments, and giveaways.
- Teams who raise \$1,000 or more, will get their own team tent and meeting space to decorate. These teams will get their own cases of water, breakfast delivered to their tents, and a official team photo.

## Awards will be presented in the following categories:

- **Largest Team** – awarded to the team with the most individuals registered
- **Top Team (Friends and Family)** – Friends and Family team with the most money raised
- **Top Team (Corporate)** – Corporate team with the most money raised
- **Top Team (Community Organization)** – School/Organization team with the most money raised
- **Top Fundraiser (Individual)** – Individual with the most money raised

**Last day to submit funds for awards is April 5th at NOON . Donations can still made after the deadline but will not count towards awards.**



# RECRUITING IDEAS

IF YOU BUILD IT, THEY WILL COME

- Directly ask family, friends, and co-workers. The number one reason people will join your team is because you asked them!
- Use social media! Share with your Facebook or Instagram friends, Twitter followers, or LinkedIn connections that you've formed a team and ask them to join. They may have a connection to someone living with an autism diagnosis or an interest in supporting you in your journey. Don't forget to include the link to your team page.
- Get your workplace involved! Send emails to colleagues and share more information about the Walk for Autism on April 6, 2024. Your company may even have a match program and will match donations! (It's a good idea to ask!)

## FUNDRAISING BEST PRACTICES

### First: Set your goal

Setting a goal for your fundraiser is your first step. Research suggests that a **minimum goal of \$250** is a good place to start. Once you've reached your goal, you can increase it and raise more funds.

### PRO TIP:

To jumpstart your fundraiser, be the first one to donate! Showcasing that you're not only a supporter but also a donor will encourage your network to give.

### How often should I communicate with my network?

There are **five** absolute times you should communicate with your network during a fundraising campaign:

1. Fundraiser launch
2. Midway goal
3. Final push
4. Fundraiser end or goal reached
5. Thank you

We recommend maintaining momentum between each of these main milestone communications with one to two social posts per week and one weekly email to help keep your fundraiser top of mind. If you're texting, use those requests judiciously and make sure that you're not monopolizing the conversation with donation asks. During the final push phase of your fundraiser, increasing your frequency to a few social posts a day has proven to be highly effective, so go for it!

# TEMPLATES TO INSPIRE

## ASKING FOR A DONATION

### EMAIL

#### SUBJECT LINE:

Let's raise some dough together for a good cause

#### BODY:

Hey, **[Name]**! I hope this finds you well. I've got great news! I've signed on to become a supporter of Any Baby Can and could really use your help. I'm committed to helping Any Baby Can raise **[\$Goal]** for their Walk for Autism, which raises both awareness and funding to provide educational and medical support to families who have children on the autism spectrum. Every donation, large or small, makes a difference and moves Any Baby Can closer to providing critical care and resources for these families.

Are you down to make a lasting impact? Please visit my fundraising page at **[URL]** and make a donation today!

Can't donate or become a supporter? No worries. Please consider forwarding this email to your friends and family to get the word out.

Thanks so much for your support!

## ASKING SOMEONE TO JOIN YOUR TEAM

### EMAIL

#### SUBJECT LINE:

Let's raise some dough together for a good cause

#### BODY:

Hey, **[Name]**! I hope this finds you well. I've got great news! I've signed on to become a supporter of Any Baby Can and could really use your help. I'm committed to helping Any Baby Can raise **[\$Goal]** for their Walk for Autism, which raises both awareness and funding to provide educational and medical support to families who have children on the autism spectrum. Every donation, large or small, makes a difference and moves Any Baby Can closer to their fundraising goal.

Are you down to make a lasting impact? Please visit my fundraising page at **[URL]** to join my fundraising team! Once you've selected "Join Team" on my page, you can create your own fundraising page as part of my team and start fundraising! Once you've made your team you can download the Giving App by Funraise to view your progress. Click below to download the app.

[Download Giving by Funraise for iOS](#)

[Download Giving by Funraise for Android](#)

Can't donate or become a supporter? No worries. Please consider forwarding this email to your friends and family to get the word out.

Thanks so much for your support!

#### TWITTER

Hey friends, I've signed on to help @AnyBabyCanSA raise funds for the Walk for Autism. Help make a lasting impact by donating today: **[shortlink]** **#inserthashtaghere**

#### FACEBOOK

Hey friends, I've signed on to help @AnyBabyCanSA raise funds for the Walk for Autism. Are you down to help make a lasting impact? Please share with your friends and family and donate today: **[shortlink]** **#inserthashtaghere**

#### TEXT

**[Name]**, I've signed on to help Any Baby Can raise **\$XX** for their Walk for Autism. Please help by donating today: **[shortlink]**

#### TWITTER

Hey friends, I've signed on to help @AnyBabyCanSA raise funds for the Walk for Autism. Join my team by visiting page: **[shortlink]** **#inserthashtaghere**

#### FACEBOOK

Hey friends, I've signed on to help @AnyBabyCanSA raise funds for the Walk for Autism. Are you down to help make a lasting impact? Join my team and help me reach my goal, then share with your family and friends: **[shortlink]** **#inserthashtaghere**

#### TEXT

**[Name]**, I've signed on to help Any Baby Can raise **\$XX** for their Walk for Autism. Join my fundraising team and help me make an impact in our community **[shortlink]**



# FUNDRAISING IDEAS

## PUT THE "FUN" IN FUNDRAISE

- **Email/Text** friends, family, and colleagues to motivate them to give. Looking for inspiration? Use the template on the prior page!
- **Social Media**- Share the link to your fundraising page on social media! Let people know why you Walk for Autism. It is a fast and easy way to meet your fundraising goal.
- **Matching Gifts** - Ask your employer if he/she is willing to match the gifts made by employees. This is a great way to increase your fundraising for the Walk for Autism. Ask if they will provide employment incentives for members that have raised the most money or have recruited the most members during an allotted period of time. Maybe provide a special parking space for a month, give a half day off, and allow for a casual dress day at work.
- **Hold a Potluck Lunch**- Charge \$15.00 per plate for each person that attends. Take this opportunity to provide people with information about the Walk for Autism.
- **Host a Block Party**- Team members can bake items to sell at the party. Each team member can volunteer to provide an activity such as face painting, arts and crafts, etc. and people are charged for the opportunity to participate. A "fishing pond" is another activity that can be provided and people are charged for a turn to fish for a prize.
- **Fundraising dinner** at your local favorite restaurant – Ask your favorite local restaurant to host a fundraising dinner for you.
- **Bowling Night** – Plan a fun night of bowling at your local lanes. Ask the owner to waive the cost of bowling and you can collect that money and count it towards your fundraising goal.
- **Puzzle Piece/Infinity Symbol Distribution** – Create items (jewelry, artwork, pins) that incorporate the symbol, to bring awareness to Autism. Sell them to your friends, family members, etc.



Have a fundraising idea you'd like to run by us?

Please contact Megan Sparks, your Team Guide, at [mspark@abcsa.org](mailto:mspark@abcsa.org) or  
(210) 227-0170 Ext. 3001.





# WHAT TO EXPECT AT THE WALK

A WALK UNLIKE ANY OTHER

## McKenna Foundation Resource Fair

Our resource fair brings you over 40 different autism, family, and healthcare resources from a variety of organizations, businesses, and service providers.

## Kinder Korner

Kinder Korner is a children's activity area provides adapted fitness, safety demonstrations and activities where children of all abilities can participate and have fun.

## Food Truck Park:

Stop by our Food Truck Park for quick delicious bites!

## Farmer's Market

Enjoy delicious local produce and products with an on-site Farmer's Market!

## Sensory Friendly Zone:

Area available for families with children with sensory sensitivities. The area is indoors and outside of the Walk for Autism footprint (less traffic and quieter).

*Thank You!*

Thank you so much for taking the time to spread the word about Any Baby Can's work and for fundraising on our behalf. Every dollar raised moves us closer to fulfilling our mission and helps us continue to make a lasting impact. We appreciate you and look forward to continuing this meaningful partnership for years to come!

We're excited to see you there!

If you have any questions,

please contact Megan Sparks, your Team Guide, at [mspark@abcsa.org](mailto:mspark@abcsa.org) or

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