Autism Society
Change Champions
In School Education/Awareness & Fundraising Campaign
Meet Penny & Nick L. Our Autism Awareness Change Champions!
Program Element Goals

Each Program Element was designed to provide education and raise awareness around the following quality of life outcomes:

- Health & Fitness
- Communication
- Social Connections
- Safety
- Goals & Dreams
- Success (at school)
- Self Acceptance

All written in “kid speak” for easier understanding.
What is Change Champions

Making Change for Autism is a fun awareness and coin drive initiative specifically designed for schools during Autism Awareness month or the month of the affiliates choosing.

It invites schools to get engaged and help students make a difference. This turnkey education campaign helps raise funds to provide community opportunities for students with autism and their families. There are perks for the school for participating in this great campaign.

Affiliates can order materials & have them sent directly to them to execute the program on their own or they can have it be completely turn-key and have everything done for them.

This program has been focus group tested and is modeled after the National Scholastic All-For-Books Coin Drive Initiative.
What Comes In A School Kit?
# National Change Champions Program

## Affiliate Items/Costs

School Kit items based on:

<table>
<thead>
<tr>
<th>Item</th>
<th>Size &amp; Spec.</th>
<th>Min. Order Qnty per kit</th>
<th>Total Cost /each bundle</th>
<th>Ordering Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Large School Poster</td>
<td>12 X 18 100# Gloss Full Color.</td>
<td>2</td>
<td>$3.00 for 2</td>
<td></td>
</tr>
<tr>
<td>Kids Awareness Cards</td>
<td>6 X 4 100# Gloss Full Color/2-sided</td>
<td>1 pack (includes 25 cards)</td>
<td>$2.50/each pack of 25.</td>
<td>Order one/two sets (depending on # of students in each classroom</td>
</tr>
<tr>
<td>Classroom Posters/Teacher Letter</td>
<td>8.5 X 11 100# Gloss Cover Trim/packaged</td>
<td>1 pack (includes 10 poster/letters)</td>
<td>$5.00/each pack of 10</td>
<td>Order 1 for each classroom</td>
</tr>
<tr>
<td>Bulletin Board Cutouts</td>
<td>8.5 X 11 #100 Cover trimmed, collated/package d packaged</td>
<td>1 pack (includes 8 different cutouts)</td>
<td>$3.50/each pack</td>
<td>Order 1 to two per school main office, bulletin board, hallway, etc.</td>
</tr>
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</tr>
<tr>
<td>Collection Label Stickers</td>
<td>8.5 X 5.5 semi-gloss White Labels Full Color. Trimmed and packaged.</td>
<td>1 pack (includes 10 labels)</td>
<td>$2.60/each</td>
<td>Order 1 for each classroom. Use a shoebox, coin jar, anything will work with these fun labels!</td>
</tr>
<tr>
<td>Kids Lapel Stickers</td>
<td>2 inch circle labels Full Color Trimmed and packaged in 5’s.</td>
<td>OPTIONAL 1 pack (includes 5 sheets of 20/each) Total of 100 stickers in each kit.</td>
<td>$7.00/each pack of 100 lapel stickers.</td>
<td>Order enough for every child/employee to wear at kickoff celebration</td>
</tr>
<tr>
<td>Thank You Cards</td>
<td>5.5 X 8.5 100# Cover/White Trim/packaged</td>
<td>OPTIONAL 1 pack (includes 10 Cards/Envelopes)</td>
<td>$5.00/each pack of 10</td>
<td>Order 1 for each classroom</td>
</tr>
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</tr>
<tr>
<td>Pizza Party Gift Cards</td>
<td>$25.00 Pizza Party Gift Card</td>
<td>OPTIONAL 1 card for 1 winning classroom</td>
<td>$35.00 includes Thank You card and mailing.</td>
<td>(Awarded if $500 is raised by school)</td>
</tr>
<tr>
<td>Affiliate customizable Program Letter &amp; collateral direction sheets</td>
<td>8.5 X 11 Full Color Two sided</td>
<td>1 personalized letter per kit and 8 static collateral sheets with directions to be included in each kit</td>
<td>$2.00</td>
<td>1 must be included in each kit. Includes Affiliate logo &amp; Contact, Address, directions for running the program</td>
</tr>
<tr>
<td>Mail /Download PDFS for Affiliates Program Sell Sheets &amp; Introduction Letters</td>
<td>8.5 X 11</td>
<td>OPTIONAL- Varies Can manage internally, via downloadable pdfs or Affiliates can upload lists, personalize and we will manage mailer(s)</td>
<td>Free if downloading &amp; managing mailer. Individualized cost if uploading a list for mailer (depending on list size).</td>
<td></td>
</tr>
<tr>
<td>Pick/Pack/Ship Charge</td>
<td>Estimate using non-profit, Flat Rate. Medium Size Box from USPS</td>
<td>1 per school</td>
<td>$19.40</td>
<td>Confirmation/ tracking sent to Affiliate after order ships</td>
</tr>
</tbody>
</table>
Items that will help the affiliate sell the program to schools

Affiliates Tips/Tools Sheet
Program Sell Sheet for schools
Sample Kit flyer for schools
Personalized customizable letter PDF

(these parts of the campaign will be available via the affiliate portal to download free of charge)
A Case Study
A Case Study

How did the Autism Society SE WI do when they ran the program in 2017?

Launched program mid-March with less than one month to sell in.

Seven schools participated.

To date received in donations: $3,046 / average raised per school: $435.00

Received $500 donation from Kohl’s Cares for having employee volunteers put kits together

Raised awareness to 4,273 students.

Provided education tips/tool sheet for educators to over 124 classrooms.

Cost of kits for a school with 26 classrooms & 360 students:$126.00
Program Enhancements Coming Soon

-Free Education Video For Participating Affiliates to share with schools

-Change For Autism For Business