



ELITE CHASER'S GUIDE



IT'S A JUNGLE OUT THERE! LET US BE YOUR GUIDE...

This book is filled with all the tools you need to catch your ELITE prize, and will lead you through your team's creation and fundraising process.

We look forward to sharing and celebrating your success at the PieceWalk & 5K on May 5, 2018!

YOUR ELITE CHASER CHECKLIST

1. Register or reactivate your team at PieceWalk.org/register. Make your team page personal and fun
2. To celebrate the 10th Anniversary of the PieceWalk & 5K, we encourage everyone to increase their Team Member and Fundraising Goals by 10%!
3. Set your Team Member goal and remember that your team members aren't required to walk or run
4. Set your Fundraising Goal
5. Write your letter to send out through mail or email
6. Create and schedule your Community Event
7. Put a link to your team page in your email signature
8. Check out our list of matching gift companies and double your \$
9. Create a Facebook fundraiser (it counts as a community event!)
10. Thank your team members and donors



DID YOU KNOW?

The number 1 reason people don't give is because they aren't asked?

TEAM CONTESTS AND FABULOUS PRIZES



EVERYONE who registers for the 5K between now and April 1st is entered to win 2 round trip airline tickets on Southwest. Drawing held April 2.

Sponsored by OK Runner



OCTOBER CONTEST: Teams who have signed up can win a package for four with dinner at the Chesapeake Arena and tickets to see the OKC Thunder take on the Raptors.

Sponsored by the OKC Thunder



NOVEMBER CONTEST: New team captains registering their team and existing teams who have at least 25 members will be entered to win a weekend getaway with a luxurious package at the Artesian Hotel with dinner!

Sponsored by The Artesian Hotel and Spa



DECEMBER CONTEST: New team captains registering their team and all teams who have earned at least one badge will be entered to win a vacation in Big D with hotel and tickets to the Heard Natural Science Museum.

Sponsored by Therapy & Beyond

TEAM CONTESTS AND FABULOUS PRIZES CONTINUED



FEBRUARY CONTEST: Teams who have earned one badge (25 Team Members, 1 Community Event or \$1,000 raised) will be entered to win an exciting package that includes all the following: Drawing held March 1.
 \$100 Dave and Buster's gift card
 Private X-Box Party for 20 @ Microsoft in Penn Square
 \$300 Sprouts Gift Card
 Sponsored by Dave and Buster's, Microsoft and Sprouts



MARCH CONTEST: Teams who have earned two of these badges (25 Team members, 1 community event, \$1,000 raised) are eligible to win a \$500 gift card for your team to see Jurassic World: Fallen Kingdom, being released on 6/18/18. Drawing held March 30.
 Sponsored by Hale & Company, CPA, P.C.



APRIL CONTEST: This is the BIG one! All teams who have reached ELITE status are entered to win a \$2,000 gift certificate to Diamonds Direct! Drawing held April 27.
 Sponsored by Camp Bow Wow, Edmond All Sports, Inc., and Edmond Urgent Care

NOW, who's ready to Sink Their Teeth into ELITE

Watch for all the latest news about contests and dates in the Jurassic Outpost e-newsletter, on our Facebook page and at PieceWalk.org

SPECIAL DRAWINGS AT JURASSIC JAM



The team with the most 5K registrants will win a \$500 bowling party at the Dust Bowl. In case of a tie, we will draw for the winner. What a fun way for your team to celebrate together!

Sponsored by Speech Pathway



A \$400 gift card for your team t-shirt design and printing from Massive Graphics. We can't wait to see what all the creative shirts look like!

Sponsored by Massive Graphics



A free night's stay at the Holiday Inn Express in Bricktown. Enjoy a relaxing night away and make this part of a special weekend!

Sponsored by the Holiday Inn Express

SAMPLE TEAM RECRUITMENT LETTER

Dear _____,

Our family is grateful to have you in our lives, and you are a vital part of our successes. AutismOklahoma is also part of that success, and we are excited to have a team at the PieceWalk & 5K on Saturday, May 5. Our team name is _____ and we'd love to have you be a part of it. You don't even have to run or walk! This is a day of celebration for all of us who have a family member with autism. You can join our team by visiting PieceWalk.org/register, or I can even do it for you. We'll have a special team t-shirt and the day will be filled with fun activities for the whole family.

Thank you for all you have done and continue to do for our family. I'll follow up next week to see if you have any questions.

With gratitude,

SAMPLE FUNDRAISING LETTER

Dear _____,

One of the best days of our family's year is PieceWalk & 5K day! AutismOklahoma puts on the annual event and we want to be a special part of it. We have created Team Name and have set a goal of raising \$____. All the money raised helps our family and thousands more families like ours throughout Oklahoma. Would you please consider making a gift of \$____ to our team and help us reach our goal so that more families can have the same opportunities as we have?

We can speak firsthand about how important AutismOklahoma is to us. We participate in _____ programs and have made wonderful friends who are always there for us.

Your gift is tax-deductible and can securely be made online at PieceWalk.org/donate. When you donate, you are automatically a member of Team _____!

Thank you for being a special part of our lives. I'll follow up next week to see if you have any questions.

With gratitude,

EARN YOUR BADGES

TEAM MEMBERS Your team will receive a reward badge when your friends sign up on your team! We have badges for teams with 10, 25 or 50 or more members!



FUNDRAISING Your team will receive its first reward when you raise \$200. You can earn badges for raising \$500 or go for \$1,000, \$2,500 or more.



COMMUNITY EVENTS build awareness and raise funds for your team. Your team can receive reward badges for hosting 1, 2, or even 3 or more community events. Let us know about your event and we will help publicize it!



ELITE is reserved for teams that have at least 25 members, raise \$1,000 or more and host 1 community event! All Elite Teams announced and recognized at the PieceWalk.



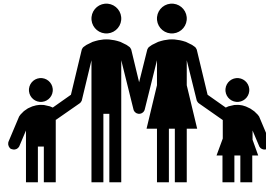
WHO'S IN YOUR PACK

Work

Boss, Coworkers,
Clients, Vendors,
Professional Groups

Family & Friends

Parents, In-Laws, Siblings,
Grandparents, Cousins,
Aunts, Uncles, Friends



Community

Neighbors, Businesses,
Restaurants, Vet, Gym,
Civic and Social Clubs

Services

Doctors, Dentists, OT,
PT, ST, Therapist

School

Teachers, Aides, PTA,
Classmates

—

ELITE CHASER TIPS

Send personal messages telling why this is a day Just for Your Family!

Use the invite a friend e-message on your PieceWalk team page

Create a Facebook fundraising page

In lieu of gifts, ask everyone to donate to your team and host a cookie, cake or cupcake decorating party

Office Ideas: Donate in exchange for wearing jeans on Friday, an extra hour off for lunch or leaving an hour early. Baby photo contest, charge people for their ballots to match the picture with your co-worker. Hold a drawing to have your boss wash your car, shave their mustache or kiss a pig.

Neighborhood ideas: Lemonade, hot chocolate or hot dog stand. Garage sale, bake sale or progressive dinner. Host a used book/DVD sale. Handmade Valentine's, Easter, Mother's Day cards. Game night, Bunco night, Bingo night or Poker night or Chili Cook-Off.

One Week to \$500

Day ONE donate \$25 to your own team	\$25
Day TWO ask three family members for \$25 each	\$75
Day THREE ask five friends to give \$15 each	\$75
Day FOUR ask five coworkers for \$10 each	\$50
Day FIVE email 15 contacts for \$10 each	\$150
Day SIX ask your employer to donate \$75	\$75
Day SEVEN ask two most-visited businesses for \$25	\$50

\$500

MATCHING GIFTS

THESE COMPANIES CAN MATCH YOUR PIECEWALK DONATIONS

3M Company
AEP Corp. Giving Program
AT&T
Aegis Foundation
Aetna Foundation
Alliance Data
Allied Corporation
Allstate Foundation
American Fidelity Corporation
Ameriprise Financial Services
Apache Corporation
Astellas Pharmacy Technologies
Atlantic Richfield Corporation (ARCO)
BP America Foundation
BP Fabric of America Fund
Baker Hughes Bank of America/Merrill/Lynch
Bank of Oklahoma
Beatrice Company
Bemis Company
Boeing Company
Burlington Northern Santa Fe
CA Matching Gift Program
CNG
CarMax
Celanese Corporation
Chevron Corporation
Cimarex Energy
Citibank
Coca-Cola Company
Conoco-Phillips
Continental Bank Foundation
Cooper Industries
Dell
Deluxe Check Printers
Devon Energy

Direct TV
Discover Financial Services
Dollar Thrifty
EOG Resources
Eaton Corporation
Enterprise Products
Express Employment Professionals
ExxonMobil Foundation
Gable & Gotwals
Gap, Inc.
Gemini Industries
Genentech
General Electric
Goodyear
HCR Manor Care
Foundation
Halliburton
HireRight, Inc.
Home Depot
Hewlett-Packard (HP)
IBM
Johnson & Johnson
JPMorgan Chase & Company
Kimberly-Clark
K-Mart
Kroll, Inc.
Laredo Petroleum
Love's Travel Stops & Country Stores
Microsoft
Monsanto Corporation
Morgan-Stanley
Motorola, Inc.
National Car Rental
Noble Drilling Company
OG&E
ONEOK
Oklahoma Publishing Co.

PPO Industries, Inc.
Pfizer Foundation
PepsiCo, Inc.
Phillips 66
Piper Jaffray Companies
Prudential
Quad Graphics
QuikTrip Corporation
Ralston Purina Company
Reader's Digest Foundation
SM Energy, Inc.
Sammons Corporation
Samuel Roberts Noble Foundation
Santa Fe Industries
Santa Fe Southern Pacific
Schwan Food Company
Shaklee Corporation
Shelter Insurance
Southland Corporation
Sprint Foundation
State Farm Insurance
State Street Company
Stanley Black & Decker
TRW, Inc.
Tandy Corp. (Radio Shack)
US Cellular Corporation
Contributions Program
US Fidelity & Guaranty Company
US Foods
US Gypsum Foundation
Union Pacific
United Parcel Service
Union Pacific
Verizon
Weamco
Webco Industries
The Williams Companies
Workforce, Inc.

WORLD FAMOUS T-SHIRT CONTEST



Get your creative juices flowing with a shirt that reflects your team's inspiration and win big! Submit a shirt, or a photo or PDF image of your team's t-shirt between April 1 and 20. Celebrity judges will pick winners in the following categories for the following prizes! Winners announced on May 1:

Most Creative Wins a Dinosaur Laser Light-Up Pegs Kit

Funniest Wins a Build-A-Bear Dinosaur Package

Best Use of Dash Wins a BioPop Dino Pet

Best Overall Wins a Zoomer Dino Snaptail Remote Control Dinosaur



Submission instructions <https://piecwalk.org/get-involved/team-t-shirts/>



After the PieceWalk, the wonderful T-shirts that show-off your family's theme are made into a quilt that is auctioned to raise funds to support our 80 programs.

YOUR TEAM PLANNING WORKSHEET



Team Captain_____

Team Name_____

Our 2017 Team Results

Number of team members_____

Amount raised_____

Our 2018 Goals

Number of team members_____

Fundraising goal_____

Number of community events_____

Team Members who will raise at least \$_____ \$_____

Personal fundraising goal \$_____

Community event goal \$_____

Facebook campaign goal \$_____

TOTAL \$_____

FREQUENTLY ASKED QUESTIONS

WHY DOES IT MATTER?

With 1 in 68 children diagnosed on the autism spectrum, it is likely everyone knows a family impacted by autism. More children are diagnosed with autism than Cancer, AIDS and Diabetes combined.

WHERE DOES MY MONEY GO?

Your money goes to support the thousands of children, adults and families helped by AutismOklahoma each year. Our programs are free or very low cost, and 95 cents of each dollar raised goes directly back into programs. All tax-deductible donations provide local support for local families. Our Tax ID number is 26-0807671.

WHAT DOES AUTISMOKLAHOMA DO?

We take a creative approach to innovative educational, professional, creative and social opportunities for people on the autism spectrum. Our motto, Think Differently, offers a variety of opportunities for people who, in fact, think differently. AutismOklahoma provides a variety of 80+ programs from 13 parent supports groups across Oklahoma, interest-based camps, social groups, filmmaking, animal and art programs.

IS AUTISMOKLAHOMA PART OF ANY NATIONAL ORGANIZATIONS?

No, we are not. We are a local nonprofit organization founded in 2002.

WE LOOK FORWARD TO SEEING YOU AT THE PIECEWALK AND 5K

