



# 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](http://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](http://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	Direct TV	PPO Industries, Inc.
AEP Corp. Giving Program	Discover Financial Services	Pfizer Foundation
AT&T	Dollar Thrifty	PepsiCo, Inc.
Aegis Foundation	EOG Resources	Phillips 66
Aetna Foundation	Eaton Corporation	Piper Jaffray Companies
Alliance Data	Enterprise Products	Prudential
Allied Corporation	Express Employment	Quad Graphics
Allstate Foundation	Professionals	QuikTrip Corporation
American Fidelity Corporation	ExxonMobil Foundation	Ralston Purina Company
Ameriprise Financial Services	Gable & Gotwals	Reader's Digest Foundation
Apache Corporation	Gap, Inc.	SM Energy, Inc.
Astellas Pharmacy Technologies	Gemini Industries	Sammons Corporation
Atlantic Richfield Corporation (ARCO)	Genentech	Samuel Roberts Noble Foundation
BP America Foundation	General Electric	Santa Fe Industries
BP Fabric of America Fund	Goodyear	Santa Fe Southern Pacific
Baker Hughes Bank of America/Merrill/Lynch	HCR Manor Care Foundation	Schwan Food Company
Bank of Oklahoma	Halliburton	Shaklee Corporation
Beatrice Company	HireRight, Inc.	Shelter Insurance
Bemis Company	Home Depot	Southland Corporation
Boeing Company	Hewlett-Packard (HP)	Sprint Foundation
Burlington Northern Santa Fe	IBM	State Farm Insurance
CA Matching Gift Program	Johnson & Johnson	State Street Company
CNG	JPMorgan Chase & Company	Stanley Black & Decker
CarMax	Kimberly-Clark	TRW, Inc.
Celanese Corporation	K-Mart	Tandy Corp. (Radio Shack)
Chevron Corporation	Kroll, Inc.	US Cellular Corporation
Cimarex Energy	Laredo Petroleum	Contributions Program
Citibank	Love's Travel Stops & Country Stores	US Fidelity & Guaranty Company
Coca-Cola Company	Microsoft	US Foods
Conoco-Phillips	Monsanto Corporation	US Gypsum Foundation
Continental Bank Foundation	Morgan-Stanley	Union Pacific
Cooper Industries	Motorola, Inc.	United Parcel Service
Dell	National Car Rental	Union Pacific
Deluxe Check Printers	Noble Drilling Company	Verizon
Devon Energy	OG&E	Weamco
	ONEOK	Webco Industries
	Oklahoma Publishing Co.	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://piecewalk.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

