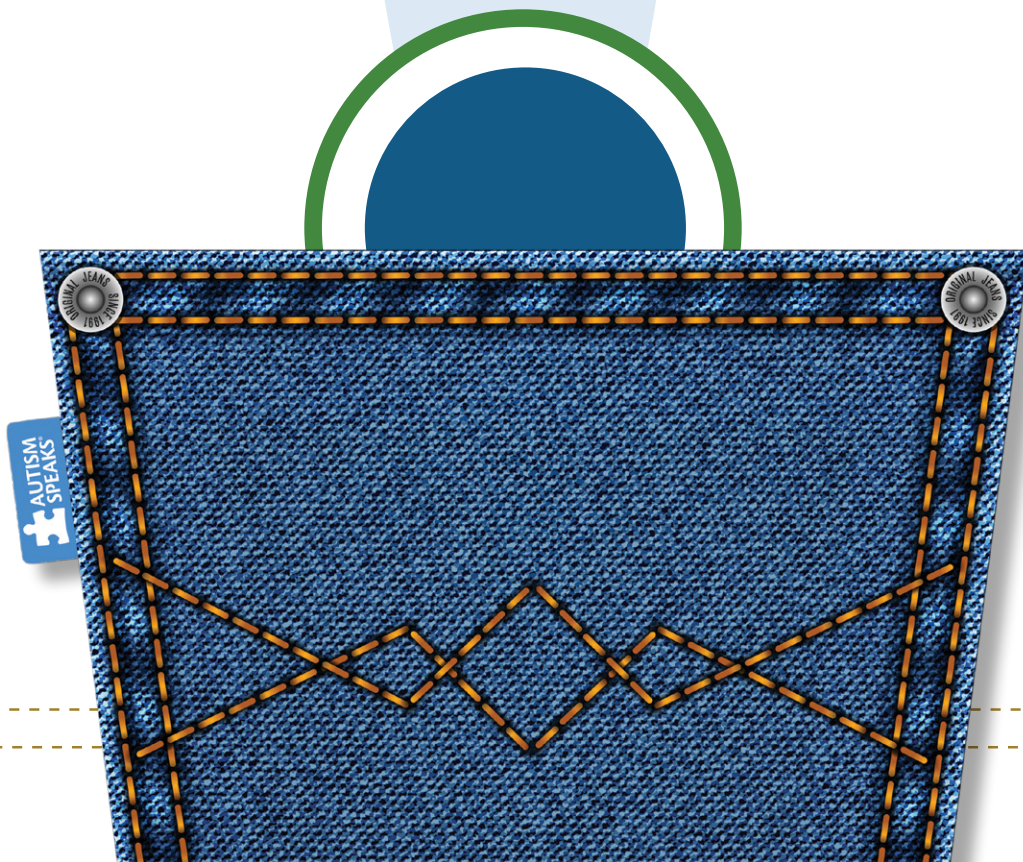
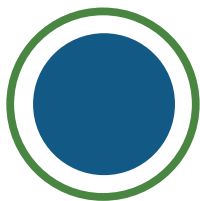


# Pay Green to Wear Blue Guidebook

The most comfortable way to support

 **AUTISM SPEAKS®**





## Pay Green to Wear Blue for Autism Speaks

Pay Green to Wear Blue is a fun and “comfortable” way for businesses and employees to raise funds and increase understanding and acceptance for people with autism.

**Here’s how it works:** Work with your HR department to allow employees to wear jeans to work for a small donation to Autism Speaks. Hold your campaign for a day, a week or a month – it’s up to you. Have fun and bring employees together. Boost morale by showing your colleagues that they work for a business who cares!

### What is Autism?

Autism, or autism spectrum disorder (ASD), refers to a broad range of conditions characterized by challenges with social skills, repetitive behaviors, speech and nonverbal communication. We now know that there is not one autism but many subtypes, and each person with autism can have unique strengths and challenges. A combination of genetic and environmental factors influence the development of autism, and autism often is accompanied by medical issues such as GI disorders, seizures and sleep disturbances. **Autism affects an estimated 1 in 59 children.**

### About Autism Speaks

Autism Speaks is dedicated to promoting solutions, across the spectrum and throughout the life span, for the needs of individuals with autism and their families. We do this through advocacy and support; increasing understanding and acceptance of people with autism; and advancing research into causes and better interventions for autism spectrum disorder and related conditions. Through partnerships and collaboration, we are committed to:

- *Increasing global understanding & acceptance of people with autism*
- *Being a catalyst for life-enhancing research breakthroughs*
- *Increasing early childhood screening & timely interventions*
- *Improving the transition to adulthood*
- *Ensuring access to reliable information & services throughout the life span*

### You Can Make A Difference

Your donations, big or small, can make a difference in the lives of millions of people living with autism.

***Thank you for participating in Pay Green to Wear Blue.***



# 5 Steps to Success

- 1) Build your team:** Ask your Human Resource and/or Community Affairs Department to get involved. Typically professionals in these roles can help disseminate information about company-wide campaigns and may know employees affected by autism who would want to assist in this effort! Whether your team is large or small, success is all about achieving your goal together.
- 2) Set your Goals:** A goal properly set is halfway achieved, so determine what you and your team can successfully accomplish. You'll need to determine how long your campaign will be, how many people will be on your team, and establish a fundraising goal. Enclosed is a **Goal Achievement Worksheet** checklist to monitor your progress.
- 3) Set the Stage for Success:** Incentives often lead to goal success. Kick off your team's campaign with a work pep rally! Work with Human Resources to determine if an incentive can be made available for this campaign. For example, the top fundraiser receives 1 day of PTO or an office trophy, or perhaps an end-of-the campaign pizza party for campaign participants. Autism Speaks staff may be available to help you kick off your program by hosting a quick morning meeting or lunch. They can discuss why this cause is so important and how your company's efforts will help advance the mission of Autism Speaks to change the future for people with autism and their families.!
- 4) Motivate and Have Fun:** As the campaign leader, be sure to "high five" those who are participating and encourage everyone to join. Through our enclosed campaign materials it will be obvious that your company is involved in supporting people with autism; however, every campaign needs an internal champion to rally the troops! Enclosed are **Campaign Post** suggestions that can be shared on an internal network or email and an external social media network to tell people with autism; how well your company campaign is going and highlight top achievers.
- 5) Wrap up and Give Thanks:** As your campaign comes to an end, it's always important to share the impact your employees have had on the autism community. Through an enclosed **Closing Campaign Celebration Email**, you will be able to share the impact and generosity of everyone's hard work. Be sure to acknowledge participants and the campaign incentive winners. Let people know how they can get more involved. **Paying Green to Wear Blue** helps advance autism research breakthroughs, supports advocacy efforts and promotes solutions across the spectrum and throughout the life span.

# Campaign Materials



## Goal Achievement Worksheet

Build your goal and manage your campaign tasks through this helpful document.

## Sign Up List

Advertise your campaign and gather interested participants.

## Progress Chart

Use this goal thermometer to motivate your team and monitor your success.

## Pledge Stickers

Print these fun recognition stickers to give to all participants who donate and bring more awareness to your campaign.

## Pay Green to Wear Blue Poster

Hang this poster to create campaign and autism awareness.

## Donation Submission Form

Send in your campaign donations with this sheet so that your contribution can be accurately noted and acknowledged by Autism Speaks.





# Awareness Templates

## Pay Green to Wear Blue Awareness Template

### Kickoff Invite Sample Email and Post

**Post:**  
Dear [colleagues],  
[insert company name] is hosting a campaign called Pay Green to Wear Blue, on [insert dates] to help raise funds and awareness for people affected by autism. This campaign allows you to wear blue jeans to work for a small donation to Autism Speaks!  
[Insert personal story or reason why you want to do campaign here]

We are going to kick off this campaign with an informal meeting on [enter date, times and location]. Please join us to learn more about Autism Speaks and the impact our campaign can have! We will be accepting donations and sharing all the campaign details at that time.

If you're unable to make it, we will have Sign Up Sheets posted [enter location(s)]. Thank you for helping us make a difference for this very important cause! See you soon.

**Post:**  
Colleagues – we are hosting our Pay Green to Wear Blue campaign kickoff on [insert dates] and invite you to be a part of our coordination team. Come join us and learn about the most comfortable way to support Autism Speaks and how to make a difference in the lives of families for this important cause! If you're unable to make it, we will have Sign Up Sheets posted [enter location(s)]. Thank you for helping us change the future for individuals and families affected by autism! See you soon.

## Team Building Email

Sample emails can be used to solicit the help of your Human Resource or Community Affairs colleagues in implementing the Pay Green to Wear Blue campaign at your company.

## Kickoff Invite Email and Post

This email and social media post example is designed to help you recruit campaign participants and spread the details of the campaign kickoff.

## Campaign Post

This is a sample post that that can be used on social media platforms like Facebook or your work intranet to help your colleagues stay up to date with your campaign goal progress.

## Closing Campaign Celebration Email

Saying thank you is always important, so use this email to recognize participants and make them aware of the campaign's success in generating funds that make an impact on families affected by autism.

**Note:** The resources provided in this packet are suggested samples and should only be used with the permission of your employer. Be sure to speak to your HR Department before initiating any employee fundraising campaign.

## Pay Green to Wear Blue Awareness Template

### Closing Campaign Celebration Email

Dear team/colleagues,  
Pay Green to Wear Blue, our campaign to raise funds and awareness for autism, was a major success. Together, we raised [enter dollar amount] to help change the future for all who struggle with autism! Thank you for your participation and continued support. I hope you enjoyed this fun way to give back to such a great cause!

Not only was this campaign fun but it was fruitful in supporting people affected by autism. If you donated \$10 you enabled 20 families to place an Autism Alert Sticker on their home window to alert neighbors and help keep their children safe.

If you donated \$50, you provided an educational Transition Tool Kit to help families on their child's journey from adolescence to adulthood.















If you donated \$100, you provided 5 families with direct, one-on-one support from a member of the Autism Response Team, a trained expert in guiding families through difficult situations.

#### Way to go!

If you'd like to learn more about Autism Speaks and how your donations impact the autism community, visit [AutismSpeaks.org](http://AutismSpeaks.org) today! Or, you can reach out to our local Autism Speaks staff person [enter name and contact information here] if you'd like to be more involved or need further resources. Thanks again and have a wonderful day.

Pay Green to Wear Blue, The most comfortable way to support

# **AUTISM SPEAKS®** **How We Help**

 <p><b>RAISED OVER</b> <b>\$322 M</b> by Walk participants to support the Autism Speaks mission</p> 	 <p><b>INVESTED</b> <b>\$220 M</b> in scientific grants, resulting in an additional</p> <p><b>\$729 M</b> of funding from public sources focused specifically on autism</p>	
<p><b>CHAMPIONED</b> <b>\$3 B</b> increase in federal funding for autism</p> 	<p><b>SUCCESSFULLY ADVOCATED</b> for autism health benefits covering</p>  <p><b>200 M</b> <b>PEOPLE</b></p>	<p><b>DELIVERED OVER</b> <b>1.2 M</b></p>  <p>copies of Autism Speaks Tool Kits to families and professionals, offering critical information and support</p>
<p><b>FUNDED RESEARCH</b> indicating autism can be reliably diagnosed</p> <p><b>BELOW AGE 3</b></p> 	 <p><b>HELPED LEAD THE</b> <b>genomic discovery</b> about biology of autisms</p>	<p><b>ADMINISTERED A NETWORK OF</b> medical centers and academic facilities developing cutting edge clinical care for</p>  <p><b>MORE THAN</b> <b>500,000</b> children</p>
 <p><b>DONATED NEARLY</b> <b>\$1 M</b> in Autism Speaks Cares funds to assist families affected by sudden hardships</p>	 <p><b>FUNDED</b> <b>\$14 M</b> in local community grants and scholarships</p>	<p><b>AIDED AN ESTIMATED</b> <b>21 M PEOPLE</b> through funded services and supports</p> 
<p><b>CREATED AN ONLINE</b> database of nationwide autism services and resources viewed by</p>  <p><b>19 M</b> <b>PEOPLE</b></p>	 <p><b>PROVIDED</b> <b>hundreds of thousands</b> of people with direct assistance</p>	



**Thank you and your company for your support!**

# THE AUTISM SPEAKS AUTISM RESPONSE TEAM (ART)

is specially trained to connect people with autism, their families,  
and caregivers to information, tools, and resources.

## **Newly Diagnosed:**

Contact ART to learn how to make the best use of the first  
100 days after receiving an ASD diagnosis.

## **School Support:**

ART can provide resources and tools to help you support  
a student's individual needs.

## **Transition to Adulthood:**

ART can connect you to resources to start planning for your  
adolescent child's future.

## **Local Referrals:**

ART can help you find autism service providers in your area.

## **FOR INFORMATION OR ASSISTANCE CONTACT:**

888-288-4762 EN ESPAÑOL 888-772-9050

FAMILYSERVICES@AUTISMSPEAKS.ORG





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# Pay Green to Wear Blue Goal Achievement Worksheet

## PRE-CAMPAIGN WORK

Campaign Leader Name: \_\_\_\_\_

Campaign Co-Leader Name: \_\_\_\_\_

Donation Goal: \_\_\_\_\_

Campaign Dates: \_\_\_\_\_

Campaign Incentives: \_\_\_\_\_

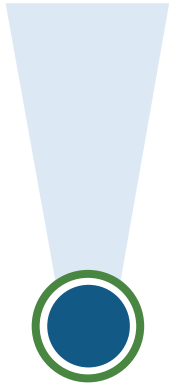
Kickoff Date / Time: \_\_\_\_\_

## CAMPAIGN WORK

- Post the *Campaign Sign Up Sheet* throughout the office
- Send *Team Building Email*
- Host *Campaign Kickoff*
- Post the *Campaign Progress Sheet* and *Campaign Poster*

## POST CAMPAIGN WORK

- Share *Closing Campaign Celebration Email*
- Mail in campaign check with *Donation Submission Form*
- Plan next year's campaign dates



# Pay Green to Wear Blue

The most comfortable way to support Autism Speaks

Join us in a fundraising campaign to support Autism Speaks to help change the future for people with autism and their families. Sign up below to join your colleagues in donating \$[dollar amount] to enjoy the pleasure of wearing blue jeans to work. Our *Pay Green to Wear Blue* campaign will run from [start date] to [end date]. Indicate below if you'd like to receive campaign information via email or phone and how many dates you'd like to participate, and we'll gladly share more campaign details and donation direction with you!

Name

Email/Phone

# of Days


# Pay Green to Wear Blue

Make a donation to rock blue jeans at work!

CAMPAIGN GOAL

---

CAMPAIGN DATES:

---

CAMPAIGN LEADER:

---



ADVANCE LIFE-ENHANCING  
RESEARCH BREAKTHROUGHS



INCREASE EARLY  
CHILDHOOD SCREENING  
& INTERVENTION



IMPROVE TRANSITION  
TO ADULTHOOD



ENSURE ACCESS TO  
RELIABLE INFORMATION





The most comfortable way to support  
 AUTISM SPEAKS®



The most comfortable way to support  
 AUTISM SPEAKS®



The most comfortable way to support  
 AUTISM SPEAKS®



The most comfortable way to support  
 AUTISM SPEAKS®



The most comfortable way to support  
 AUTISM SPEAKS®



The most comfortable way to support  
 AUTISM SPEAKS®

# MAKE A DONATION TO ROCK BLUE JEANS AT WORK!

Pay Green  
to  
Wear Blue



CAMPAIGN GOAL:

\_\_\_\_\_

DATES:

\_\_\_\_\_

CAMPAIGN LEADER:

\_\_\_\_\_

## HOW YOUR DOLLARS HELP:



ADVANCE RESEARCH BREAKTHROUGHS



INCREASE EARLY CHILDHOOD SCREENING  
& INTERVENTION



IMPROVE TRANSITION TO ADULthood



ENSURE ACCESS TO RELIABLE INFORMATION



# Pay Green to Wear Blue Donation Reply Form

Please complete this form and send along with your donation to:

Autism Speaks  
Attn: Data Services  
Pay Green to Wear Blue Campaign  
1060 State Road, 2nd Floor, Princeton, NJ 08540  
Phone: 609-228-7306



Check should be made payable to Autism Speaks:

Name: \_\_\_\_\_

Organization/Group (if applicable):  
\_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Autism Speaks Local Representative:  
\_\_\_\_\_

DATE: \_\_\_\_\_

	Total Number	Total \$ Value
CHECKS:	_____	_____
MONEY ORDERS:	_____	_____
GRAND TOTAL:	_____	_____

**For Autism Speaks Use Only:**

Project Code:  
\_\_\_\_\_

Date Received:  
\_\_\_\_\_

Source Code: PGWB16



# Pay Green to Wear Blue Awareness Template

## Campaign Request Sample Email

Dear [Human Resource or Community Affairs colleague], I'm writing to ask for your support in an autism awareness and fundraising campaign that I would like to host at [company name]. The campaign is called Pay Green to Wear Blue, it's a day, week or month long campaign that allows employees to wear blue jeans to work for a small donation to Autism Speaks.

Autism Speaks is dedicated to promoting solutions, across the spectrum and throughout the life span, for the needs of people with autism and their families.

[Insert personal story or reason why you want to do campaign here]

I'd like the opportunity to show you the campaign materials to determine if it's something we could implement at [company name].

Thank you for your consideration and support,

# Pay Green to Wear Blue Awareness Template

## Kickoff Invite Sample Email and Post



Dear [Colleagues],

[Insert company name] is hosting a campaign called *Pay Green to Wear Blue*, on [insert dates] to help raise funds and increase understanding and acceptance of people with by autism. This campaign allows you to wear blue jeans to work for a small donation to Autism Speaks!

[Insert personal story or reason why you want to do campaign here]

We are going to kick off this campaign with an informal meeting on [enter date, times and location]. Please join us to learn more about Autism Speaks and the impact our campaign can have! We will be accepting donations and sharing all the campaign details at that time.

If you're unable to make it, we will have Sign Up Sheets posted [enter location(s)]. Thank you for helping us make a difference for for the 1 in 59 children in the U.S. with autism. See you soon,

### **Post:**

Colleagues – we are hosting our *Pay Green to Wear Blue* campaign kickoff on [insert dates]. Come join us and learn about the most comfortable way to support Autism Speaks and how to make a difference for people living with autism and their families.

If you're unable to make it, we will have Sign Up Sheets posted [enter location(s)]. Thank you for helping us change the future for individuals and families affected by autism! See you soon,



# Pay Green to Wear Blue Awareness Template



## Campaign Sample Post

Our Pay Green to Wear Blue campaign to wear jeans to work is in full effect, with a goal of raising [enter goal] to help change the future for people living with autism! Join us in the most comfortable way to give to Autism Speaks by signing up today with [enter team members' name] or filling out the Sign Up sheet found [enter location].

***Make a difference. Let's show we care!!***

# Pay Green to Wear Blue Awareness Template

## Closing Campaign Celebration Sample Email



Dear team/colleagues,

*Pay Green to Wear Blue*, our campaign to raise funds and increase understanding and acceptance of people with autism, was a major success. Together, we raised [enter dollar amount] to help change the future for people living with autism! Thank you for your participation and continued support. I hope you enjoyed this fun way to give back to such a great cause!

Through your support, we are helping Autism Speaks:

*Increasing global understanding & acceptance of people with autism*

*Being a catalyst for life-enhancing research breakthroughs*

*Increasing early childhood screening & timely interventions*

*Improving the transition to adulthood*

*Ensuring access to reliable information & services throughout the life span*





Autism Speaks is dedicated to promoting solutions, across the spectrum and throughout the life span, for the needs of individuals with autism and their families. We do this through advocacy and support; increasing understanding and acceptance of people with autism; and advancing research into causes and better interventions for autism spectrum disorder and related conditions.

To find resources, join a fundraising walk or make a donation, go to [www.AutismSpeaks.org](http://www.AutismSpeaks.org).