

# **ZIPPING FOR AUTISM 2019**



## **SOLO INFO PACKET**

**THE ADVENTURE CENTER OF ASHEVILLE  
JUNE 2, 2019**

Raising Money for Services  
Supporting People on the Autism  
Spectrum and Their Families



# INFORMATION GUIDE

## What Is Autism?

Autism is a developmental disability that affects a person's communication, behavior, and ability to interpret and interact with the world. In North Carolina, one child out of every 58 is autistic. The need for effective, inclusive supports for autistic children and adults in our community continues to grow.

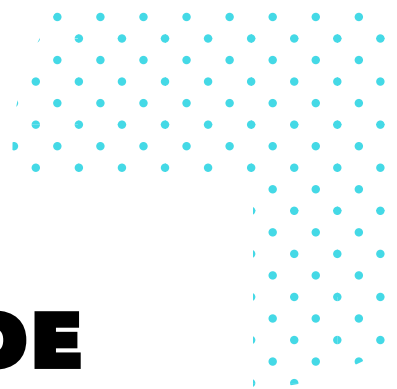
## What Is Zipping for Autism?

Zipping for Autism was created in 2012 by Jeff and Sheena Greiner, owners of the Adventure Center of Asheville. Zipping for Autism is always held the first Sunday in June, to honor their son's birthday.

Individuals, businesses, and community organizations come together to form teams and raise money to support autism services and supports in Western North Carolina, all as part of a joyful day celebrating autism and the autism community. Zipping for Autism has raised more than \$250,000 in its first 7 years.

## Where does the money go?

All money raised by individuals and teams—100%!—stays in Western North Carolina and is used to support autistic children, autistic adults, and families through local organizations. In 2019, Zipping for Autism is very pleased to be raising money to support autism programs and opportunities at **Lakey Gap Autism Programs** and **FIRST Resource Center**.





## Lakey Gap Autism Programs

Starting with an ambitious project of providing overnight summer camp to people on the autism spectrum, Lakey Gap Autism Programs has grown to include year-round offerings to support the community here in WNC. Funds raised by Zipping for Autism will help Lakey Gap Autism Programs sponsor and expand recreational and therapeutic play groups for autistic children, vocational training opportunities for autistic adults, friends groups for autistic adults, and educational presentations and respite opportunities for parents and families. Zipping for Autism will also fund camp scholarships for the renowned autism residential summer-camp program Camp Lakey Gap, which has week-long sessions serving both children and adults. Learn more at [www.camplakeygap.com](http://www.camplakeygap.com).



FIRST is an information, advocacy, and training organization for people with disabilities and their families. Funds raised by Zipping for Autism will be directed to two specific autism initiatives. First, they will help expand outreach to Spanish-language families and communities, a population in which autism is underdiagnosed and families and individuals are underserved. Zipping for Autism funds will also help provide PLAY Project training—an evidence-based, parent-mediated program that helps young children improve their language, development, behavior, and social skills. Learn more at [www.firstwnc.org](http://www.firstwnc.org).



# Zip Times for Individual Participants

When registering as an Individual Participant, you will be given the option to request a zipping time.

We will do the best we can to accommodate time selections. Slots will be filled on a first-come, first-served basis.

Individual Zippers/Adventurers can ask that friends get in the same time slot, but we cannot guarantee that.

**If you have a group of people that want to go Ziplining or to the Adventure Park TOGETHER, the best way to arrange that is by Creating or Joining a Team.**



## Ready, Set, Zip!

Now that you have a little background on what the event is all about, we want to give you some tips for success!

The first step is to set up your own donations page! Log in to [www.ZippingforAutism.com](http://www.ZippingforAutism.com) to personalize your fundraising page. Share information about yourself and why you are participating in Zipping for Autism.

Now you're ready to go! There are two primary ways you can help build the event and support autism services in Western North Carolina:

1. Fundraise for donations to Zipping for Autism
2. Spread the word

## Goal 2: Fundraising

Use the tools from personal donation page to ask friends and family for donations (click the “Share Event” tab). 100% of donations goes directly to support important services for autistic people!

Share your personal donation page with friends using email, Facebook, and Twitter.

Invite businesses and organizations you know to contribute—and encourage them to form a team, sign up as an individual, or become event sponsors!

Ask if your employer has a matching gifts program, and if they will include Zippping for Autism in the program.

## Goal 3: Promote

Please help us make the 2018 Zippping for Autism event successful and super fun by spreading the word, especially on social media!

Like the Zippping for Autism Facebook page, make it a favorite in your feed so you see news and updates, and invite your friends to “Like” it. Share our ZFA posts and promote the good work you’re doing for the community!

Mark “Going” on the Zippping for Autism 2019 Event page.

Post updates on social media as you raise money toward your goal!

Make a video for social media explaining why you’re participating in Zippping for Autism 2019—including if you have a personal connection to autism.

At the event on June 3, take lots of photos. Post your pics on Facebook, Instagram, and Twitter with a link to your donations page ... and a big “Thank you!” to friends who supported you and your team!

# Social Media Posts

Of course, we want you to write whatever feels true and authentic to you! Sometimes, though, people ask for examples of how to post effectively on social media. Here are some sample wordings you can use. Post with a photo to increase views. Remember: Always include the link to your personal fundraising page!

## **Building up to the event:**

*I'm excited to be participating in Zippering for Autism on June 2, 2019! I am raising money for autism services in Western North Carolina. Please consider supporting me in this work—and this fun!*

*1 out of every 58 children in North Carolina is autistic, and autistic children—and adults—need support. I am raising money for autism through the event Zippering for Autism on June 2! Will you contribute?*

*We're approaching the finish line for Zippering for Autism, and I'm trying to meet (or even exceed!) my goal! If you haven't had a chance to donate yet, there's still time. Thank you!*

*My fundraising goal for Zippering for Autism is \$[AMOUNT]. I'm just about [XX]% there. Will you help me raise money to support services for the autistic people who need them?*

## **On the event day, you can post with or without photos:**

*I'm at Zippering for Autism and having a blast! You can still help me raise money for autism services and be part of this amazing effort!*

## **And, after the event, again ideally with pics:**

*Zippering for Autism was a fun, fantastic event. I raised \$[AMOUNT] to support services for autistic people in Western North Carolina! You still can donate: visit [www.ZipperingforAutism.com](http://www.ZipperingforAutism.com). Thank you so much for all your support!*

# Donation FAQ

## **Can friends and family make a donation to a participant by going through the main website?**

Yes. If they click on the “donate” tab of the website, friends and family can locate a participant by clicking on “Search for a Participant or Team.” They can type in a name to be directed to that person’s fundraising page.

## **Are donations tax-deductible?**

Donations made to Zipping for Autism are tax-deductible. Donors should consult their tax advisors to determine the full value of their donation.



## On June 2nd

Zippering and Adventure Course times will be scheduled for specific slots throughout the day, from 8 a.m. to 6 p.m. We will do our best to accommodate solo zippers' time requests; however, we cannot guarantee specific time slots.

## Thank You!

Thank you for your support of Zipping for Autism. We appreciate your time and commitment and we look forward to working with you to make this year our most successful yet! We are so excited for the event on June 2—having great fun and doing this amazing work to support autistic children and adults and their families in Western North Carolina.



# Solo Zip Checklist

- Tell your personal story on your donations page. Remember to include why this event is important to you.
- Add a photo to your page. You can copy a photo from the photos on Zipping for Autism's Facebook page—or make a collage of pics of your team members!
- Set a goal for the amount of money you hope to raise. Be ambitious!
- Share the link to your personal page with everyone you know to reach your fundraising goal. Remember the power of social media!
- Recruit additional participants!
- “Like” the Zipping for Autism Facebook page and event page, and share them with your friends to help build momentum for the event.
- Share the links to their fundraising pages with family, friends, and associates.
- On June 2nd “Stay, Play and Make it a Day” to enjoy food, music, biking, and picnicking. Family-friendly tailgating space is available.
- Share lots of pics of the fun on event day on your social media, with a link to the donations page.
- Be sure to thank all your donors after Zipping for Autism 2019!

