

ISAND

INTEGRATED SERVICES FOR AUTISM AND
NEURODEVELOPMENTAL DISORDERS



Proudly Supported By



Sunday, October 23, 2016
1:00 – 4:00 pm

Bathurst Bowlerama
2788 Bathurst St. North York

isand.ca/bowlforautism



Welcome and Thank You

Thank you for volunteering to be a Team Captain for the 2016 ISAND Bowl for Autism!

We're here to help!

This Guide will help you get started, and our staff and volunteers are available to assist you in building your successful campaign. You can also access great tools at isand.ca/bowlforautism such as posters and pledge forms. These emails will help you recruit team members and solicit pledges.

Do you have questions? We have answers!

Please call us at 416.224.5959, or email us at info@isand.ca

The pledges you and your team raise help eliminate financial barriers that prevent young people with autism from reaching their potential. Thank you again for taking on this important leadership role for the ISAND Bowl for Autism.

Now, let's strike up some fun!

Fast Facts about ISAND

Integrated Services for Autism and Neurodevelopmental Disorders (ISAND) is a registered charity that provides treatment and support to children and young adults living with autism spectrum and neurodevelopmental disorders.

Many children and young adults with ASD can achieve significant improvements with support from the ISAND team. The generosity of donors and sponsors makes it possible for ISAND to offer services regardless of a family's ability to pay the full cost.

Your participation in the ISAND Bowl for Autism means that more children have the chance to discover their potential.

“Learning that our son has autism devastated us. Thankfully the wonderful ISAND team was there to support us. After working with ISAND for just a year, our view of the future is now full of hope.”

– A GRATEFUL DAD

Supporting the entire family

The ISAND team works with parents and caregivers to achieve the best potential for their children. This means working together closely to ensure services are coordinated, timely, and effective.

ISAND'S comprehensive range of services are available under one roof so families don't have to travel to multiple locations to receive the care they need. ISAND services include:

- Developmental paediatrics
- Speech and language therapy
- Occupational therapy
- Psychology
- Social Work
- Parent coaching
- Behaviour
- Educational consultations



Frequently Asked Questions

The ISAND Bowl for Autism is an annual fundraising event that supports services and programs for children, teens, and young adults with Autism Spectrum Disorder (ASD). This year's event takes place on Sunday, October 23rd from 1-4 p.m.

Bowlers of all ages and abilities come out with their co-workers, friends and families for a time of fun for a great cause. In support of people on the autism spectrum, participants are encouraged to come in their most colourful outfits!

Why participate?

Autism Spectrum Disorder is now the fastest growing and most commonly diagnosed neurological disorder in Canada. It occurs across all racial, ethnic and socio-economic groups. An estimated 1 in 68 children are currently diagnosed with ASD. Autism is treatable! Children and youth with ASD can achieve and contribute in many significant ways. However, they often need a variety of specialized services to help them reach their fullest potential. Funds raised through the ISAND Bowl for Autism helps us provide services and programs to children, teens, and young adults regardless of the ability to pay.

How is money raised?

Bowlers collect pledges from friends, co-workers and family. Many teams also organize fundraising activities before the event to build awareness, and allow those who may not be able to participate on event day make a contribution. This is a fun, easy way that you can use to engage your colleagues, friends and family. Even if you don't bowl, you can still be part of the action by fundraising with your co-workers.

How do participants register?

You can register a team online at isand.ca/bowlforautism. Teams must register before the event to reserve their lane. In order for ISAND to reserve a bowling lane, each team (of four to six people) is encouraged to raise a combined minimum of \$1,250.

Where is the event taking place?

The ISAND Bowl for Autism will take place at Bathurst Bowlerama, 2788 Bathurst Street (at Glencairn Blvd.) in North York.

How to Build Your Team

The first step to building a successful team is to recruit team members. Here are some ideas to help you get started.

Create Awareness

- Tell all your co-workers about this fun and important event and encourage them and their families to participate.
- Emphasize that bowling and fundraising will help provide life-changing services and programs for children, teens and young adults with autism.
- Hang ISAND Bowl for Autism posters in your workplace and remind people to join your team!
- All fundraising materials are available for downloading online at isand.ca/bowlforautism under the Fundraising Resources tab.

Host an Information Session

- This is a great way to bring people together, get them excited about the ISAND Bowl for Autism and the services and programs provided by ISAND. Book a boardroom, get some munchies and invite the whole staff for a morning or afternoon break.
- Arrange for motivating speakers such as a successful Team Captain from last year or an ISAND staff member to speak.
- Make it fun – initiate a challenge with another team, play a trivia game, organize electronic bowling competitions (Wii or Xbox Kinect) and come up with icebreakers.

Make Phone Calls or Send an Email

- In a world filled with text messages and emails, a personal phone call can make all the difference!
- Create an email with attention-grabbing graphics and send it to everyone in your contact list. Include important ISAND Bowl for Autism details and instructions on how to become a team member, or details about how people can pledge you and your team.

Follow Up

- Persistence is key – be sure to remind people to register for the ISAND Bowl for Autism as a part of your team.

Note: Teams consist of a maximum of six team members. If you have numerous people who are interested in participating, why not split into two, three or four teams, challenge each other and make it fun!

Your Fundraising Schedule

Get Started

- The earlier you start, the easier it is!
- Register at isand.ca/bowlforautism and form a team of 4 to 6 members.

Build Momentum (4-6 weeks before the event)

- Host an information session to help your team learn more about ISAND as a way to connect them to the cause to motivate them to fundraise.
- Brainstorm fundraising ideas with your team. Set a team fundraising goal and compile a list of people you can ask for pledges.

Set a team goal - aim for a minimum of \$1,250:

- Create team incentives to motivate everyone to reach their personal goals.
 - For community or company teams, this could mean a prime parking spot for a week, a paid day off, and/or time with a the key leader for the top fundraiser within your team.
 - For family teams, ideas include no chores for a week, favourite meal choice, and/or breakfast in bed for the weekend.
 - For friend teams, you could offer to walk someone's dog for a week, babysit on a Saturday night, or give them a ride to work for a month.

How To Exceed Your \$1,250 Minimum – Team Goal Setting Example:

Number of fundraising bowlers on your team: 6

Factors for Success	Team Goal \$1,250 (or more)	Team Goal \$2,000 (or more)
Average amount raised per bowler	\$150 (\$150 x 6 team members = \$900)	\$225 (\$225 x 6 team members = \$1,350)
Additional team pledges from business contacts, colleagues, neighbours, friends, family, etc.	\$100	\$300
Pre-event team fundraising activities (e.g. bake sales, jeans day, etc.)	\$250 (or more)	\$350 (or more)
Total Team Goal	\$1,250	\$2,000

Focus on Fundraising (2-4 weeks before the event)

- Ensure that all your team members have registered online at isand.ca/bowlforautism
- Execute your plan! Host team fundraising events and ask everyone on your contact list to pledge you.
- Stay in touch with your team: celebrate your successes along the way and keep each other motivated. Why not share a thermometer that tracks your team's success?
- Reach out to ISAND to help answer any questions or to give you more great ideas.
- We're here to help! email us at info@isand.ca or call us at 416.224.5959.

Pick up the Pace (7 – 10 days before the event)

- Thank your team members for all their hard work.
- Make a last-minute final fundraising push. Follow up with everyone on your list who hasn't pledged you yet, and ask your team members to do the same.
- Have a quick team huddle to discuss ways you can raise a few more dollars and how to show your team's spirit on event day at the ISAND Bowl for Autism.
- Remind your team members to bring their pledge forms and funds collected with them on event day.

Event Day (Sunday, October 23rd)

- Come to the ISAND Bowl for Autism in your most colourful costumes and celebrate as a team!

After the ISAND Bowl for Autism

- Send a thank you note to everyone who pledged you, let them know how much you raised and why ISAND is important to you.
- Go out and celebrate together as a team!

How to Raise Money as a Team

Raising money as a team can be a lot of fun, so why not round up your teammates and do it together? Your team members will have great ideas too. Here are some fun and easy ideas to get you started!

Bake Sale

- A fun, easy and delicious way to raise funds for your team

Challenge Another Team

- Challenge another team to anything. A little competition goes a long way toward raising funds!

Brown Bag Lunch Day

- Encourage your team members to bring their lunch to work one day a week during the month leading up to the event and donate what they would have spent on lunch to your team's goal.

Coffee Break

- Host a coffee break with homemade goodies at your branch or office and donate all proceeds to your team.

Office Pool / Fantasy League

- You pick the rules and the topic – sports are popular but other ideas can work too, so be creative! Half of the proceeds go to the winner and half to your team!

Games Night

- Invite family, friends, and co-workers over for a night of socializing and board games and charge a nominal admission fee.

Trivia Challenge

- Research topics like sports, entertainment, Canadian history and company history and host a trivia night for colleagues and friends. Charge a fee to participate. The winner receives a prize and all funds raised go to your team.

Potluck Lunch

- Your team provides the food – everyone else pays to enjoy it.

Garage Sale

- A good way to raise funds and clear out the clutter in your house. Involve your whole team and have one gigantic community sale.

Individual Fundraising

Here are some helpful tips for individual team member fundraising:

- Set your personal fundraising goal.
- Make a list of all the people you know. Include family, friends, co-workers, neighbours, former classmates, church members, suppliers, and more. Tell them why ISAND is important to you and ask them to pledge you.
- Start by asking for a generous pledge from a friend or family member to help set a standard for other pledges.
- Personalize your pledge page and message at and email it to everyone you know.
- Find out if your company will match the pledges you receive, or if they will pledge you individually
- Take on a pledge challenge to help you reach your goal. Ask people to pledge you if you do something daring like shave your head or colour your hair. Blue is always a popular hair colour with ISAND supporters!
- Consider putting a link to your personal pledge page in the signature block of your personal or business corporate email – you'll reach an even wider audience.
- Ask family and friends to help solicit pledges on your behalf.

Set a personal fundraising goal

How to raise \$150 or more! – Goal Setting Example:

Factors for Success	Individual Goal \$150	Individual Goal \$250
Ask a parent or your significant other for a pledge	\$50	\$50
Ask a friend to pledge	\$50 (2 friends @ \$25 each)	\$75 (3 friends @ \$25 each)
Ask a relative to pledge you	\$25	\$50 (2 relatives @ \$25 each)
Ask a co-worker to pledge you	\$25	\$75 (3 co-workers @ \$25 each)
Total Raised	\$150	\$250

Social Media

Use social media to reach out to your wide network of friends and colleagues, and help your fundraising efforts:

- Update your Facebook status and explain why you are fundraising for the kids of your community. For an extra push, post your links on your friends' walls.
- Use Twitter to share what you're doing and tell people why they should sponsor you; ask your followers to retweet your link so it reaches their followers too. Use our event hashtag: **#ISANDBowl2016**.
- Take photos of your team or some of your fundraising initiatives and share them on sites like Instagram or Pinterest. Show people what you're doing and why they should support you. Don't forget to link to your page!

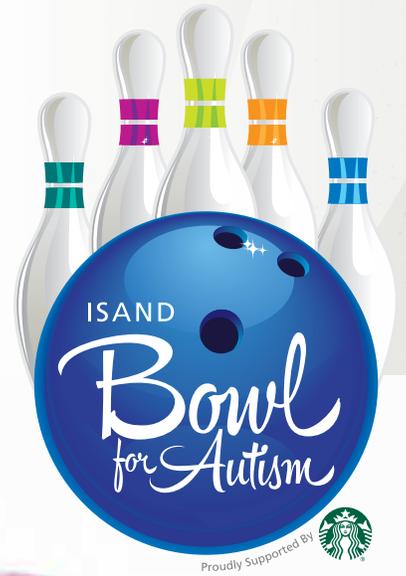
Registration is Easy!

Online Registration

Online registration is fast and easy at isand.ca/bowlforautism. Click on the "Register or Sign In button." You will be directed to our event fundraising site. Click on "Create a team" and enter your email address. Once signed up you will be able to create your team fundraising page, personal fundraising page and start inviting team members! Registration must be done in advance, either online in order to reserve a lane for your team. Each team may have from 4 to 6 bowlers.

There are Two Registration Choices:

1. **Create a Team** - This option is for Team Captains. A friendly reminder that each team is required to raise a combined minimum of \$1,250.
2. **Find a Team or Person** - This option is for participants wishing to bowl as a member of a team already registered.



For more information, please contact:

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