



Power of 10

Fundraising Challenge



Family & Friends Fundraising Kit



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You want to help? That's brilliant!

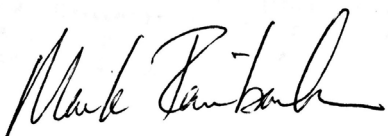
Dear IOB Families, Friends & Supporters:

2022 marks the tenth anniversary of IOB's first workshop—where seven tentative students met in a quiet room at Discovery World in Milwaukee, Wisconsin, with mentors eager to help make a novel idea (a dream really), reality. It was a fitting location for certain, because that fall we discovered that our model had the power to transform the lives of those we serve. Now, a decade later, we see the power and impact of the past ten years as we witness students earning degrees from two- and four-year colleges and universities, gaining meaningful full- and part-time employment, securing driver's licenses and greater independence, celebrating victories at cross county meets or state forensics competitions, and attending proms. These beautiful individuals are thriving in the midst of life's challenges because of the support, confidence, and hope they have gained as members of the IOB community.

You very likely have your own story of progress, growth, and hope—whether you're a student or parent who has experienced first-hand the magic that is Islands or a family member or friend who has seen the heart-warming transformation of a loved one. You, no doubt, know that IOB is a special community. What you may not know is that Islands relies on the generosity of philanthropic donations to ensure that we can continually deliver our high-quality programming. Gifts from individuals, corporations, and foundations are essential for bridging the gap between what families pay in tuition and program fees and the true cost of serving each student annually. In fact, this philanthropic support accounts for approximately 60 percent of our operating budget.

When it comes to giving, the truth is that people give to people. They want to support causes that matter most to those they care about. That's why your story matters. And, it's why we invite you to consider sharing your story to help raise funds during the Power of Ten Fundraising Challenge that will allow Islands to continue delivering on its mission. Simply put, we want to let our students and families, as well as those who love them, do the talking. There's just no better voice for IOB!

With gratitude,



Mark Fairbanks
Cofounder, Executive Director



Michelle Pape
Director of Development

Getting started on your fundraising journey

Did you know that IOB offered a total of 661 sessions across all programs in 2021, representing a total of 4,584 student enrollments? That's a more than 30 percent increase over 2020! We were busy having fun and making tremendous progress with our students.

While our offerings continue to expand and inquiries and enrollment continue to increase, we are reminded that the need to do more becomes greater and greater with each passing year. In December 2021, the U.S. Centers for Disease Control and Prevention (CDC) increased the prevalence rate of autism in children from 1 in 54 to 1 in 44 (and it's very likely that this number is higher when missed diagnoses are taken into account). Couple that sobering statistic with the 83% unemployment rate for young adults on the spectrum and it is clear that more intervention is needed at an earlier age.

You have the ability to make a great impact, even if you can't personally donate a large amount yourself. We know the idea of fundraising can be intimidating, but you don't need to be a pro to participate. You simply need to be willing to share your story and get a little creative. And if there's one thing we know for sure, our IOB students and supporters are creative with capital C! We promise, we've made it easy. Check out the helpful instructions, tips, and ideas to help you reach your fundraising goals. We're very grateful for your help and are here to support you the entire way.

Every donation makes a difference.

It doesn't matter how much you raise because every donation helps IOB provide the very best programming and support to the students we serve.

- \$50:** Provides access to Natterdays—led by a master storyteller—for two students
- \$100:** Provides a month of Doodle Lounge access for one student
- \$250:** Provides ten students with access to a Smactivities workshop
- \$500:** Funds one mentor for a Digital Academy sprint session
- \$1,000:** Supports 50 hours of 1:1 mentoring for students
- \$2,500:** Provides tuition assistance to families in need through the Brilliant Fund
- \$5,000:** Funds two months of special education, occupational therapy and speech pathology support for distance learning programs
- \$10,000:** Funds a safe, secure and stable distance learning technology platform necessary to deliver content virtually

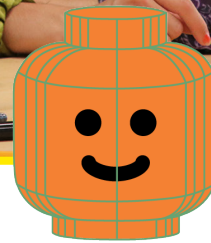
Did we just hear you say, “Challenge accepted?!” Awesome!

Now that you’re officially up to the challenge, check out these important details and follow the steps to help make your fundraising journey as easy, fun, and successful as possible.

Campaign Overview

- The Power of Ten Fundraising Challenge will take place August 16 - November 10, 2022, leading up to our Colors & Chords event on Thursday, November 10th. That gives you 12 weeks to share your story and raise some money!
- Anyone is welcome to participate—students, parents, caregivers, relatives, volunteers—you just need to follow the instructions in this kit.
- Our top three fundraising individuals will be awarded prizes in the form of fun gift cards to some of our community’s favorite stores and restaurants. Stay tuned for more information.





Step one: Create your fundraising page & set your fundraising goal.

- You'll begin by visiting the Power of Ten Fundraising Challenge site where you'll decide if you want to register as an individual participant or if you want to lead a team of fabulous fundraisers.
- See pages 15-21 of this kit for step-by-step set up instructions.
- The challenge site can be found at: <https://colorsandchords.rallyup.com/iob-powerof10>
- You'll be given the option to set a fundraising goal when you set up your page. Some things to consider as you set your goal:
 - Set a goal that's right for you. If you've participated in fundraisers in the past, you might have a good idea of just how much you can raise. If you are new to fundraising, you might want to start with a lower amount (and that's okay because every dollar makes a difference).
 - Use the funding levels outlined on page 4 to help guide your goal. Being able to share the impact of donations with potential donors can be a powerful thing. For example, knowing that you're trying to raise \$500 to help provide a mentor for a Digital Academy sprint session helps people understand just how their contribution is helping IOB.
 - Keep in mind that you can always edit your goal once you've started your journey.

Step two: Define your “why” so you can tell your story.

- As we said earlier, people give to people. They want to support causes that matter most to those they care about. That’s why your story matters.
- We encourage you to consider the following questions as you define and refine your story:
 - How are you connected to Islands of Brilliance? Are you a student or parent who is directly benefiting from the services? Are you a family member or friend who has watched a loved one thrive because of their involvement? Are you a volunteer or community supporter who has grown personally and professionally by being involved?
 - For students, parents and/or caregivers:
 - What was life like when you first learned about the autism diagnosis? How did you feel?
 - Where did you turn for help on this journey? What types of programs or services has your child or loved one participated in? Were they helpful?
 - How did you first come to find Islands of Brilliance? How has it changed your child? What kind of growth have you seen? What has been an unexpected outcome of participating in IOB programming?
 - Has IOB given you hope? If so, how?
 - Do you have a special story that captures how you feel about IOB?
 - For family members or friends of participants:
 - How did you first learn about Islands of Brilliance?
 - How has your loved one benefitted from participating? Have you seen a change in them since they’ve been involved? What kind of growth have you seen?
 - What do you think makes IOB so special?
 - What do you want others to know about your loved one and IOB?
 - For volunteers and community supporters:
 - How did you first learn about Islands of Brilliance?
 - What do you think makes IOB so special?
 - How have you grown through your involvement with IOB?
 - Is there a special story that you feel defines IOB’s impact?
 - What do you want others to know about IOB?
- Do you need help crafting your story? Feel free to reach out to Director of Development Michelle Pape at michelle@islandsofbrilliance.org to set up a time to chat.

Step three: Plan your approach.

- As with anything, a good plan will help you succeed. For your fundraising efforts, the foundation of your plan can best be defined by two words: who and how. Who will you reach out to for help? And, how will you raise the funds?
- Who?
 - Sit down and spend ten minutes compiling a list of people you know who will care about your cause or simply care about you (which makes them care about your cause)!
 - Have you donated to friends' fundraisers in the past? Add them to your list.
 - Do you know people who are heavily involved with diversity, equity and inclusion efforts? Add them to your list and champion the work IOB is doing on behalf of the neurodiverse community.
 - Are there people you know who have a connection to autism, but may not be familiar with IOB? Add them to your list.
 - Is someone particularly proud of the volunteer work you do? Add them to your list.
- How?
 - Now that you know who you want to approach, there are a number of ways to do it:
 - Sending a personalized letter, emailing your network, and sharing your efforts via social media are all good ways to generate awareness for your campaign. We have a number of templates for you to customize to fit your needs. See pages 10-14 for these tools.
 - Plan an event—either in person or virtual—to help raise funds in addition to the donations people make online. The money you collect at the event can be added to your online fundraising page.
 - Commit to doing something “crazy” if your friends and family will help you reach your fundraising goal. Will you allow someone to throw a pie in your face? Will you wear a superhero costume around town for an entire day (Halloween excluded)? Will you buy everyone who donates a dozen donuts? Use social media to gain momentum.

Step four: Share and show gratitude!

- You have a plan and you're ready! Use the tools provided to share your story and begin raising funds.
- Remember, it's important to follow up with your donors to let them know just how much their support means to you. Be sure to thank any and all donors for helping you work towards your goal.

What's your best fundraising tool? Your imagination.

Fundraiser Suggestion List & Thought Starters

Yes, the money is important, but fundraising doesn't have to be so serious. Get creative and have some fun while you raise money for IOB. Use these suggestions and thought starters as a guide, but put your own spin on them. We know our community is full of wild and wonderful ideas.

- Lemonade Stand or Bake Sale
 - Have friends and family donate supplies or baked goods or simply stop by to enjoy a delicious treat. Designate a day and time, then advertise your sale wherever possible (at work, school, and in your neighborhood). Car washes and craft sales are always fun too.
- Birthday, Anniversary, or Holiday "Gifts"
 - This year, instead of receiving gifts for a special occasion, let family and friends know that a donation to IOB is on your wish list!
- Ice Cream Social or Game Night
 - Invite family and friends over for a special treat. You supply the fixings for ice cream sundaes or the games for a great night of fun. Let your guests know you are raising money for IOB and why the organization means so much to you. Ask attendees to make a donation. This idea works well for dinner parties and wine and cheese tastings too.
- Restaurant Give Back
 - Do you have a favorite spot for dinner? Check with local businesses and ask if they are willing to partner with you for a night where a percentage of the sales go to IOB.
- Be the "Change" Challenge
 - At IOB, we're working to change perceptions of just what it means to be living with autism. So why not lean into that idea of change by asking family and friends to donate their loose change? It's amazing how much loose change can add up. Grab a big jar, host a change collection one afternoon, then head to your local bank to count it up!
- At the Office
 - Does your employer offer matching donations? Or would they be willing to either sponsor or allow you to host an office-wide event? Your co-workers might be willing to donate some money for a dress down day or to see you show up for work in crazy socks! Get creative.

We're always looking for more fun ideas. The possibilities are endless. Please share your suggestions and success stories with us. We'd love to hear from you.

Have a case of writer's block? No problem. We've got you covered.

Use these handy templates to help craft emails, send letters, and share posts via social media.

Email is a very easy way to reach out to a lot of contacts. Use the following templates to quickly get the word out.



Email Template #1

Subject: Please help me be brilliant!

Dear {Name},

I'm raising money for Islands of Brilliance through its Power of Ten Fundraising Challenge and it would mean so much to me if you would support my campaign with a donation.

Please Click Here [{LINK TO YOUR FUNDRAISING PAGE}](#) to give.

Donating is easy and any amount helps fund the magic that is Islands of Brilliance (IOB). For 10 years, IOB has been helping transform the lives of autistic individuals and their families. [{ADD SOME INFO ABOUT YOUR WHY; SEE STEP TWO OF THE KIT FOR GUIDANCE}](#)

Again, to support my campaign please visit [{LINK TO YOUR FUNDRAISING PAGE}](#) and click on the DONATE button.

Thanks for your support!
{Name}

Email Template #2 [Use when you are approaching your goal]

Subject: Give the gift of confidence and independence

Dear {Name},

I need your help! I'm participating in Islands of Brilliance's Power of Ten Fundraising Challenge to help celebrate its 10th anniversary. Since 2012, IOB has been providing programs that help foster confidence for autistic individuals, a key factor in providing hope for long-term independence.

You can help give the gift of confidence to more students AND help me reach my fundraising goals (I'm so close) by visiting my campaign page [{INSERT LINK TO YOUR FUNDRAISING PAGE}](#). If you're willing, please share my page via email or social with your friends and family as well. The more people who know, the better!

Thank you for your support!

{Name}



With so many emails, people don't get as much physical mail from family and friends as they used to and it can be a nice little surprise. The following template can be used if you wish to break up the digital routine and go a more traditional mail route with either a typed letter or handwritten note.

Direct mail/letter

Dear {Name},

I'm raising money for Islands of Brilliance through its Power of Ten Fundraising Challenge and it would mean so much to me if you would support my campaign with a donation.

For 10 years, IOB has been using art, creativity, and creative technologies to help autistic individuals gain confidence and long-term independence. Their mission is to change the perception of how autism is seen: not as a disability, but rather a capability. Divergent thinking is an asset.

{ADD SOME INFO ABOUT YOUR WHY; SEE STEP TWO OF THE KIT FOR GUIDANCE; ALSO CONSIDER ADDING INFORMATION ABOUT ANY FUNDRAISERS YOU PLAN TO HOST}

To give, please visit my fundraising page at {LINK TO YOUR FUNDRAISING PAGE}. For more information on Islands of Brilliance, you can visit www.islandsofbrilliance.org.

Thank you for your support!

{Name}





Social Media Copy #1

Hey friends! I'm raising money for @Islands of Brilliance through its Power of Ten Fundraising Challenge and it would mean so much to me if you would support my campaign with a donation. For 10 years, IOB has been using art, creativity, and creative technologies to help #autistic individuals gain confidence and long-term independence. Please visit my fundraising page to give. [{LINK TO YOUR FUNDRAISING PAGE}](#) #autism #neurodiversecreativity #iobmke #changingperceptions #arteducation

Social Media Copy #2

Did you know the unemployment rate for young adults on the autism spectrum is 83%? You read that right, 83%. @Islands of Brilliance is working to change that stat with its unique creative intervention. You can too by supporting me and their work. Donate to the Power of Ten Fundraising Challenge campaign by visiting my fundraising page. [{LINK TO YOUR FUNDRAISING PAGE}](#) #autism #neurodiversecreativity #iobmke #changingperceptions #arteducation

Social Media Copy #3

For 10 years, @Islands of Brilliance has been fostering a community of belonging where #autistic individuals are understood and accepted. Their mission is to change the perception of how autism is seen: not as a disability, but rather a capability. Divergent thinking is an asset. Please help me support this incredible organization by donating to my Power of Ten Fundraising Challenge campaign. [{LINK TO YOUR FUNDRAISING PAGE}](#) #autism #neurodiversecreativity #iobmke #changingperceptions #arteducation



A picture is worth a thousand words. Don't you wish it was worth \$1,000?!

We know visuals can make all of the difference. That's why the team at IOB has provided a library of images and videos for you to use as you tell your story. Please visit our Power of Ten Fundraising Challenge web page to download any of the following images or get links to some very compelling videos.

Videos



<https://www.youtube.com/watch?v=NiuBuyS7snU&t=28s>



https://www.youtube.com/watch?v=ly42rdw_OGo

Downloadable Icons



Creating a fundraising page

1. Visit our campaign website: <https://colorsandchords.rallyup.com/iob-powerof10> which will take you to the main campaign dashboard.

Donate

PARTICIPANT CENTER

Campaign ends in:

132
DAYS

12
HRS

47
MINS

32
SECS

2. Scroll down and click on the “participant center” button.
3. Choose the orange “sign up” button if you wish to register yourself as a participant; choose the purple “create a team” button if you wish to lead a team of multiple participants.


Support the Islands of Brilliance Power of Ten Fundraising Challenge

Join us in celebrating our 10th anniversary by raising funds to support the programs that help our students thrive.

SIGN UP

CREATE A TEAM

- If you are registering as an individual participant, choose either "IOB Student or Parent" or "IOB Volunteer or Community Supporter," then click the orange "Add to Cart" button. See step 5 for more instructions.



IOB Student or Parent

REGISTERED (0)

Use this registration option if you are a current or past student or a parent/caregiver of a current or past student.

1 [ADD TO CART](#)



IOB Volunteer or Community Supporter

REGISTERED (0)

Use this registration option if you are an IOB volunteer, mentor, or community supporter.

1 [ADD TO CART](#)

If you're registering a team, choose "Fundraising Challenge Team," then click the orange "Add to Cart" button. See step 6 for more instructions.



Fundraising Challenge Team


REGISTERED (0)

Use this option if you wish to create a TEAM of fabulous fundraisers.

1 [ADD TO CART](#)


- For individual participants, click "Checkout now." You'll be taken to a screen to complete your registration where you'll be asked to include your name, address, phone number and email address. You'll also be asked to enter your fundraising goal. Note: There is NO fee to register. You may be asked to enter your contact information twice. When you have finished entering your information, click "submit." You will receive an email confirmation from Rally Up, which includes a link for customizing your fundraising page. You're ready to get started! See step 7 for final information.

Cart ×



**IOB Volunteer or Community
Supporter**

FREE

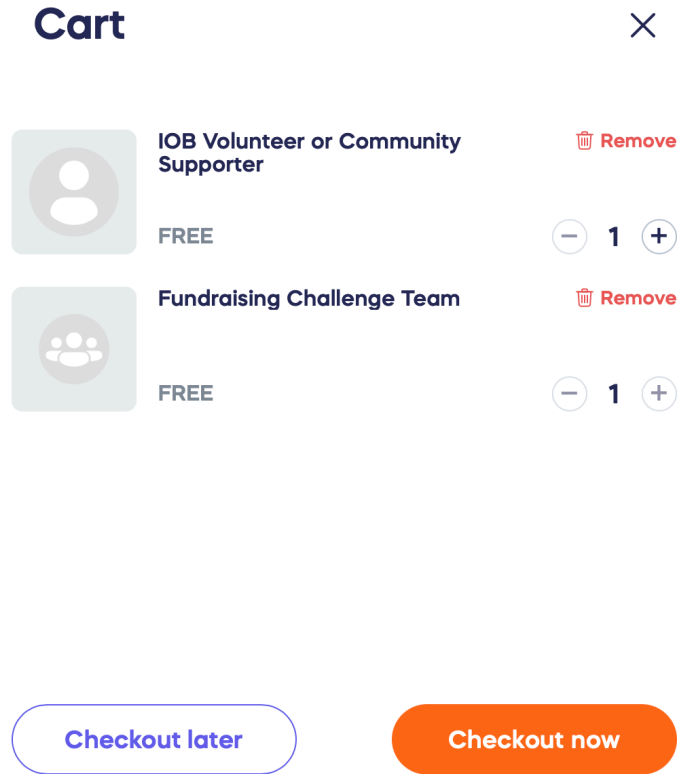
 **Remove**

− **1** +

[Checkout later](#)

[Checkout now](#)

6. As a team leader, you will also need to select an individual registration (either “IOB Student or Parent” or “IOB Volunteer or Community Supporter”) in addition to adding the team registration to the cart. Once you’ve selected your individual registration option, click “Checkout now.” You will have two items in your cart.

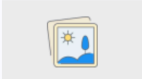


After clicking “checkout now” you will be prompted to set up your team information, including team name, fundraising goal, a brief description, and a customized URL.

Team registration

Fundraising Challenge Team




























Create your team

 **ADD IMAGE**
Suggested size: 1125x840px

Team name _____

Fundraising goal \$0 _____

Team description ⓘ

B I U  x_2 x^2                          

The system will then allow you to invite other participants to join you team by sharing the page:

Invite people to join your team (optional)

[⊕ Add Participant](#)

After setting up your team information, you will be prompted to complete your individual registration by entering your name, email address, mailing address, and phone number. You will also be asked to set a personal fundraising goal and will be given the option to create a customized URL for your personal page.

Note: There is NO fee to register. You may be asked to enter your contact information twice. When you have finished entering your information, click “submit.” You will receive an email confirmation from Rally Up, which includes a link for customizing your fundraising page. You’re ready to get started! See step 7 for final information

7. When your registration is complete, you will see a screen like this, which provides a confirmation ID, buttons to share the campaign with your family and friends via Facebook, Twitter, and a direct link, as well as links to customize your fundraising page or pages (if you are a team lead).

REGISTRATION CONFIRMED

Thank you for your registration!

Your registration was successfully processed on 07/05/2022 at 6:09 AM CST
Confirmation ID: 5476424

SHARE THE CAMPAIGN



Fundraising Page

Customizing your fundraising page is a great way to get more registrations!
Click the links below to start.

FOR TEAM LEADERS:

If you invited participants to join your team, they will receive an email message that looks like this:



Register now to join your team

Hi there,

Steve Pape has created the team "Team Pape" and they invited you to join!

Click the button below to get started and register yourself as a Participant:



Powered by rallyup.com

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When they click on "Register Now," they will be taken to a screen that looks like this to complete the registration process:

Select your participant registration

Select a registration option to sign up as a participant

- IOB Student or Parent (FREE)
- IOB Volunteer or Community Supporter (FREE)

CANCEL

NEXT >

To Customize Your Team Page Or Personal Pages:

Click on the link(s) provided on the confirmation window you see when completing the registration or click on the link in the confirmation email you receive.

Fundraising Page

Customizing your fundraising page is a great way to get more registrations! Click the links below to start.

Team Name	Fundraising Page
Team Pape	https://colorsandchords.rallyup.com/iob-powerof10/t/team-pape

Participant Name	Fundraising Page
Michelle Pape	https://colorsandchords.rallyup.com/iob-powerof10/m/249ab0

You can also go to [My Account](#) to access your participant and team dashboard.

Your dashboard is a personalized page to view your donors, update your information, and share your link to get more donors.

Sample of confirmation email with links:

Michelle Pape

Director of Development

Islands of Brilliance

Your personal fundraising page has been created. Here's the link:

<https://colorsandchords.rallyup.com/iob-powerof10/m/249ab0>

What to do next:

- [Customize your fundraising page.](#)
- Share your link with friends and family and encourage their support.
- Check your progress by visiting your [participant dashboard](#).

Contact the organizer with any questions by visiting the [Campaign Page](#) and clicking the button in the bottom right of the page.