

# Funding Options for Self-Advocacy Organizations, Part 2



The Autistic Self Advocacy Network  
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[www.autisticadvocacy.org](http://www.autisticadvocacy.org)

# About the Autistic Self Advocacy Network

- Autistic people, people with other I/DD, cross-disability advocates, non-disabled family members, professionals, educators, and friends
- Advancing principles of disability rights movement for the Autistic and I/DD communities
- Systems change work, policy advocacy and leadership & employment programming

# About the Pacific Alliance on Disability Self Advocacy

- Four state technical assistance group for self-advocacy groups in California, Oregon, Washington and Montana
- Designed to help empower self-advocacy groups to increase capacity & go to the next level
- Run by People with Intellectual & Developmental Disabilities
- Funded by the Administration on Intellectual and Developmental Disabilities

# Foundations



**The HSC Foundation**



*The Special Hope Foundation*



# Questions to Ask When Seeking Foundation Funds

- What is the mission of the foundation?
- Can I speak to someone from the Foundation before submitting a proposal about our idea?
- How much money is their typical grant?
- What kind of recognition will the foundation want?
- What kind of reporting requirements will the foundation want?
- How can I show our work is effective?

**POLL #1: Does your self-advocacy group have any foundation funding?**

# Corporations



# Questions to Ask When Seeking Corporate Funds

- What kind of exposure and recognition can I offer them?
- Do I know someone at the Company that can champion my request?
- How much do they typically give?
- What will they want in return?
  - NOTE: Particularly important to pay attention to this with corporate donors that interact with disability services



**POLL #2: Does your  
self-advocacy group  
have any corporate  
funding?**

# Gala & Fundraising Events



# Pros of a Gala

- A fun event for your supporters and allies
- Good opportunity to get public officials to come talk about how great you are!
- Often a good way to give recognition in exchange for corporate and foundation donations
- Communicates legitimacy – says you are a “Real Organization”
- Brings in Unrestricted Funding – Money Without Strings Attached

# Cons of a Gala

- Very expensive – in time and money
- Doesn't always make much money
- Only Some of Your Supporters Can Afford to Attend
- Takes Away Time from Your Core Mission
- Worth Doing As Part of Conference – Or If You Can Get Someone Else to Organize it For You

**POLL #3: Does your self-advocacy group have a gala or other fundraising event?**

# Fundraising E-mail

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Dear friends,

The last year has been a time of an incredible growth for the Autistic community and the neurodiversity movement. [Thanks to you](#), ASAN and our allies have had an impact on the public conversation on autism in an unprecedented way.

With [your support](#), we've deepened our programming in higher education and employment, with initiatives like our [Autism Campus Inclusion Summer Leadership Academy](#) preparing the next generation of autistic leaders. Thanks to you, autistic voices are leading the way on critical issues, like [health care transition](#), [organ transplant discrimination](#) and [implementation of the Affordable Care Act](#).

And yet, despite this progress, our community is under attack.

This past week, the Sydney Morning Herald reported that one in twenty parents seeking genetic screening of their embryos at a top Sydney IVF clinic were doing so in hopes of reducing the likelihood of having an autistic child. For years, self-advocates have warned of the resurgence of eugenics de-valuing the lives of autistic people and others with disabilities. Today, we have entered a world in which that risk has become reality.

Workers with disabilities can still legally be paid only pennies an hour. Disability shouldn't have to mean subpar working conditions and a lifetime of socially-sanctioned poverty—but for hundreds of thousands of worker with disabilities all across the country, it still does. In 2013, Massachusetts and Oregon announced their intent to end this practice in response to pressure from advocacy groups and the Justice Department - but the sheltered workshop industry and their lobbyists are still hard at work trying to stop and rollback our progress.

In 2014, we will be working to combat these and other threats. By advocating for the inclusion, civil rights, self-determination, and full participation of autistic people and fighting back against those who devalue our lives, we can make a difference. But we can't do it without [your help](#). Help us create a world that is inclusive and supportive of autistic people by [making a donation](#) to support our work in the coming year.

**[If you can, consider making a monthly recurring donation of \\$25, \\$50, \\$100 or another amount that makes sense for your budget. Invest in self-advocate leadership and together, we can build a more inclusive world.](#)**

Thank you for your support and for your advocacy. As always, Nothing About Us, Without Us!

Warm regards,  
Ari Ne'eman

# Fundraising E-mail Tips

- Short, snappy subject line
- Brief e-mail, clear ask
- Build an E-mail List
- Build a Relationship with the People On Your E-mail List
- Send people lots of non-fundraising e-mails
- Let People Unsubscribe
- **Say Thank You!**

# E-mail Platforms

- Constant Contact
- MailChimp
- Campaign Monitor
- Emma
- Network For Good
- Salsa



**POLL #4: How many  
people are on your  
group's e-mail list?**

# Paid Training or Speaking



# Paid Speaking Tips

- Only Charge What People Can Afford to Pay
- Don't Forget Public Education is a Mission Activity – this is just a way of paying for it
- A Good Way of Managing Time Demands of People Asked to Speak Everywhere
- Gives the Organization Unrestricted Funds

**POLL #5: Do you or your self-advocacy group do speaking engagements?**

# Publications



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# Publications Tips

- Explore Print on Demand Options (i.e: Amazon Createspace, LightningSource)
- Get Your Stuff Up on Amazon, B&N.com
- Don't Produce Books You Wouldn't Want to Create Anyway
- Use it as a Way to Get Your Content to More People
- Don't Forget to Market Your Books Everywhere You Can!

**POLL #6: Do you or  
your self-advocacy  
group produce  
publications?**

**How Can We Match  
Each Part of your  
Mission to an  
Appropriate Funding  
Source?**



# Critical Issues

- Does it distract from or reinforce your mission?
- Is it sufficient for your needs?
- Is it sustainable? Will it go away after a year or two or can you build a program around it?
- Is the activity to access the funding repeatable? Do you have the ability to keep doing it as long as you need the funding?

# Questions?

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