



Starter Guide

FOR BUSINESSES

May 16, 2026 • 8-11AM
Innsbrook North Shore Commons

Local businesses like yours make this event special! Whether you rally a team, fundraise, or sponsor, you're helping create meaningful programs and support for individuals with autism and their families in Central Virginia.

Thanks for going the extra mile—time to get moving!



About the ASCV

The Autism Society of Central Virginia (ASCV) is a local nonprofit dedicated to supporting, empowering, and building connections to improve the lives of all in the Central Virginia autism community.

Register and learn how you can support our autism community through the ASCV 5K & Family Fun Day at:

ASCV5K.ORG

LET'S GET STARTED:

1

Register Your Team

Sign up at ASCV5K.org, then personalize your team's page with your logo, photos, and a story that highlights why this cause is important to you and your business.

2

Spread the Word & Rally Your Crew

Encourage your employees, customers, and community to join your team! Use social media, newsletters, and word of mouth to get others involved and excited.

3

Fundraise & Make an Impact

Fundraise in a way that's meaningful to you! Whether it's:

 **Host a Raffle:** Offer a prize and encourage customers or employees to support your team.

 **Giveback Event:** Donate a portion of sales—whether you're a restaurant, store, gym, or any business—to help support the cause.

 **Create a Challenge:** Set a fun fundraising goal and engage your team with incentives to hit it!

Use our fundraising playbook to access samples for messaging, social media templates, fundraising best practices and more.

4

Celebrate and show your team spirit at the ASCV 5K & Family Fun Day!