

Dear Team Captain:

Welcome to AIDS Walk Richmond 2009!

Thank you for your participation in AIDS Walk Richmond 2009, benefiting Fan Free Clinic, produced by the Richmond Queer league. Fan Free is a community-based provider of HIV AIDS services in the Richmond metro area and the funds raised by teams like yours contribute significantly to the Clinic's ability to provide those services.

You have already taken the first step. We now encourage you to continue raising funds and recruiting team members for your team. Remember, a team consists of any number of family members, friends, co-workers, or others who want to walk with you and lend a helping hand.

**You make the difference!**

**IMPORTANT ITEMS:**

- **Make sure you have 10 or more team members signed up in order to receive a team sign on Walk day.**
- **Your Team Name officially identifies your team. Give all potential teammates your Team Name exactly as registered so they can locate it when registering online.**
- **CAREFULLY READ the enclosed team registration instructions and the team timeline for important dates.**

The Walk office has posters and postcards which can assist you in your team member recruitment efforts. We can also provide you with contact information for other AIDS Walk Richmond team captains in order for you to network and brainstorm fundraising and recruitment strategies ideas. If you are interested in obtaining these resources or have any questions or concerns, please call 804 000 0000 or e-mail richmondqueerleague@gmail.com

We hope this manual will help you to organize a winning team for this year's Walk. Once again, thank you for your interest. If you have any questions about teams, please feel free to contact the Richmond Queer League or Fan Free Clinic.



## Team and Team Member Registration Instructions

**STEP 1: Start your team.** A team consists of any number of family members, friends, co-workers, or others who want to walk together.

- **Team Name:** Team Captains are responsible for ensuring all team members have the correct Team Name.
- **Recruiting and Fundraising Goals:** Set goals for the number of members you aim to have on your team and the amount of money you are going to raise.

**STEP 2: Start recruiting teammates!** Review the *Team Building Strategies* section for suggestions.

**STEP 3: Register your teammates.** All teammates must register and have the following items to have their donations count towards your team's total:

- **IMPORTANT:** If a potential teammate has already registered as an individual, ask them to contact the Walk office directly, and we can transfer them to your team. Individuals may also join a team online after registering. On their personal webpage, they can select "Edit My Profile" for the option to join the team.
- **Online Registration:** Visit our Web site at [www.aidswalkwashington.org](http://www.aidswalkwashington.org), click "Register Here" and "Start a Team". Teammates can click "Register Here" then "Join a Team" to find your team name once the team has been established. They will then be guided through the registration process.
- **Registration by Mail:** Mail a completed registration form (one for each teammate) to:  
**AIDS Walk Washington**  
**P.O. Box 73768**  
**Washington, DC 20056-3768**

**PLEASE NOTE:** *Teammates can register at any time including the morning of the Walk and donations can be submitted after Walk day. However, to be considered for the incentive prizes, registration and qualifying online donations must be received by Monday, September 28, 2009. Checks with accompanying "Support a Participant" forms must be postmarked by Friday, September 25.*

**STEP 4: Customize your team's web page.** You will be given a login and password to manage your team page. You will be able to include information and encouragement to potential teammates and supporters. Be creative!

**STEP 5: RAISE MONEY!** Review the *Team Fundraising Tips* section.

**STEP 6: Monitor team progress.** Email teammates and supporters with updates on your team's fundraising goals. Hold monthly meetings to answer questions, take care of business, and generate enthusiasm for Walk Day. As a Team Captain you will receive e-newsletters that will contain important walk information.

**STEP 7: Prepare for Walk day!** Create team paraphernalia to wear on the day of the Walk. This can include hats, wristbands, shorts, socks, water bottles, etc.

**STEP 8: Walk Day – Saturday, October 3.** Gather at a predetermined place and time before the Walk. Team Captain picks up team sign (if qualified) and team incentive items. Have a great Walk!

## TEAM BUILDING STRATEGIES

- ⇒ **WEB SITE!** Take advantage of the AIDS Walk Washington Web site, [www.aidswalkwashington.org](http://www.aidswalkwashington.org). Customize your team's page with words of encouragement, team goals, and an honor roll of your team's top fundraisers. Use your team page as a source of attraction for potential teammates and supporters.
- ⇒ **NETWORK!** Begin networking with members of your community, co-workers, family, friends, and schoolmates. Outreach to local businesses, schools, community organizations, religious affiliations, recreational facilities, interest groups, and ANY other places with individuals who might be interested in either joining or supporting your team. Be sure to bring fact sheets with the Web site, teammate registration forms and donation forms.
- ⇒ **PUBLICIZE!** Put up posters, team flyers, brochures and other Walk-related materials in visible and busy spots such as cafeterias, meeting rooms, entryways, and bulletin boards. Set up a table with registration forms and be available to speak to potential participants about the benefits of supporting the Walk. Speak to your employer about sending an email over your listserv, writing an article for your company newsletter, or setting up a link to your team web page on your employer's Web site. Contact the Walk staff for additional materials or suggestions.
- ⇒ **SET GOALS!** Set team goals for the number of teammates and amount of money raised. Be sure to post it on your Web site for everyone to see. Send out emails and distribute memos, newsletters, and articles to your targeted audience describing both your team and personal goals. Follow up with reports on your progress. Offer incentives or promote inter-team competitions to increase participation.
- ⇒ **RAISE MONEY!** Contact potential supporters. Inform them of your goals and direct them to your team page for additional information. Review *Fundraising Tips* for suggestions.
- ⇒ **CELEBRATE!** Organize pre- and post- Walk parties and activities. Generate enthusiasm and team spirit among your teammates. Be creative and make the Walk experience fun for your team. This will encourage teammates to work harder at recruiting and fundraising. Make the Walk a yearly tradition!

## TEAM FUNDRAISING TIPS

Fundraising is a key component in the continued success of AIDS Walk Washington. As Team Captain, you are the leading force behind your team. Please take a moment to read the following fundraising tips.

- Personalize your team's mission. Give potential teammates and supporters a reason to join you in your fight against AIDS. Contact the Walk office for statistics, client stories, or other informational materials.
- Encourage your teammates to make personal contributions to your team total.
- Use your personal network to collect donations from friends, family, co-workers, schoolmates, and neighbors. Alert them to your team's web page.
- Host a fundraising event and donate the proceeds to the Walk. Examples could include:
  - House Party: Let everyone know that you're planning a party to raise money for your team. At your party, talk about why you are walking and ask your friends to donate money right there. If you are planning a party for over 15 people, contact us and we will provide a speaker for you. For a smaller party, we can provide other materials about the event and the cause.
  - Car Wash: Ask a local car dealership if they would provide the space and support your team. Put up colorful signs.
  - Wine Tasting Party or Happy Hour: Ask your local bars, restaurants, wine stores, bookstores, and other entertainment spots to support your team's fundraising efforts. Arrange the details of your event with the venue. You could offer an open bar during a set time where you keep a cover charge, or you can negotiate to receive a percentage of all sales for a night. In turn, the owners could take a charitable tax deduction. In most cases, businesses would be very open to these types of events. Remember, you're helping them to attract customers.
- Encourage employers to donate a matching gift to your team's contribution. Direct your Human Resources department and other executives to your team's web page. Describe the benefits of the Walk. Please contact the Teams Manager for additional suggestions on corporate donations.
- Get local businesses and employers to donate goods and services. You can use this for team meetings and fundraising events.
- Contact your local media. Write an editorial for your local newspaper. Be sure to mention your team's web page, goals, and upcoming fundraising events.
- Post a team update on your alumni group's web site and/or listserv.

### Fundraising Incentives

Walker/ Team member incentives and levels:

<b>\$250+</b>	AIDS Walk Scarf
<b>\$500+</b>	AIDS Walk Zip-Up Hooded Sweatshirt
<b>\$1,000+</b>	AIDS Walk Shoulder Bag

**NOTE:** Incentives are issued based on the amount raised by an individual team member.

*For example:* If one member of a team raises \$500, that team member will receive a zip-up hooded sweatshirt.

Incentives can be picked up by the Team Captain at the AIDS Walk Office the week of September 29<sup>th</sup> (specific times TBD) or on Walk Day.

## **AIDS Walk Washington 2009 Team Checklist**

- Customize your team web page
- Set your team goals
- Recruit teammates through networking and publicizing
- Give potential teammates and supporters your Team Name exactly as registered
- RAISE MONEY!
- Recruit 10 or more teammates by [September 19](#) to qualify for a team sign on Walk day
- Make sure team members mail donations and “Support a Participant” forms by September 25 (postmark)
- Pick up team t-shirts and incentives during the week of [September 29](#)(location and times TBD)
- Create team paraphernalia for Walk day
- Distribute t-shirts to teammates
- [WALK ON OCTOBER 3, 2009!](#)**