

**AIDS  
WALK**  
SAN FRANCISCO  
July 19, 2015

# Team Leader Kit



## Thank you for being a Team Leader.

Each year, hundreds of teams, guided by community leaders *like you*, come together for AIDS Walk San Francisco. Proving that we are stronger together than apart, these teams are responsible for raising millions of dollars for [Project Inform](#) and other HIV/AIDS service organizations throughout the Bay Area.

As a Team Leader, your goals are to recruit your friends, family, and co-workers to join your team and to help them fundraise! We encourage you to start now – ask at least one friend to join your team today.





Use the tools within this **Team Leader Kit** to build a successful team.

Contact Us: 415.615.9255

[awsfteams@aidswalk.net](mailto:awsfteams@aidswalk.net)



# Table of Contents

	<b>Must Know</b>	About Lead Beneficiary Project Inform	1
		Event Fact Sheet	2
		Walker Programs & Incentives	3
		Frequently Asked Questions	4
	<b>Leader Tools</b>	Important Dates and Deadlines	5
		Team Leader Checklist	6
		Goal Setting Worksheet	7
		Team T-shirt Vendors	8
	<b>Recruit</b>	How to Register Team Members	9
		Team Registration Form	10
	<b>Fundraise</b>	Getting Started	11
		Fundraise with Social Media	12
		Plan a Fundraising Event	13
		Matching Gift Information	14
		2015 Gold Teams	15

**Tip: Follow along.**

This Team Leader Kit is broken up into four sections. Use the bar at the bottom of each page to figure out what section you are in.

If you need assistance....

Contact Us: 415.615.9255

[awsfteams@aidswalk.net](mailto:awsfteams@aidswalk.net)



# Benefiting Orgs:

# Project Inform and 41 Others

**AIDS WALK**  
SAN FRANCISCO  
July 19, 2015™

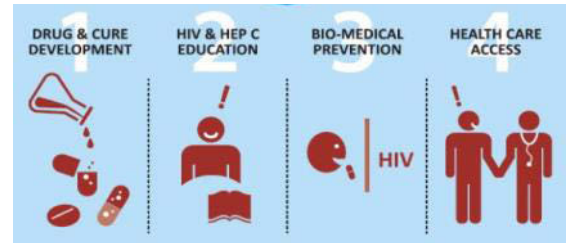
AIDS Walk San Francisco benefits [Project Inform](#) and more than 40 other HIV/AIDS organizations throughout the Bay Area through direct grants as well as the Co-Beneficiary Teams Program (see below).



<http://projectinform.org/>

For 30 years, Project Inform has represented patients in bringing today's highly effective HIV treatments into existence. It has educated hundreds of thousands of people about how and when to use those HIV medications and best manage their care. It works to assure that all people with HIV have quality and affordable healthcare.

Today, Project Inform is providing crucial leadership in the search for an actual *cure* for HIV and for cutting-edge strategies to prevent new infections using powerful anti-HIV medications.



## Supporting Many Voices

Project Inform recognizes that no one organization can meet all the needs of people living with HIV/AIDS. That is why AIDS Walk San Francisco emphasizes not one voice, but many voices; not just services in one city; but rather the Bay Area-wide effort to bring this epidemic to an end.



## Co-Beneficiary Teams Program

All 40+ participating co-beneficiaries are part of the Co-Beneficiary Teams Program (CBTP).

Through the CBTP program, AIDS Walk San Francisco makes available the highly successful infrastructure used by its Teams Department to organize corporate and community involvement in the event. These organizations participate as fundraising teams in AIDS Walk San Francisco, raising much needed funds that benefit them directly.

<http://sf.aidswalk.net/Who-Benefits>

**Tip:**

### Volunteer

Contact any of the benefiting organizations for info to volunteer. Being able to see first-hand where the money is going goes a long way when fundraising.

Want more info to how funds are used?

Contact Us: 415.615.9255

[awsfteams@aidswalk.net](mailto:awsfteams@aidswalk.net)



<b>Date</b>	Sunday, July 19, 2015. Sign-In opens at 9 a.m.
<b>Attendance and Results</b>	1987: 6,500 participants raised \$667,000 2014: 20,000 participants raised \$2.2 million
<b>How it Works</b>	Participants come together to raise funds for the AIDS Walk by asking friends, family members, co-workers, and neighbors to sponsor them for the 10 kilometers (6.2 miles) they will be walking (or for volunteering!). Individuals can register on the web at <b>sf.aidswalk.net</b> , by phone at <b>415.615.WALK (9255)</b> , or with their Team Leader.
<b>Location</b>	The 10k (6.2-mile) route winds its way through Golden Gate Park, beginning and ending in Sharon Meadow.
<b>Special Guests</b>	Guests have included: Mike Myers, Robin Williams, Tabatha Coffey, Sharon Stone, Jai Rodriguez, Rita Moreno, Cloris Leachman, Sally Struthers, Stockard Channing, Hal Sparks, Goapele, Fernando and Greg, Dan Ashley, Gillian Anderson, Camryn Manheim, Jamie Chung, Alex Newell, and members from the cast of <i>Wicked</i> .
<b>Teams</b>	In 2014, about 1,000 corporate and community groups participated, including: AT&T, Google, Bank of America, GSA Network, BD Biosciences, Blue Shield of California, Gap Inc., Gensler, Gilead Sciences, Kaiser Permanente, Levi Strauss & Co., MAC Viva Glam, Pixar Animation Studios, Salesforce, St. Francis Lutheran Church, Starbucks Coffee Co., University of California San Francisco, Wells Fargo, Gymboree, and Williams-Sonoma, Inc.
<b>Volunteer Support</b>	Over 1,500 volunteers unite to support the annual production of AIDS Walk San Francisco. There are opportunities leading up to, as well as the weekend of the event.
<b>Benefiting Org</b>	AIDS Walk San Francisco benefits Project Inform and more than 40 HIV/AIDS services organizations throughout the Bay Area.
<b>Co-Beneficiary Teams Program</b>	In addition to the Walk providing grants to these organizations, the Co-Beneficiary Teams Program provides a fundraising infrastructure to enable local HIV/AIDS organizations to raise money for themselves by participating as teams.

**Tip: Know the facts.**

Print a couple copies of this page and pass them out when you encourage registration.

Can't find the fact you were looking for?

Contact Us: 415.615.9255

awsfteams@aidswalk.net





## Star Walkers™

Are those who set a goal to raise \$1,000 or more. Upon reaching the Star Walker goal, benefits listed below are provided to this elite group. Star Walkers are a huge part of the success of AIDS Walk San Francisco. In 2014, this mighty group raised almost \$1 million - nearly 50% of total funds raised!



## Green Walkers™

Everyone's a Green Walker! All registered walkers will receive all AIDS Walk San Francisco correspondence by email only and will encourage all sponsors to make their contributions online with a credit card. This helps us save paper and postage, which means more money raised will go directly to HIV/AIDS programs and services.



## Virtual Walkers

Are those who are unable to attend the AIDS Walk on Sunday, July 19 but would still like to be involved. We encourage these Walkers to wear a red ribbon on the day of the event and still fundraise and recruit to show their support.

## 2015 AIDS Walk San Francisco Fundraising Incentives

### \$150 OR MORE

You will receive the official AIDS Walk T-shirt .

### \$500 OR MORE

You will receive the official AIDS Walk T-shirt and Slouch Beanie.

### \$1,000 OR MORE

You will become a Star Walker and receive the official AIDS Walk T-shirt, Beanie and the Star Walker Hoodie.

## Benefits of Reaching Your Star Walker Goal

- VIP Pass to the exclusive Star Walker Breakfast
- Express Star Walker Sign-In access
- All official AIDS Walk San Francisco incentives
- Star Walker Gold Crown (our tradition!)
- A Star Walker Certificate
- Bragging Rights (!)
- Specialized fundraising tips and support
- And much, much more

**Join Today!**

**Tip:**

### Stars shine bright.

Encourage all your Team Members to join the Star Walkers Club and to set their fundraising goal at \$1,000. The more Star Walkers you have on your team, the more the team is *bound to raise*.

Want more info...

Contact Us: 415.615.9255

[awsfteams@aidswalk.net](mailto:awsfteams@aidswalk.net)



## General Information

### Q: WHERE DOES THE MONEY GO?

A: The funds raised at AIDS Walk San Francisco support the services provided by [Project Inform](#) and more than 40 other HIV/AIDS service organizations throughout the Bay Area.

### Q: WHAT IS A TEAM?

A: [Teams](#) are comprised of walkers representing a variety of companies, schools, churches, or organizations. There are also many friends and family teams that participate, some of whom walk in memory of those they have lost. Teams can range from two to more than 1,000 walkers.

### Q: WHAT IS THE STAR WALKERS CLUB™?

A: The [Star Walkers Club](#) is made up of walkers who set a goal of raising \$1,000 or more. Star Walkers who achieve their goal will receive additional incentive prizes and a Star Walker Pass to gain access to the exclusive Star Walker Breakfast.

## Event Information

### Q: WHEN IS AIDS WALK SAN FRANCISCO?

A: Mark your calendar for **Sunday, July 19, 2015!**

### Q: WHAT IS THE SCHEDULE FOR AIDS WALK SAN FRANCISCO?

A: **9 a.m.** Sign-In Areas and Awards Tent Open  
**9:30 a.m.** Aerobic Warm-Up  
**9:45 a.m.** Opening Ceremony  
**10:30 a.m.** AIDS Walk San Francisco Begins!  
**10:30 a.m.** KidZone Opens  
**12:30 p.m.** Post Walk Concert

### Q: HOW LONG IS AIDS WALK SAN FRANCISCO?

A: It is 10 kilometers (6.2 miles) and takes roughly two to three hours to complete.

## Website and Online Fundraising

### Q: IS THERE A MINIMUM AMOUNT I SHOULD RAISE?

A: AIDS Walk San Francisco does not require walkers to raise a minimum amount of money. However, we encourage everyone to set a [fundraising goal](#) and do their best to achieve it. Additionally, fundraising walkers for AIDS Walk San Francisco are eligible for several Incentive Awards.

### Q: HOW CAN FRIENDS AND FAMILY FIND MY INDIVIDUAL FUNDRAISING WEB PAGE TO MAKE A DONATION?

A: When you send an email from your [Fundraising HQ](#), the link to your personal fundraising web page will automatically be included in the bottom of the email. Also, on the home page of the website, friends and family can locate a participant by clicking on the ["Sponsor A Walker"](#) link. By typing in the name of the participant, they will be directed to the participant's personal fundraising web page.

### Q: HOW CAN I SEE WHO HAS DONATED TO ME?

A: You can then view your donation report to see who has donated to you online and the amounts they have donated by clicking on the "Reports" tab at the top of the web page.

### Q: WHY IS THERE A \$25 MINIMUM FOR ALL ONLINE CREDIT CARD DONATIONS?

A: Due to credit card processing fees, we must have a minimum transaction amount for online credit card donations. If you wish to use your credit card for less than \$25, simply fill out your credit card information on the bottom of your [Sponsor Form](#) in the credit card section. Checks and money orders in any amount are always greatly appreciated! You can mail those to us at P.O. Box 193920, San Francisco, CA 94119, making sure that the walker's name is on the check, so we know who gets the credit. Everything helps, so don't let the credit card minimum discourage you. If you have additional questions or need help, please call our office at **415.615.WALK (9255)**.

### Q: WHY AREN'T THE CASH AND CHECK CONTRIBUTIONS I'VE RAISED SHOWING UP ON MY PERSONAL FUNDRAISING WEB PAGE?

A: While credit card donations made through the website will automatically appear on a walker's personal fundraising web page, cash and check donations, or "offline donations," require walkers to update their fundraising web pages by logging in and choosing the "Enter Offline Donations" option in the upper right-hand corner of the screen.

### Q: WHAT ARE MATCHING GIFT PROGRAMS?

A: [Matching gift programs](#) are established by many companies to support nonprofit organizations by matching contributions made by their employees. Ask your human resources representative about your employer's corporate giving policies and whether they have a matching gift program.

### Q: I FORGOT MY USERNAME AND PASSWORD. HOW CAN I FIND OUT WHAT THEY ARE?

A: Remember that your username is the email you used to register and your password is case-sensitive. Click on the ["Forgot Password?"](#) link and enter your email address. You will receive an email with your username and a link to reset your password. You will need to click on this link to update your password. Please email [sfinfo@aidswalk.net](mailto:sfinfo@aidswalk.net) for further assistance.

## Team Questions

### Q: WHAT ARE GOLD TEAMS?

A: [Gold Teams](#) are the top 20 fundraising teams from last year's event, announced annually. In recognition of their outstanding efforts, Gold Teams enjoy several perks, including their own exclusive meeting area on the day of the event, an exclusive Sign-In Area, and a professional team photo.

### Q: HOW DO I GET AN UPDATED TEAM ROSTER?

A: Team Rosters are always available on your team web page. [Log in](#) and click view team page. You may also call your Team Coordinator to request a Team Roster at any time.

### Q: IF SOMEONE REGISTERED FOR THE AIDS WALK AS AN INDIVIDUAL, CAN THEY STILL JOIN A TEAM?

A: Pre-registered walkers can still be part of your team. Simply call the AIDS Walk office at **415.615.9255 (WALK)** with the walker's name, address, phone number, and email address and ask to have them transferred onto your team.

**Tip:**

**Call us.**

If you have any other questions, please give us a call! We are available 9am - 6pm, Monday - Friday.

Have more questions...

**Contact Us: 415.615.9255**

[awsfteams@aidswalk.net](mailto:awsfteams@aidswalk.net)



# Dates and Deadlines

May		
<b>20</b>	Wednesday 6-7:30 p.m.	<p><b>Team Leader Workshop</b> <span style="float: right;"><i>Project Inform, 273 9th Street</i></span></p> <p>With a little over two month until the AIDS Walk, we will make sure you walk away from this workshop with all the knowledge and resources you need to successfully meet your team's fundraising goal!</p>
June		
<b>10</b>	Wednesday 6-7:30 p.m.	<p><b>Fundraising Workshop</b> <span style="float: right;"><i>Project Inform, 273 9th Street</i></span></p> <p>All walkers are invited to attend this workshop geared toward fundraising, utilizing the website, and taking advantage of matching gift programs. Get the keys to success!</p>
July		
<b>7</b>	Tuesday 6-7:30 p.m.	<p><b>Day-Of-Event Workshop</b> <span style="float: right;"><i>Project Inform, 273 9th Street</i></span></p> <p>The big day is only a few days away! Come learn about the logistics of the venue, Team Meeting Stations, Team T-Shirts, catering, and Drive-On Passes for your team.</p>
<b>8</b>	Wednesday 12 p.m.	<p><b>Team Pre-Registration Deadline</b></p> <p>In order to qualify for a Team Meeting Station at the AIDS Walk, your team must have 25 registered walkers by NOON today! Make one more pass through your address book or the break room and register Team Members today!</p>
<b>10</b>	Friday 5 p.m.	<p><b>Drive-On Pass Reservation Deadline</b></p> <p>Teams that qualified for a Team Meeting Station who wish to drop off team T-Shirts, breakfast/lunch items, or other supplies in Golden Gate Park may reserve a Drive-On Pass. You must do this by 5 p.m.</p>
<b>17</b>	Friday 8 a.m.-8 p.m.	<p><b>Early Sign-In</b> <span style="float: right;"><i>San Francisco Marriott, 55 4th St</i></span></p> <p>Turn in donations and pick up your fundraising awards early! You will avoid the lines at the AIDS Walk and make things more convenient for your team. Please call <b>415.615.9255 (WALK)</b> to make an appointment if turning in money for each of your Team Members. Team Members can come to Early Sign-In individually without an appointment.</p>
<b>19</b>	Sunday 8 a.m.-3 p.m.	<p><b>The 29th annual AIDS Walk San Francisco</b> <span style="float: right;"><i>Golden Gate Park</i></span></p> <p>Only 10k between you and the announcement of the 2015 fundraising total! Sign-In starts at 9 a.m., Aerobic Warm-Up 9:30 a.m., Opening Ceremony 9:45 a.m., and the Walk officially begins at 10:30 a.m.</p>
August		
<b>14</b>	Friday 5 p.m.	<p><b>Fundraising Deadline</b></p> <p>Turn in all outstanding pledges and collect individual fundraising awards. The 2016 Gold Team list will be coming shortly!</p>



## Checklist

Based on experiences of Team Leaders before you, the following tasks are what makes a successful team.

- Add a personal note to your fundraising web pages.
- Update Team Members on team accomplishments and events.
- Order free promotional materials from your AIDS Walk Team Coordinator.
- Design and order team T-shirts.
- Attend a Team Leader Workshop at the AIDS Walk office.
- Designate a meeting spot on AIDS Walk day.
- Recruit Co-Team Leaders to help you.
- Follow up one last time with a recruitment and fundraising email the week of the AIDS Walk.
- Ask your Team Coordinator for your Team Roster from last year to easily re-register the whole group again!
- On the day of the AIDS Walk, thank all your Team Members for their hard work.
- Sign up your family members and closest friends and ask them to sign up at least one friend of theirs.
- Remind Team Members of the fundraising deadline: Friday, August 14.
- Post your fundraising goal and team recruitment goal on Facebook and ask friends to join your team and/or donate.
- Send thank-you notes to your donors and high-fundraising Team Members!
- Plan a fundraising event (bake sale, raffle, party, etc.).

### Tip:

#### **Motivation.**

Using a checklist puts everything you need to do right in front of you, making it a great motivator to complete each task.

If you need assistance in drafting your checklist....

Contact Us: 415.615.9255

[awsfteams@aidswalk.net](mailto:awsfteams@aidswalk.net)





# Team Leader



# Goal Setting Worksheet

Team Name:	
Team Leader:	Co-Team Leader(s):

## Goals

Team Fundraising Goal:	Team Recruitment Goal:
------------------------	------------------------

## Plan

Complete	Getting Started Task	Due Date
	Appoint Co-Team Leaders	
	Order and put up AIDS Walk posters	
Complete	Recruitment Task	Due Date
	Challenge: Prize to who recruits the most NEW members	
Complete	Fundraising Task	Due Date
	Plan a Fundraiser	

**Tip:**

**Tell people.**

Promote your goal to friends and family when you ask them to join or donate to your team.

If you need assistance in creating team goals...

Contact Us: 415.615.9255

[awsfteams@aidswalk.net](mailto:awsfteams@aidswalk.net)



# Order Team T-shirts

## Why?

Enhance your team spirit with custom-made T-shirts displaying your team name and logo! You will increase visibility for your team on the day of the AIDS Walk, and Team Members will have a souvenir from the event!



We are proud to recommend the following printers for your T-shirt orders. Please contact each vendor directly regarding their order deadlines and prices.



**Coastline Teez**  
[www.coastlineteez.com](http://www.coastlineteez.com)

**Anita Garcia**  
9121 Atlanta Ave, Ste 502  
Huntington Beach, CA 92646  
Ph: 888.647.9595  
Fax: 714.593.9262  
[anita@coastlineteez.com](mailto:anita@coastlineteez.com)

**Deadline: June 24, 2015**  
\*Coastline Teez offers discount rates to all AIDS Walk San Francisco participants.



**Graphic Sportswear**  
[www.graphicsportswear.com](http://www.graphicsportswear.com)

**Mike Smith**  
1240 Minnesota St  
San Francisco, CA 94107  
Ph: 415-206-7200  
[mike@graphicsportswear.com](mailto:mike@graphicsportswear.com)

**Deadline: July 5, 2015**  
\*Graphic Sportswear will donate 25% of the retail sales generated from AIDS Walk T-Shirts back to AIDS Walk San Francisco.



**Ashbury Images**  
[www.ashburyimages.org](http://www.ashburyimages.org)

**Tim Knapp**  
1661 Tennessee St, Unit 3G  
San Francisco, CA 94107  
Ph: 415.885.2742  
Fax: 415.885.2722  
[aidswalk@ashburyimages.org](mailto:aidswalk@ashburyimages.org)

**Deadline: June 24, 2015**  
\*10% discount for all orders, please mention AIDS Walk when placing your order.

\*Each vendor is equipped with the AIDS Walk logo.

## Tip:

**4 weeks.**

Order your Team t-shirts at least 4 weeks before the AIDS Walk to guarantee an on-time arrival.

If you need assistance ordering your shirts...

**Contact Us: 415.615.9255**

[awsfteams@aidswalk.net](mailto:awsfteams@aidswalk.net)



# How to

# Register Team Members

**AIDS  
WALK**  
SAN FRANCISCO

July 19, 2015

## Email

To register your Team Members by email, simply send your Team Coordinator the following information (we suggest using an Excel spreadsheet):

- Walker's full name
- Mailing address
- Phone number & email address
- T-shirt size (T-shirts provided as fundraising awards)
- Sign them up as a Star Walker™

Not sure who your Team Coordinator is?  
Contact us to find out at [awsfteams@aidswalk.net](mailto:awsfteams@aidswalk.net).

## Online

Go to [sf.aidswalk.net](http://sf.aidswalk.net) and click "Register," then click join a team. Select your team name from the dropdown menu.

## Team Registration Form

Use the Team Registration Form. Print it out, fill in your team number, and make copies. Email or fax the completed forms back to us.

Team Name – Team Number: \_\_\_\_\_

Name: _____	Name: _____
Address 1: _____	Address 1: _____
Address 2: _____ APT _____	Address 2: _____ APT _____
City: _____ State _____ ZIP _____	City: _____ State _____ ZIP _____
Day #: _____ Ext: _____	Day #: _____ Ext: _____
Even #: _____ Cell #: _____	Even #: _____ Cell #: _____
E-mail: _____	E-mail: _____
<input type="checkbox"/> I'd like to set a goal to raise \$1,000 and join the Star Walkers Club	<input type="checkbox"/> I'd like to set a goal to raise \$1,000 and join the Star Walkers Club
<input type="checkbox"/> I'd like to save paper and register as a Green Walker	<input type="checkbox"/> I'd like to save paper and register as a Green Walker
<input type="checkbox"/> I'd like to help volunteer with the event.	<input type="checkbox"/> I'd like to help volunteer with the event.
Optional (please circle):	Optional (please circle):
T-shirt Size: S M L XL XXL Gender: M F T	T-shirt Size: S M L XL XXL Gender: M F T
Age: 12 & under 13-17 18-24 25-34 35-44 45-54 55+	Age: 12 & under 13-17 18-24 25-34 35-44 45-54 55+

## Team Link

1. Go to [sf.aidswalk.net](http://sf.aidswalk.net)
2. Scroll down and search for your team
3. Select your team name and copy/paste it from your Web browser to an email.
4. Email the link to last year's Team Members and potential new Team Members. Tell them to click "Join Our Team" to register.

## Team Roster

If you are a returning team, your Team Roster from last year is available. If you haven't received yours yet, contact us now!

Simply update the contact information of each Team Member who wants to re-register, put an "X" next to their name in the re-register column, and email the form back to us.

## Call us

Team Members can call the office at **415.615.WALK (9255)** and give us your team name to get registered!

## Tip:

### Not in town?



The event is in the summer and a lot of people leave town. But that shouldn't stop anyone from registering and fundraising. Encourage them to sign-up to be a Virtual Walker instead.

If you need assistance....

**Contact Us: 415.615.9255**

[awsfteams@aidswalk.net](mailto:awsfteams@aidswalk.net)



# Team Registration Form

Please return this completed form to the AIDS Walk San Francisco office.  
Fax it to 415.615.0398, or scan and email it to [awsfteams@aidswalk.net](mailto:awsfteams@aidswalk.net). To register online, visit [aidswalk.net](http://aidswalk.net).

## Team Name – Team Number:

<p>Full Name: _____</p> <p>Email: _____</p> <p>Address: _____</p> <p>Apt./Floor _____</p> <p>City: _____ State: _____ ZIP: _____</p> <p>Phone #: _____</p> <p><input type="checkbox"/> I'd like to set a goal to raise \$1,000 and join the Star Walkers Club™.</p> <p><input type="checkbox"/> I'd like to receive a Sponsor Form in the mail</p> <p><input type="checkbox"/> I won't be at the event but would like to register as a Virtual Walker.</p> <p><input type="checkbox"/> I'd like to help volunteer with the event.</p> <p>Optional (please circle):</p> <p>*T-shirt size: S M L XL XXL (If you raise \$150, you earn a T-shirt.)</p> <p>Gender: M F T</p> <p>Age: 12 &amp; under 13-17 18-24 25-34 35-44 45-54 55+</p>	<p>Full Name: _____</p> <p>Email: _____</p> <p>Address: _____</p> <p>Apt./Floor _____</p> <p>City: _____ State: _____ ZIP: _____</p> <p>Phone #: _____</p> <p><input type="checkbox"/> I'd like to set a goal to raise \$1,000 and join the Star Walkers Club™.</p> <p><input type="checkbox"/> I'd like to receive a Sponsor Form in the mail</p> <p><input type="checkbox"/> I won't be at the event but would like to register as a Virtual Walker.</p> <p><input type="checkbox"/> I'd like to help volunteer with the event.</p> <p>Optional (please circle):</p> <p>*T-shirt size: S M L XL XXL (If you raise \$150, you earn a T-shirt.)</p> <p>Gender: M F T</p> <p>Age: 12 &amp; under 13-17 18-24 25-34 35-44 45-54 55+</p>
<p>Full Name: _____</p> <p>Email: _____</p> <p>Address: _____</p> <p>Apt./Floor _____</p> <p>City: _____ State: _____ ZIP: _____</p> <p>Phone #: _____</p> <p><input type="checkbox"/> I'd like to set a goal to raise \$1,000 and join the Star Walkers Club™.</p> <p><input type="checkbox"/> I'd like to receive a Sponsor Form in the mail</p> <p><input type="checkbox"/> I won't be at the event but would like to register as a Virtual Walker.</p> <p><input type="checkbox"/> I'd like to help volunteer with the event.</p> <p>Optional (please circle):</p> <p>*T-shirt size: S M L XL XXL (If you raise \$150, you earn a T-shirt.)</p> <p>Gender: M F T</p> <p>Age: 12 &amp; under 13-17 18-24 25-34 35-44 45-54 55+</p>	<p>Full Name: _____</p> <p>Email: _____</p> <p>Address: _____</p> <p>Apt./Floor _____</p> <p>City: _____ State: _____ ZIP: _____</p> <p>Phone #: _____</p> <p><input type="checkbox"/> I'd like to set a goal to raise \$1,000 and join the Star Walkers Club™.</p> <p><input type="checkbox"/> I'd like to receive a Sponsor Form in the mail</p> <p><input type="checkbox"/> I won't be at the event but would like to register as a Virtual Walker.</p> <p><input type="checkbox"/> I'd like to help volunteer with the event.</p> <p>Optional (please circle):</p> <p>*T-shirt size: S M L XL XXL (If you raise \$150, you earn a T-shirt.)</p> <p>Gender: M F T</p> <p>Age: 12 &amp; under 13-17 18-24 25-34 35-44 45-54 55+</p>

\*As a **Star Walker**, there is no requirement to reach the \$1,000 goal. However, walkers who set high goals *raise more money!*  
\*As a **Virtual Walker**, you will not attend the event but pledge to fundraise and wear a red ribbon instead.

**Tip:**

### Who you know.

Print copies of this page and give each team member a copy to register their friends and family.

If you need assistance....

**Contact Us: 415.615.9255**

[awsfteams@aidswalk.net](mailto:awsfteams@aidswalk.net)

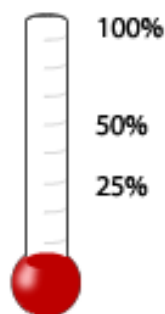
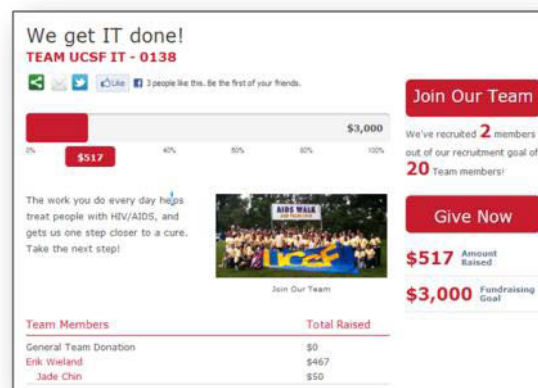


# Getting Started

## EDIT YOUR PERSONAL AND TEAM FUNDRAISING PAGE

A fundraising web page has been set up for both you personally and your team as a whole. You can personalize them, and then use these pages to secure online donations. Here's how:

1. Go to [sf.aidswalk.net](http://sf.aidswalk.net) and log in from the homepage.
2. Click the "Personalize Your Page" on the right column.
3. You can edit the fundraising goal, upload an image or video, and edit the text on your page.
4. Send out your personalized link to everyone you know using the links under "My HQ" on the left side of your page.



### SET A GOAL

Setting a fundraising goal is an easy and effective way to improve your fundraising. Your goal should challenge you to really get out and work your contacts, yet also be attainable. Add your goal to your personal and team fundraising web page. Your goal is visible on your web page, showing potential sponsors you are serious about raising money!

## STRATEGIZE

A disorganized approach to fundraising typically brings in less funds, so develop a strategy. Think about the people you know and how you can connect to each of them personally. Open Facebook. Pull out your address book. Scroll through contacts on your phone. Your potential donors aren't just your close friends and family, but everyone you know. You never know who is ready to give, so don't leave anyone out!

Timing is also key. What's going on in each individual's life? Use personal approaches to ask for a donation, and also to follow up. People will surprise you. You'll find that most will say, "YES, I want to help!"



### Tip:

### Thank you.

Your expression of thanks leaves your donors feeling great about their contribution and also makes them more likely to give in the future.

If you need fundraising assistance....

Contact Us: 415.615.9255

[awsfteams@aidswalk.net](mailto:awsfteams@aidswalk.net)





**Inspire** friends with your status updates by including HIV/AIDS facts and sharing your fundraising progress.

**Thank sponsors** in *your* status *and* on *their* walls. Say nice things about them and post a cute picture. This will inspire others to donate.

**FB Fundraising App** can be downloaded via your Fundraising HQ. This application allows you to easily post your AIDS Walk fundraising web page link in your Facebook status update.



**Donate an Instagram Pic.** Update your feed with the AIDS Walk San Francisco logo. Download the logo at [aidswalk.net](http://aidswalk.net).

**Captions** are king. Get comfortable with that hashtag (#) and use it often and appropriately. Check out the "Tip" below for what hashtags to use.

**Post photos** that inspire and evoke emotion. Use photos you've taken at past AIDS Walks or check out our History page for an archive of our photos.



**Create** a video letting people know you are fundraising for AIDS Walk San Francisco and asking for their support. Be sure to tell them how to sponsor you online!

**Post** your video on your fundraising web page and on all your social networking sites. Email the link to all of your friends and family – ask them to forward the link to their contacts as well.



**Keep it simple/make it easy.** Make it painless to donate and to spread the story and message. Shorten your fundraising link via your Fundraising HQ.

**Follow** AIDS Walk San Francisco and other AIDS service organizations on Twitter.

**Retweet** messages you read with an additional message asking followers to donate to your fundraising web page.

## Tip:

### Hashtags

Add a "hashtag" to your post so the general AIDS Walk community can search and find what you're doing to support the cause.

Use: [#aidswalksf](#) [#awsf](#) [#aidswalk](#)

If you need assistance....

Contact Us: 415.615.9255

[awsfteams@aidswalk.net](mailto:awsfteams@aidswalk.net)



# Plan a Fundraising Event



## Committee

Organize a group of Team Members that can help plan the event. Do you have members that can't make the event but committed to helping in other ways? This is it!

## Choose an Event

Think of successful fundraising events you have attended and the resources you are able to secure. Have a neighborhood bar? Happy hour fundraiser! Have lots of talented friends? Hold a talent show! Check out the *Fundraising Events* page for even more ideas.



## Location

Find a venue that is centrally located and able to accommodate the type of fundraiser you plan to have.

## Date and Time

If you're unsure what day to have your event, work with the venue you just secured to figure out a day and time that works best for them.



## Promote

Make sure everyone you know is aware of your event! Use Facebook, send emails, and make flyers. Make sure you encourage everyone to bring a friend! Reminders are key and people forget, so a reminder the day before is always appreciated!

## Event Day!

On the day of your fundraising event, make sure you take pictures not only to remember all the fun from that day, but to encourage those that couldn't make it to donate directly to the team instead.



## Thank you!

A successful event couldn't have happened without the help of your committee and attendees. Make sure you thank them via email or thank you cards, and give them an update on how the event went! Showing gratitude goes a long way and encourages everyone to continue supporting the team.

### Tip:

#### Incentives

Having a raffle or selling homemade food always makes an event more special and can increase how much your event raises!

If you need assistance planning your event...

Contact Us: 415.615.9255

[awsfteams@aidswalk.net](mailto:awsfteams@aidswalk.net)



# Matching Gifts

## What?

A matching gift is a donation made by a corporation or foundation in support of an employee's contribution to a nonprofit organization. Use the search engine below to find out if your company has a matching gift program in place. Can't find your company? Talk to your Human Resources to find out.

Search Engine: <http://sf.aidswalk.net/Matching-Gift-Info>

## Why?

Matching gifts are an increasingly vital resource for many nonprofit organizations because of their ability to double, triple, or even quadruple an individual's contribution.

## How?

### ...to receive credit:

Please forward the email confirmation of the online Matching Gift Form to [matchinggiftsf@aidswalk.net](mailto:matchinggiftsf@aidswalk.net). Make sure to include the dollar amount of the match, the donor's name, and the walker's name in the email.

\*If the email confirmation is not sent to us ahead of time, the walker may print it out and turn it in on the day of the AIDS Walk at Sign-In.

### ...to start an *informal* matching gift program:

**Employees.** Ask your boss, CEO, or other company executive if they will match what your team raises or perhaps sponsor the first 25 walkers to register. Keep in mind that your matching program does not only have to be "dollar-for-dollar"; it can be any ratio you agree on. Just ask!

**Students.** Schools do not usually have formal matching gift programs, but many creative students lobby to create one. An informal match program can be an agreement with the principal/dean to match the amount the team collected during an AIDS Walk San Francisco campaign. Suggest that your school donate \$1 for every walker on your team who shows up and walks on the actual day of the event. Get creative and watch your team achieve fundraising success.

### Tip:

#### Be prepared.

Keep a supply of your company's Matching Gift Forms readily available with your Sponsor Form and encourage Team Members to do the same.

If you need further assistance....

Contact Us: 415.615.9255

[awsfteams@aidswalk.net](mailto:awsfteams@aidswalk.net)





# Gold Team List

**Gold Teams are the top 20 fundraising teams of AIDS Walk San Francisco 2014!** In recognition of their outstanding efforts last year, Gold Teams will receive the following: bragging rights (!); a separate Sign-In Area for faster sign-in at the AIDS Walk; a professional team photo on the day of the event; recognition on the AIDS Walk website, their name in AWSF print materials; invitations to the AIDS Walk Kick-Off Reception, and much more!

Rank	Team Name	Total
1	University of California, San Francisco	\$80,050
2	Project Inform	\$78,531
3	Project Open Hand	\$57,650
4	MAC Viva Glam	\$53,822
5	AIDS Emergency Fund	\$45,536
6	St. Francis Lutheran Church/SFSU Geography	\$40,124
7	Pixar Animation Studios	\$35,841
(tie)	Williams Sonoma, Inc.	\$35,828
8	Chevron Corporation	\$34,374
9	Gap, Inc.	\$39,995
10	TEAM MIMOSA	\$29,578
11	Levi Strauss & Co.	\$29,251
12	Google, Inc	\$25,689
13	Twin Peaks Tavern	\$24,813
14	ALRP Legal Eagles	\$24,252
15	PG&E Employee Network	\$22,999
16	Marin AIDS Project	\$21,980
17	Quan Yin Healing Arts Center	\$21,404
(tie)	National AIDS Memorial Grove	\$21,404
18	Wells Fargo	\$21,018
19	InterContinental Hotels Group	\$19,747
20	Gensler	\$19,094

## Tip: Close eye.

Keep an eye on up-to-date Team Rankings posted on our website under "Fundraise" to secure your spot on this list for 2016.

If you are a Gold Team and need assistance....

Contact Us: 415.615.9255

[awsfteams@aidswalk.net](mailto:awsfteams@aidswalk.net)

