

**AIDS
WALK
NEW YORK**

MAY 19, 2019

Presented by

DELTA

TEAM LEADER KIT

THANK YOU



for being a Team Leader

Included in this Team Leader Kit, you will find the necessary tools to build a successful team for AIDS Walk New York. 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 three friends to join your team today!



Call us anytime at 212.807.9255 (WALK) with questions, to attend a workshop, or for fundraising and recruitment advice!



EVENT DETAILS



Sunday, May 19, 2019.

WHEN?

Sign-in opens at 8:30 a.m. The Aerobic Warm-Up will be at 9 a.m., the Opening Ceremony begins at 9:15 a.m., and the Walk begins at 10 a.m.

WHERE?

The 10k (6.2 mile) route winds its way through Central Park and the streets of New York's Upper West Side.

WHY?

AIDS Walk New York benefits GMHC, Hyacinth AIDS Foundation, and dozens of other HIV/AIDS service organizations in the tri-state area.

WHO?

20,000 caring community members, activists, friends, family members, celebrities, and elected officials.

HOW?

Teams are the backbone of our fundraising efforts. Along with those made up of friends and family, many corporate and community groups participate as well!





FREQUENTLY ASKED QUESTIONS

WHERE DOES THE MONEY GO?

The funds raised at AIDS Walk New York support the services provided by GMHC, Hyacinth AIDS Foundation, and several other HIV/AIDS service organizations.

WHY AREN'T MY CASH AND CHECK CONTRIBUTIONS SHOWING ON MY PAGE?

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 page. Log in and choose the "Enter Offline Donations" option in the upper right-hand corner of the screen for your contributions to appear. Then AIDS Walk Staff will approve the amount once we receive the money.

IS THERE A PARTICIPATION FEE?

AIDS Walk New York 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 New York are eligible for several Fundraising Awards.

WHERE DO I MEET MY TEAM?

If you have 25 or more members on your team by our team meeting station deadline, you will have an assigned Team Meeting Station. If not, we suggest choosing a place ahead of time to meet your team before the Walk!

WHAT ARE GOLD TEAMS?

Gold Teams are the top 20 fundraising teams from the previous year, announced annually. In recognition of their outstanding efforts, Gold Teams enjoy several perks, including their own meeting area, an exclusive Sign-In area, and a professional team photo taken on the day of the event.

HOW DO I GET AN UPDATED TEAM ROSTER?

Team Rosters are always available on your team web page. Click on your team name to view your team's web page and see the list of people currently registered on your team. You can also view this list from your Fundraising HQ, by selecting the "my Team Members" option. You may also call your Fundraising Specialist to request a roster at any time.

IF SOMEONE REGISTERED AS AN INDIVIDUAL, CAN THEY STILL JOIN MY TEAM?

Pre-registered walkers can still be part of your team. Simply call the AIDS Walk New York office at 212.807.9255 (WALK) with the walker's name, address, phone number, and email address (if available) and ask to have them transferred.

WHAT ARE MATCHING GIFT PROGRAMS?

Matching gift programs are established by many companies with the intention of supporting nonprofit organizations by matching contributions made by their employees.

Visit ny.aidswalk.net to find out the matching gift policies of your donors' companies.



RESOURCES FOR YOUR TEAM



CUSTOMIZED TEAM PAGE

Each team that registers will receive a custom web page, where Team Leaders can update goals, post videos and photos, and customize a url link to easily invite members to join. There is also an option to restore your personalized fundraising page from last year.

TEAM T-SHIRTS

If you are interested in purchasing T-shirts for your team, we can link you to our official T-shirt vendor, Coastline Teez, who can help you design and order your team T-Shirts! The deadline for T-shirt orders is May 2, 2019.

PROMOTIONAL MATERIALS

We can send you complimentary posters, recruitment cards, registration forms, and other items to decorate your school, office, or store to promote and recruit for your Team! We expect these materials in house by the end of March.

DOWNLOAD TOOLS

We provide downloadable versions of our promotional materials, sponsor checklists, and infographics for you to share with teammates and sponsors. Visit aidswalk.net to see all of our custom Facebook cover photos and to download your sponsor form.

EMAIL CENTER

Need to tell your Team about an upcoming event? Want to send an email out to encourage friends to donate to the Team? Our email center is stocked with templates for you to use to spread the word! Feel free to customize our templates, or make your own!

DAY-OF-EVENT GUIDE

Do you have questions about the day of the Walk? Look no further than our trustworthy Day-Of-Event guide, which will cover everything from where to meet your Team, to the event schedule, to maps of the venue!

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YOUR FUNDRAISING SPECIALIST



HOW YOUR FUNDRAISING SPECIALIST CAN HELP YOUR TEAM

Every team that registers for AIDS Walk New York will be appointed a Fundraising Specialist to help them organize their team. Here are some ways your fundraising specialist can help you!

SET GOALS

Do you need help setting goals for your team, or need ideas about recruiting and fundraising? Give your Fundraising Specialist a call at 212.807.9255 (WALK) to set goals and make a plan to reach them!

HELP PLAN A FUNDRAISER

If you are planning a fundraiser, your Fundraising Specialist can help recommend a venue, spread the word with specialized social media posts, and help you plan to make your fundraiser a success!

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Call us anytime at
212.807.9255 (WALK)
or email us at
awnyteams@aidswalk.net
with questions, to attend a
workshop, or for
fundraising and
recruitment advice!

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Our Fundraising Specialists are happy to answer your questions about recruitment and fundraising! Give us a call or visit us today!

STREET ADDRESS

AIDS Walk New York
307 W 38th St 8th Floor, New
York, NY 10018

Our office hours are 9am to 6pm M-F.

PRESENT TO YOUR TEAM

Does your team want to learn more about how their fundraising impacts those living with HIV/AIDS in the Tri-State area? Our Fundraising Specialists are available to give a presentation at your office, fundraiser, or school!



MATCHING GIFT INFORMATION



HOW YOU CAN DOUBLE YOUR DONATIONS!

Many employers have matching gift programs that match charitable contributions made by their employees. Therefore, donations to AIDS Walk New York may double or even triple! To find out if your employer has a matching gift program, use our search engine at ny.aidswalk.net/Matching-Gift-Info.

INFORMATION FOR DONORS

If your company has a matching gift program, please request a Matching Gift Form from the human resources department. Give the completed form to the walker you have sponsored. The walker will bring the form on the day of the AIDS Walk to turn in with your donation. If your company has an online Matching Gift Form, please forward the email confirmation to the walker.

For your reference, the GMHC (Gay Men's Health Crisis) Tax ID Number is: 13-3130146

RECEIVING MATCHING GIFT CREDIT

To receive credit for your matching gift donations as part of your AIDS Walk fundraising total, please bring each completed Matching Gift Form, along with the accompanying donation, with you on the day of the AIDS Walk. Please ask each of your donors with an online matching gift program to forward you his/her matching gift receipt, and then follow these instructions to receive credit for the match. You have two options:

1. Forward the email confirmation of the matching gift to matchinggiftsny@aidswalk.net.

Make sure the following information is included in the email:

- a. Dollar amount of the match
- b. Donor's name
- c. Walker's name

It is NOT necessary to bring additional paperwork when you turn in your funds at the AIDS Walk. The AIDS Walk participant will be credited with the match when you forward the email to matchinggiftsny@aidswalk.net.

2. If you do not e-mail your confirmation, you may print it out and bring it to SIGN-IN on the day of the AIDS Walk in order to receive credit for the matching gift donation.

If you have questions about matching gifts, please call the AIDS Walk New York office at 212.807.9255 (WALK) or email us at matchinggiftsny@aidswalk.net.



WHO BENEFITS



ABOUT GMHC

GMHC is the world's first and leading provider of HIV/AIDS prevention, care and advocacy. All funds raised for AIDS Walk New York benefit GMHC, Hyacinth AIDS Foundation, and dozens of other AIDS service organizations in the tri-state area. GMHC believes in a holistic approach to helping clients manage their status. Among many others, here are some of the programs that your fundraising keeps going!

MENTAL HEALTH

The GMHC Carl Jacobs Mental Health Clinic provides safe and nonjudgmental services to help guide clients toward healthier well-being. Managing mental health is often the first step a client must take in order to manage their status. Stress, depression, anxiety, and other challenges can be difficult to deal with, especially in New York City. That's why their dedicated, licensed, and certified clinical staff are here for you, no matter how you are feeling about where you are in your life.

MEALS AND NUTRITION SERVICES

In 2018, GMHC served over 80,000 hot meals to HIV-positive men and women. They serve a diverse group of people in a warm, friendly atmosphere where you can nourish your body and soul through nutritious meals and social interaction. GMHC provides lunch Monday through Thursday and dinner on Friday evening. GMHC strives to create a healthy environment for our clients by following food and water safety guidelines for HIV-positive individuals. Their chef works closely with registered dietitians to ensure that the food served supports the health of people with HIV/AIDS. the Nutrition Education Program. They empower participants with nutritional knowledge by serving them healthy food with the hope that they will make the healthier food choices when eating outside the agency.

LEGAL SERVICES

GMHC has a staff of experienced attorneys, accredited immigration advocates, and volunteers who provide free legal services to people living with HIV/AIDS. They assist clients with immigration matters, eviction prevention, family law issues, permanency planning, employment discrimination, debt collection, bankruptcy, public benefits, wills, living wills, health care proxies, and confidentiality complaints. We provide direct legal advocacy, representation, pro se advice, and appropriate referrals.

WORKFORCE DEVELOPMENT

The mission of the Moving Ahead Toward Career Horizons (MATCH) Program at GMHC is to encourage and assist men and women in their efforts to succeed in the workplace. We offer comprehensive vocational assessment, training, job placement assistance and retention services to insure successful transition to work. With enhanced skills, self esteem and confidences built by the program, participants are motivated to attain employment and achieve greater financial independence and autonomy.



TEAM LEADER CHECKLIST



- Sign Up:** Register your team for AIDS Walk New York!
- Set Goals:** Make sure to set an example for your team and set your personal and team goals!
- Get Personal:** Customize your Fundraising web page with a personal message and photo.
- Show it off:** Order some complimentary promotional materials to decorate your school, office, or store!
- Meet Up:** Attend one of our workshops and meet other Team Leaders and the AIDS Walk staff.
- Find a Helping Hand:** Recruit a co-leader to help you motivate and build your team.
- Throw it Back:** If you had a team last year, ask your Fundraising Specialist for your 2018 Team Roster to re-recruit!
- Build it Up:** Sign up friends, family, and coworkers to your team. Ask them to sign up at least one other person!
- Set a Date:** Organize a fundraiser, happy hour, party, or raffle with your team!
- Get Ready:** Let your team know where to meet on the day of the event so that you can walk together.
- Mark Your Calendar:** Remind your Team Members of the fundraising deadline!
- Show Some Love:** Thank all of your donors and Team Members for their hard work and dedication!