

# AIDS WALK NEW YORK

INVOLVEMENT GUIDE 2019



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## **WAYS TO SUPPORT**

There are a few ways that companies and community groups get involved with AIDS Walk New York. Choose the one that is right for your group, and we can help you get started!

## **BECOME A SPONSOR**

We are always looking for new sponsorship partnerships with organizations for both monetary and in-kind donations. To find out more about becoming a sponsor, visit [aidswalk.net](http://aidswalk.net).

## **VOLUNTEER**

There are many opportunities available for volunteering, both on the day of, and leading up to the Walk. Volunteer credit can be issued by request. Groups welcome!

## **START A TEAM**

Organize your group to start a team with AIDS Walk New York. There is no registration fee or fundraising minimum. Upon starting a team you will be provided with resources to reach your fundraising and recruitment goals!

**GET INVOLVED**



**REGISTER A TEAM**

## **START A TEAM!**

Any company, family, or community group is welcome and encouraged to start their own team. There is no fundraising minimum to register, though we ask that teams set goals for fundraising and recruitment. Organizations that register as a volunteer group are encouraged to start a team as well!

## **HOW TO REGISTER**

### **1 CALL US!**

You can call us to register at **212.807.WALK(9255)** and we will get you started!

### **2 REGISTER ONLINE!**

GO TO: [ny.aidswalk.net](http://ny.aidswalk.net)  
SELECT: "Register Now" and then "Start a Team" in step 2.  
Choose a name for your team, and we will email to confirm that you are registered!

### **3**

### **EMAIL US!**

Email us to start a team or get more information about the Walk! We can be reached at [awnyteams@aidswalk.net](mailto:awnyteams@aidswalk.net).



**VOLUNTEER**

## **VOLUNTEER OPPORTUNITIES**

Are you or your group looking to make a difference by donating your time? Volunteering may be the right choice for you! There are plenty of opportunities to volunteer both before and on the day of the Walk.

## **PHONE BANKING AND MATERIAL PREP**

We are looking for enthusiastic volunteers to help us call and register participants before the day of the Walk! We also need help from volunteer groups to prepare materials to be sent to local businesses, teams, and walkers. Contact us at 212.807.9255 to find out more about our pre-walk volunteer schedule!

## **DAY-OF-EVENT VOLUNTEER ROLES**

We need 2,000 volunteers on the weekend of the event to help us make AIDS Walk New York happen! To see detailed volunteer job descriptions, visit [ny.aidswalk.net/volunteer](http://ny.aidswalk.net/volunteer).



## **BENEFITS OF BECOMING A SPONSOR**

Our sponsors enjoy tremendous exposure within the AIDS Walk New York campaign, which generates millions of media impressions that highlight our sponsors and their support of the event and community. Sponsors may be featured on: street banners; subway advertisements, point-of-purchase displays; posters; newspaper, magazine and online advertisements; the AIDS Walk website and social media platforms; and many other innovative and high-profile marketing vehicles.

## **WAYS TO SPONSOR AIDS WALK**

### **CORPORATE SPONSORSHIP**

Companies are invited and encouraged to sponsor AIDS Walk New York by making monetary donations. To see the levels of corporate sponsorship available, visit [aidswalk.net](http://aidswalk.net) or email David Meraz at [dmeraz@aidswalk.net](mailto:dmeraz@aidswalk.net).

### **IN-KIND DONATIONS**

In order for the Walk to happen, we depend on in-kind donations. If your company is interested in donating food, hotels, and other goods please contact us at 212.807.WALK or email Phil Hratko at [philh@aidswalk.net](mailto:philh@aidswalk.net).

**BECOME A SPONSOR**



## WHO BENEFITS

All funds raised for AIDS Walk New York benefit GMHC 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 supports!

### MENTAL HEALTH SERVICES

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.

WHO BENEFITS?



# WHO BENEFITS

## 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. GMHC provides direct legal advocacy, representation, pro se advice, and appropriate referrals.

## WORKFORCE DEVELOPMENT PROGRAM

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. GMHC offers 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.

All service descriptions appear on GMHC's website. To see a comprehensive list of all of the services provided by GMHC, visit [gmhc.org](http://gmhc.org)

WHO BENEFITS?



# HYACINTH AIDS FOUNDATION

Teams and individual walkers from New Jersey who qualify are able to support their local community because their efforts support Hyacinth AIDS Foundation.

Hyacinth AIDS Foundation strives to help clients affected by HIV and AIDS maintain and achieve good health and to create a good quality of life for those in need. Among the many services Hyacinth provides are Mental Health and Substance Abuse Counseling, Legal Advocacy Services, Prevention Services, Counseling and Testing, and PrEP counseling.

For more information about Hyacinth's programs, please visit [www.hyacinth.org](http://www.hyacinth.org).

## COMMUNITY PARTNERSHIP PROGRAM

AIDS Walk New York is dedicated to strengthening the efforts of AIDS Service Organizations throughout the city. Our Community Partnership Program allows qualified AIDS Service Organizations to keep a portion of their fundraising to benefit their service programs. Some Community Partnership teams from 2018 include ACQC, African Services Committee, Afrika Tikkun USA, Inc., AIDS Resource Foundation for Children, American Run For the End of AIDS, APICHA, Camp Viva, Food First, God's Love We Deliver, Hispanic AIDS Forum, Inc., IADHO/TLCA, IAVI, International AIDS Prevention Initiative, Iris House, Keep a Child Alive, Latino Commission on AIDS/OASIS, MTV Staying Alive Foundation, MWIRD, National Black Leadership Commission on AIDS, Inc., START Treatment & Recovery Centers, The Alliance for Positive Change, The HIV League, The LGBT Community Center, TOUCH-Together Our Unity Can Heal Inc., Translatina, Turning Point Brooklyn, Unique People Services, Inc., Village Care of New York - VCNY, WHCP, Washington Heights CORNER Project, and Women's Prison Association.

WHO BENEFITS?



## HOW YOU BENEFIT DAY-OF-EVENT VISIBILITY

When your group joins AIDS Walk New York as a Team, sponsor, or volunteer group, you have plenty of opportunities to create visibility for your organization! From your own meeting area with signage, to donning branded T-Shirts, there are plenty of ways for you to represent at AIDS Walk New York!

## MARKETING AND SOCIAL MEDIA

At AIDS Walk New York, we believe in bringing all of our supporters together to create a greater community. A part of this includes highlighting our sponsors, teams, and volunteer groups on our social media sites, in our emails, and on our promotional marketing materials- which reach thousands of supporters.

# RESOURCES FOR YOUR TEAM

**WE OFFER A WIDE RANGE OF  
TOOLS TO HELP  
YOUR TEAM SUCCEED!**



## **1. 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.

## **2. 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!

## **3. 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.

## **4. 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](http://aidswalk.net) to see all of our custom Facebook cover photos and to download your sponsor form.

## **5. 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!

## **6. 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!

**TEAM RESOURCES**

## 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!

### 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!





## STAR WALKER CLUB



Our Star Walker Club was created to encourage individuals who set their fundraising goal at \$1,000 or more. These walkers receive special support from our Star Walker team. Those that reach their goals receive incentives like fundraising awards, invites to our VIP breakfast and VIP access to the Post-Walk Show!

## VIRTUAL WALKER CLUB



Our Virtual Walker Program was created for those who are unable to make it on the day of the Walk, but would still like to support. A walker or team can choose the "virtual walker option" during registration. We just ask that you wear a red ribbon wherever you are and share why you are wearing it!

WALKER PROGRAMS



However you choose to get involved, know that your contribution is imperative to helping us end the AIDS epidemic in New York City by 2020! We hope to see you, and your organization on MAY 19, 2019.

