



Welcome to the Star Walkers Club!

Thank you for joining the AIDS Walk New York 2019 Star Walkers Club!

As your Fundraising Specialist, my pledge is to provide you with tips, tools, encouragement, incentives, and ideas to make your fundraising efforts a success. The Star Walkers Club is designed to encourage walkers to go the extra mile in their fundraising efforts. Also, to acknowledge, nurture and thank you for your contribution towards making AIDS Walk New York such a powerful day of inclusion, compassion, and action.

We now call on you to reach out to your community to help achieve your Star Walker goal in support of our critical mission to end AIDS. Enclosed is your special Star Walkers Club Fundraising Kit, created to help guide you toward your stellar goals! Your kit includes the following:

- * **Star Walker Club Features** (see reverse): Check out the rewards of being a Star Walker and learn how to kick start your personal fundraising
- * **Sponsor Form:** Keep track of your sponsors as well as your fundraising total.
- * **Note Card:** Send a special request for a donation, or use it as a thank-you card for a donor.
- * **Return Envelope:** Give this postage-paid return envelope to any sponsor who wants to mail in a donation, or use it yourself to send in checks or money orders. To receive proper credit toward your fundraising total, make sure to include your name with every donation you mail in.

I am always available to support your fundraising efforts. If you need more materials, motivation, or have any questions, please call me at **212.807.9255 (WALK)**, email me at avalle@aidswalk.net, or visit me at our **AIDS Walk New York** office located at 307 W 38 Street, Floor 8, New York, NY 10018. You can also visit our website at aidswalk.net for helpful fundraising tips and tools.

I look forward to working with you to make AIDS Walk New York 2019 a huge success!

With sincere gratitude,

Ana Valle

Fundraising Specialist
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AIDS WALK NEW YORK

MAY 19, 2019

Presented by

 DELTA



Star Walkers Club Benefits and Fundraising Tools

Anyone who sets a fundraising goal of \$1,000 or more and joins our Star Walkers Club is eligible for:

- ★ Express Star Walkers Club Sign-In on the day of the Walk.
- ★ Exclusive fundraising tips, email updates, and contests.
- ★ Direct Access to our Star Walker Fundraising Specialist, Ana, for advice and motivational support.

FUNDRAISING HQ CHECKLIST

It's easy to use your personal Fundraising HQ! Visit aidswalk.net and enter your email address and password so you can:

- Customize your donation page by adding photos, a summary and setting a fundraising goal.
- Send fundraising emails to potential sponsors asking them to support your fundraising efforts.
- Record offline donations to keep your fundraising total up-to-date.
- Share why you walk or run on social media and ask followers to donate.
- Send thank-you emails or thank your donors on social media.

FUNDRAISING AWARDS

When you **reach \$1,000**, you'll earn these official AIDS Walk New York prizes:

- ★ Fanny Pack
- ★ 2019 T-shirt and Commemorative Pin
- ★ 2019 Cap
- ★ Star Walker Pin
- ★ Star Walkers Club VIP Star Pass: Your all-access pass to the exclusive Star Walker Breakfast at AIDS Walk New York

And if you **reach \$2,500...**

- ★ You will receive all of the above rewards **plus a SPECIAL EDITION AIDS WALK ROYALTY CROWN!**
- ★ Raise over **\$10,000** and become a Platinum Star Walker!™ This ambitious group of walkers earn special recognition and unique benefits.



For more information, contact:

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