

**AIDS
WALK**
SAN FRANCISCO

July 14, 2019

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 San Francisco. 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!

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Call us anytime at 415.615.9255 (WALK) with questions, to attend a workshop, or for fundraising and recruitment advice!

Event Details

Sunday, July 14, 2019

WHEN?

Sign-in opens at 9 a.m. The Aerobic Warm-Up will be at 9:30 a.m., the Opening Ceremony begins at 9:45 a.m., and the Walk begins at 10:30 a.m.

WHERE?

AIDS Walk San Francisco begins and ends in Golden Gate Park. The 10k (6.2-mile) route begins in Sharon Meadow and winds through the park, with checkpoints, entertainment, and refreshments along the way.

WHY?

Proceeds from the Walk primarily benefit ACRIA, PRC, Project Open Hand, and dozens of other Bay Area AIDS service organizations

WHO?

Thousands of caring community members, activists, friends, and families, as well as 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

IS THERE A PARTICIPATION FEE?

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 Fundraising Awards.

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 exclusive Sign-In area, special signage at their team tables, and a professional team photo taken on the day of the Walk.



WHERE DOES THE MONEY GO?

The funds raised at AIDS Walk San Francisco primarily support the services provided by ACRIA, PRC, Project Open Hand, and dozens of other Bay Area AIDS service organizations

WHAT ARE STAR WALKERS?

Star Walkers are AIDS Walk San Francisco fundraising elite: those who set a goal to raise \$1,000 or more. As a Star Walker, you will receive personalized support and fundraising advice from our Star Walker Coordinator to help you reach that goal. Those who get there will receive royal treatment on the day of the event, among other special perks!



Frequently Asked Questions

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

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 sf.aidswalk.net/Matching-Gift-Info to find out the matching gift policies of your donors' companies.

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 San Francisco office at 415.615.9255 (WALK) with the walker's name, address, phone number, and email address (if available) and ask to have them transferred.

WHERE DO I MEET MY TEAM?

If you have 20 or more members on your team by Wednesday, July 3, 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!

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Who Benefits

ABOUT OUR BENEFITING ORGANIZATIONS



In 2018, thousands of participants, many of whom were members of hundreds of corporate and community teams, raised more than \$1.8 million for dozens of HIV/AIDS programs and services throughout the Bay Area. Primary beneficiaries included ACRIA, PRC, and Project Open Hand. This year's primary grant recipients are:

ACRIA envisions a world where all people with HIV receive the treatment, care, and support they need to lead healthy, productive lives and where new transmissions of the virus have been eliminated.

The mission of **PRC** is to help people affected by HIV/AIDS, substance use, or mental health issues better realize opportunities by providing integrated legal, social and health services that address the broad range of social risk factors that impact wellness and limit potential.

Project Open Hand's mission is to nourish and engage our community by providing meals with love to the sick and the elderly.

Supporting Many Voices:

Co-Beneficiary Teams Program AIDS Walk San Francisco recognizes that no one organization can meet all the needs of people living with HIV/AIDS. That is why the event 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.

Through the Co-Beneficiary Teams 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 at no cost to themselves, and they keep a majority of the funds they raise.

Team Leader Checklist

- Sign Up: Register your team for AIDS Walk San Francisco!
- Set Goals: Make sure to set an example for your team and set your personal and team goals!
- Get Person: 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!