



Team Captain Guide

Fresno AIDS Walk

Saturday, October 21, 2017

Benefiting The Living Room

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2017 Fresno AIDS Walk

Saturday, October 21st, 2017 · Woodward Park · Park View Shelter

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& 5K RUN  **WOODWARD PARK**
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Dear Team Captain,

Welcome to the 2017 Fresno AIDS Walk!

Thank you for your participation in the 2017 Fresno AIDS Walk, benefiting The Living Room, a project of WestCare California that serves as Fresno's only HIV/AIDS social support center. The funds raised by teams like yours ensure that the Living Room will continue to serve those in our community that are affected, infected or at risk of contracting the HIV/AIDS virus. You have already taken the first step. We now encourage you to continue raising funds and recruiting team members for your team. Remember, a team consists of any number of family members, friends, co-workers, or others who want to walk with you and lend a helping hand. You make the difference!

IMPORTANT ITEMS:

- ◇ Your Team Name officially identifies your team. Give all potential teammates your team name exactly as it is registered so they can locate it online.
- ◇ **CAREFULLY READ** the enclosed team registration instructions and the team timeline for important dates.
- ◇ We have Fresno AIDS Walk posters and flyers which can assist you in your team member recruitment efforts. Please visit the 'tools' section of the website: fresnoaidswalk.org



About the 2017 Fresno AIDS Walk

What is the Fresno AIDS Walk?

The Fresno AIDS Walk is a fundraising walk benefiting The Living Room. The Fresno AIDS Walk course starts and ends at the Park View Shelter at Fresno's historic Woodward Park. All participants will be treated to entertainment throughout the event as well as pre- and post- event activities.

What Organizations Benefit from the Fresno AIDS Walk?

The Fresno AIDS Walk directly benefits The Living Room, Fresno's only HIV/AIDS support center. The Living room provided education, contraceptive supplies, support groups, outreach, case management, & resources to testing times and sites.

Community Partners Program

Other Fresno area HIV/AIDS service organizations also have the opportunity to benefit from the Fresno AIDS Walk through our Community Partner Program. These partner organizations can form teams, raise money for the Walk, and receive 50% of the money their team raises after expenses. Everyone who takes part will benefit.



AIDS Walk Event Registration Details

Walk Details....

When: Saturday, October 21st, 2017

Location: Woodward Park (Audubon and Friant Road in Northwest Fresno)

Registration Fees: FREE!

Day of Registration Starts: 8:00 am

Start Time: 10:00 am

Teams: The Driving Force for the Fresno AIDS Walk

Teams are a key component of the Fresno AIDS Walk! By forming a team, you help to ensure the success of the 2017 Fresno AIDS Walk and allow The Living Room to provide quality support to those affected, infected and at risk of getting HIV/AIDS.

How Do I Form a Team? How Do I Join a Team?

Step 1: Go to <http://www.FresnoAidsWalk.org>

Step 2: Click on **Register**

Step 3: Select **Start a Team OR Join a Team**

Step 4: Name your Team & Set Your Goals

Step 4: Search for an Existing Team Name

Step 5: Click on **Continue**

Step 5: Click on **Continue**

Step 6: Complete your registration!

Step 6: Complete your registration!

Captains: The Fresno AIDS Walk's Success Starts with You!

The Fresno AIDS Walk is here to help you make your team's participation a wonderful experience. Please call or email us with any questions or ideas you may have as they relate to your team fundraising, participant recruitment, or online pages.



Preparing for the Fresno AIDS Walk

Team Captain Dates & Deadlines

- Create and Build Your Team Online: Now – October 21st, 2017
Go to www.FresnoAidsWalk.org to create your team, register to participate, & fundraise! Recruit participants to join your team by using our online tools!
- Submit any Offline Registration Forms: Friday, October 20th, 2017
Check out our 'Tools' section for all important forms.
- Pick up T-Shirts and Fundraising Incentive Rewards for Your Team: Day of event or at a pre-registration event held at The Living Room to be announced on [our official Facebook page](#).
T-Shirt / Incentive Item Distribution: Date and Time will be posted when available
- Join us for the 2017 Fresno AIDS Walk!
Day-of registration will begin at 8:00 a.m. on October 21st for you and your teammates to mix and mingle, enjoy the activities and prepare for the Fresno AIDS Walk.



Tips for Building a Fun & Successful Team

Begin Recruiting Participants!

Get moving early! Contact everyone you know through each facet of your life – family, friends, co-workers, church members, social organizations, athletic teams, etc – and send them to www.fresnoaidswalk.org to join your team. If team members do not want to register online, have them complete the offline participant registration form instead, indicating the ‘Team Name’ exactly as it appears online.

Stay Connected!

The best way to stay connected is to manage your team online at www.fresnoaidswalk.org. Some suggestions include weekly e-mails, Facebook messages, postcards or letters, weekly communication by phone or, if schedules permit, a team meeting every week or two. Communication will help you tell your team about all the exciting efforts everyone is making for the Fresno AIDS Walk.

Set a Team Fundraising Goal!

Most people work harder when they have a specific goal to meet. Donations are a major source of funding for the Fresno AIDS Walk. See the ‘Fundraising Tips & Tools’ section of our website for more suggestions.

Create Team Swag!

Make banners, posters and flyers to carry with you and differentiate your team from all the others at Woodward Park on event day.

Walk in Honor of Someone!

Walk in honor of someone who has lost their battle with HIV/AIDS or in celebration of someone whose life is affected by the epidemic.

Tell us how you’re doing!

Beginning in July, we will publish online “Team Updates” to highlight the progress of teams, promote team fundraising events, team success stories and answer any questions you have for our event. Your team may be featured for your outstanding efforts in our social media outlets! So tell us good news about your participants, fundraising goals met and exceeded...and more! Send us information about your fundraising and recruitment successes to michael.mygind@westcare.com.



Get Your First Donation: Team Fundraising Ideas

Fundraising is a key component in the continued successes of the Fresno AIDS Walk. As Team Captain, you are the leading force behind your team. Please take a moment to read the following fundraising tips.

1. Personalize your team's mission. Give potential teammates and supporters a reason to join you in your fight against AIDS.
2. Encourage your teammates to make personal contributions to your team total.
3. Use your personal networks to collect donations from friends, family, co-workers, schoolmates, and neighbors. Alert them to your team's web-page.
4. Add your team web page link to EVERY Facebook, Twitter or E-mail message so your friends can easily access your page to donate or register.
5. Host a Team Fundraising Party and here is how:

Plan Your Party:

Pick a date and venue for your event. Host it at a home, restaurant, community center, church, office, etc. Make sure you have a computer with internet access so your guests can make donations online instantly.

Make your guest list and send out invitations. Invite as many people as possible! Make it clear that the party is about raising money for the cause.

Prepare the party. Make copies of your team donation form with enough pens, plan the food, and prepare any entertainment and/or presentation.

If you are planning a party for over 15 people, contact us and we may be able to provide a speaker for you. For smaller parties, we can provide other promotional materials about the event and the cause.

At the Party:

Talk a little about your commitment to the cause and reasons for participating. You can charge a suggested donation amount and/or let them decide on the total amount at the end of the party.

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Make sure donors fill out the team donation form to include with each donation. If your donors prefer to pay by check, then have them make their check out to "WestCare California."

Provide additional donation forms with your team information to take home for those who cannot donate at the event. Make sure they mail these donations to:

Attn: The Living Room
WestCare California
PO Box 12107
Fresno, CA 93776

Thank everyone for coming and let them know how much was raised that evening.

After the Party:

Mail all donations immediately to the address on the team donation form. Send thank you notes to those who donated.

Follow up with those who could not attend with a link to team fundraising web page.

Other Team Fundraising Ideas

What kind of activities do you and your teammates do for fun? Baking. Dog Walking. Dancing. Cooking. Think of a way to have some fun and turn it into a fundraiser. Here is a list of some great team fundraising ideas:

Car Wash

Wine Tasting Party or Happy Hour

Silent Auction

Donuts or Cupcakes Sales

Raffle ticket or door prizes

Concession Food/Drink Sales (at local sporting events)

Karaoke Night

Bingo or Board Game Event

Have another fundraising idea to share? Please send your creative fundraising ideas to michael.mygind@westcare.com so we can share them with other teams.



Fundraising Tips for Social Media

Helpful Tips:

- ◇ Add your personal web link to EVERY message so your friends can easily access your page to donate or register.
- ◇ Thank each of your friends on their pages. You never know who else is going to read their page and possibly donate to you.
- ◇ Have fun and make it personal.
- ◇ If you have teammates on Facebook or Twitter, post comments that help create some healthy competition.
- ◇ Make your language specific to yield better results.

Join My Team Messaging

Helpful Tip: Post these easy message examples on your friend's walls or use as a status update

1. I'm in the Fresno AIDS Walk! Join my team today at (insert team link)
2. Be part of the Fresno AIDS Walk! Join my team today at (insert team link)
3. Show me how you MOVE! Join my team and the 2017 Fresno AIDS Walk. (insert link)
4. Who's ready to join the Fresno AIDS Walk for a great cause? Join my team at (insert team link)
5. Take Action! I need five people to join my Walk team today. Visit (insert link)
6. Walk with me to the finish line! (insert team link)

Follow up your status messaging with these examples:

1. (Insert friend's name) just joined my team! I'm still looking for 4 more cool people.
2. I'm participating in the Walk on October 21st. Join my team! (insert link)
3. (Insert name) is walking with me on October 21st! Join us at (insert link)

Fundraising Messaging

Helpful Tip: Post as a status and change your status message regularly

1. Support me as I walk for the Fresno AIDS Walk! Please donate to my fundraising efforts. (insert web link)
2. Your donation can help those affected by HIV/AIDS. Support me as I walk for the Fresno AIDS Walk. (insert personal link)

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3. Your donation makes a big difference! Please support me as I walk for this important cause.

(insert personal link)

4. Support me as I walk in the Fresno AIDS Walk! All of the cool kids are doing it:

(insert personal link)

5. I want to fundraise (X dollar amount) to reach my fundraising goal. Donate (X specific dollar amount) to me today to make a difference! (Insert personal link)

Follow up your fundraising status messages with these:

1. Thank you (insert donor's name) for helping those affected by HIV/AIDS. You can continue to support my fundraising efforts at (insert personal link)

2. I'm working to raise (X total dollar amount) for people affected by HIV/AIDS. Will you help me? Donate today at (Insert personal link)

3. (Insert donor's name) just made a donation to help my fundraising efforts. Will you donate too? (Insert personal link)

Thank You Messaging

Helpful Tip: Post on your friend's walls as soon as they donate. Send them an e-mail to thank them

1. I made it to my fundraising goal! Thank you (insert donor's name) for your support as I walk for the Fresno AIDS Walk. (insert personal link)

2. Thank you (insert donor's name) for supporting the Fresno AIDS Walk. Your gift makes a big difference! (insert personal link)

3. Thank you (insert donor's name) for your support of my fundraising efforts. Together, we can help families affected by HIV/AIDS. (insert personal link)

4. Thank you (insert donor's name) for your donation to the Fresno AIDS Walk. You have helped to bring me closer to my personal goal of \$__ and to making a difference in the fight against HIV/AIDS! (link)

Action/Awareness Messages

1. HIV/AIDS has affected my life and I'm taking action to stop it. Join my efforts by participating in the Fresno Aids Walk.

2. Register to help fight HIV/AIDS. It's time to put your foot down!

3. Register for the Fresno AIDS Walk and help The Living Room provide HIV/AIDS support services.



Follow the Fresno AIDS Walk on Social Media!

Facebook: [The 2017 Fresno AIDS Walk](#)

[The Living Room - Fresno](#)

Twitter: [The 2017 Fresno AIDS Walk](#)

Instagram: [The 2017 Fresno AIDS Walk](#)

Matching Gift Information

Does My Employer Match Charitable Donations?

Many companies today will match your fundraising dollar with every dollar you raise for the Fresno AIDS Walk. In fact, the majority of Fortune 500 companies support their employees giving back to their community. It's a great way to effectively double your fundraising efforts. If your company doesn't currently match funds, ask your company if they will start. You would be surprised how many companies add such programs as an employee benefit program.

Matching Gift Programs are increasingly vital to nonprofit organizations because of their ability to increase resources by doubling, tripling or even quadrupling the individual's contribution. Research your employer's matching gift policies in order to guarantee your donation is increased properly. There are a number of different ways Matching Gift Programs can work. Your company may match dollar donations, volunteer hours, or other areas.