



Day-of-Event Planning Guide

Sunday, October 23, 2016 ♦ Grand Park

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TEAM MEETING STATIONS: How to Qualify

Friday, October 14: Deadline to qualify for a Team Meeting Station

A Team Meeting Station is a designated area in Grand Park for Team Members to meet up on the day of the walk. Signs will clearly identify each Team Meeting Station. They are arranged in alphabetical order. We will also provide each team with a pouch containing trash bags and a folder with your current Team Roster to help you keep track of your team.

To qualify for a Team Meeting Station, a team must have 25 registered walkers by Friday, October 14 at 5 p.m. The walkers registered after October 14 are still registered Team Members, but they will *not* appear on the Team Roster at your Team Meeting Station (if you qualify) on the morning of AIDS Walk Los Angeles. Teams that have fewer than 25 walkers can refer to the Venue Map to select a meeting place.

Use the **Day-of-Event Registration forms** provided at your Team Meeting Station or at the Team Information booth on the day of the Walk to add new walkers to your team. You will receive a complete Team Roster after the walk to confirm that all Team Members have been accurately registered on your team.

*****Team Meeting Stations will be broken down starting at 10:15 a.m.**

IMPORTANT: Do not bring donations to your Team Meeting Station. Only turn in donations at the Sign-In Areas.



RECRUITMENT: How to Register YOUR Team Members

CALL US!

Team Members can call us at **213.201.9255 (WALK)** and give us your Team Name or Team Number to get registered!

EMAIL YOUR TEAM COORDINATOR

To register your Team Members by email, simply send your Team Coordinator the following (we suggest using an Excel spreadsheet):

- Walker's full name
- Mailing address
- Phone number and email address
- T-shirt size (T-shirts are fundraising awards for raising \$150 and up)
- Whether they would like to join as a Star Walker™ and/or Virtual Walker

AIDS Walk Los Angeles Team Coordinators:

Andrew – andrewn@aidswalk.net
Bert – bertc@aidswalk.net
Chrissy – christinaf@aidswalk.net
Heather – heatherh@aidswalk.net
Michael – michaels@aidswalk.net
Nikko – nikkob@aidswalk.net
Quanie – shaquanab@aidswalk.net
Rachel – rachelk@aidswalk.net

REGISTER ONLINE

GO TO: la.aidswalk.net.

CLICK: "Register Now," then click "Join a Team."

SELECT: your Team Name from the dropdown menu.

TEAM REGISTRATION FORM

Print the [Team Registration Form](#), fill in your Team Number, and **make copies**. Complete the form with **blue/black ink** and either **scan and email it to awlteams@aidswalk.net** or **fax it to 213.201.1355**.

AIDS Walk Los Angeles Team Registration Form

Thank you for registering for AIDS Walk Los Angeles, to be held on Sunday, October 23, 2016.
If you can't attend the walk, register and wear a red ribbon on the day of the event to show your support!

Please return this completed form to the AIDS Walk Los Angeles office.

Fax it to 213.201.1355 or scan and email it to awlteams@aidswalk.net.

To register online, visit la.aidswalk.net. If you have any questions, call us at 213.201.1355.

! Incomplete or illegible information will not be processed. Be sure to write with blue or black ink and provide at minimum the first and last name and either an email address or complete postal address of each Team Member.

Team Name - Team Number: _____

Full Name: _____	Full Name: _____
Email: _____	Email: _____
Address: _____	Address: _____
Apt./Floor: _____	Apt./Floor: _____
City: _____ State: _____ ZIP: _____	City: _____ State: _____ ZIP: _____
Phone #: _____	Phone #: _____
<input type="checkbox"/> I'd like to set a goal to raise \$1,000 and join the Star Walkers Club™.	<input type="checkbox"/> I'd like to set a goal to raise \$1,000 and join the Star Walkers Club™.
<input type="checkbox"/> I'd like to receive a Sponsor Form in the mail.	<input type="checkbox"/> I'd like to receive a Sponsor Form in the mail.
<input type="checkbox"/> I won't be at the event but would like to register as a Virtual Walker.	<input type="checkbox"/> I won't be at the event but would like to register as a Virtual Walker.
<input type="checkbox"/> I'd like to help volunteer with the event.	<input type="checkbox"/> I'd like to help volunteer with the event.
Optional (please circle):	Optional (please circle):
*T-shirt size: S M L XL XXL (If you raise \$150, you earn a T-shirt.)	*T-shirt size: S M L XL XXL (If you raise \$150, you earn a T-shirt.)
Gender: M F T	Gender: M F T
Age: 12 & under 13-17 18-24 25-34 35-44 45-54 55+	Age: 12 & under 13-17 18-24 25-34 35-44 45-54 55+

USE YOUR TEAM ROSTER

If you are a returning team, your Team Roster from last year is available. If you haven't received yours yet, contact us now! Simply update last year's Team Member contact information, and email or fax the form back to us at **213.201.1355**.

SHARE THE LINK TO YOUR TEAM WEB PAGE

GO TO: la.aidswalk.net

SCROLL: to the "Top Teams" section and **CLICK** "View more."

SELECT: sort by team name in the top right corner, find your team name and copy/paste the URL from your web browser.

EMAIL: the link to last year's Team Members and potential new Team Members. Tell them to click "Join Our Team" to register.

POST: the link on Facebook and Twitter, and invite all your friends to join your team.



RECRUITMENT: Team Registration Form

Thank you for registering for AIDS Walk Los Angeles on Sunday, Oct. 23, 2016!

Please return this completed form to the AIDS Walk Los Angeles office. Scan and email it to awlateams@aidswalk.net or fax it to 213.201.1355

To register online, visit la.aidswalk.net. If you have any questions, call us at 213.201.9255 (WALK).

FIELDS MUST BE PRINTED AND LEGIBLE. ILLEGIBLE FIELDS WILL NOT BE PROCESSED.

Full Name: _____

Email: _____

Address: _____

Apt./Floor _____

City: _____ State: _____ ZIP: _____

Phone #: _____

☐ * I'd like to set a goal to raise \$1,000 and join the Star Walkers Club™.

☐ * I'd like to receive a Sponsor Form in the mail

☐ * I can't make it to the event, but I'd like to fundraise as a Virtual Walker.

☐ I'd like to help volunteer with the event.

Optional (please circle):

*T-shirt size: S M L XL XXL (If you raise \$150, you earn a T-shirt.)

Gender: M F T

Age: 12 & under 13-17 18-24 25-34 35-44 45-54 55+

Full Name: _____

Email: _____

Address: _____

Apt./Floor _____

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*As a **Star Walker**, there is no requirement to reach the \$1,000 goal. However, walkers who set high goals *raise more money*!

*As a **Virtual Walker**, you can still raise money and earn fundraising awards. Thanks for remaining a part of the AIDS Walk Los Angeles community!

***T-shirts** are provided as a Fundraising Incentive Award. Visit aidswalk.net to see what other awards you can earn by fundraising!

MATCHING GIFTS: How to “Match” a Donation

What is a Matching Gift?

- A matching gift is a donation made by a corporation or foundation in support of an employee's contribution to a nonprofit organization.
- Matching gifts are an increasingly vital resource for many nonprofit organizations because of their ability to double, triple, or even quadruple an individual's contribution.

How do Matching Gift Programs Benefit Your Company?

- **Community Involvement:** Matching gift programs provide an opportunity for companies to acknowledge causes and organizations of interest to their employees while giving back to the communities in which they operate.
- **Public Relations:** Matching gift programs are an effective way for companies to demonstrate their commitment to the philanthropy of their employees' choice while promoting a positive corporate identity to the community.
- **Employee Relations:** Frequently, a matching gift program is seen by employees as a gesture of appreciation from the company for their support of events and nonprofit organizations in the community.



Does Your Company Have a Matching Gift Program?

- To find out if your company has a matching gift program, contact your human resources department or enter the company name into our search engine: <http://la.aidswalk.net/Matching-Gift-Info>.
- If your company does not have a matching gift program, suggest they start one! You can also ask family and friends whose companies have matching gift programs to sponsor you in order to take advantage of those programs.

How do I Receive Credit for a Matching Gift?

- To receive credit for a matching gift donation as part of your fundraising total:
 - Please forward the email confirmation of the matching gift form to matchinggiftLA@aidswalk.net
 - Make sure to include the *dollar amount of the match*, the *donor's name*, and the *walker's name* in the email.
 - The walker may print it out and turn it in on the day of AIDS Walk Los Angeles at Sign-In.
- Be prepared!
 - Keep a supply of your company's Matching Gift Forms readily available with your Sponsor Form, and encourage Team Members to do the same. Then co-workers can complete the Matching Gift Form when they make their contribution.
 - **NOTE:** Some companies do not allow the standard form to be photocopied. Be sure to find out your company's policy before copying the form. Many companies process their matching gifts online. If this is the case with your company, be sure to inform your fellow Team Members where to go to utilize this tool.
- Please contact Bert Champagne with any questions at matchinggiftLA@aidswalk.net or **213.201.9255 (WALK)**.

Are you a School or University Team?

You can still create your own, informal matching gift program at your school! Ask your teacher or professor to match the grades of everyone in the class (for example: 75 cents for every 75% C, 82 cents for every 82% B–, or \$1 for every 100% A+), or ask your parents to match all of your personal donations. Get creative—the sky's the limit!

Early Sign-In

Who?

- Early Sign-In is available to all participants of AIDS Walk Los Angeles who have donations to turn in AND/OR Fundraising Awards to pick up.

What?

- Skip the lines on the day of AIDS Walk Los Angeles to turn in cash, checks, and Matching Gift Forms, and to pick up Fundraising Awards in advance!

Where?

- Come to APLA Health: 3550 Wilshire Blvd., 3rd Floor, Suite 300, Los Angeles, CA 90010. You can find parking in the Visitor's Parking Garage located on Ardmore St. between 7th and Wilshire (parking will be validated)

When?

- Thursday and Friday, October 20 and 21, 8 a.m. to 8 p.m.

Why?

- If you are a Virtual Walker and will not be able to attend the Walk, we recommend coming to Early Sign-In to pick up your awards.

How?

- If you, as the Team Leader, would like to turn in all of your team's contributions at Early Sign-In, you must schedule an appointment.
 - ◊ Please gather each walker's Sponsor Form, matching gift confirmations, and contributions in separate envelopes. Each envelope should have the walker's name, Team Number, and amount collected written clearly on the outside of the envelope.
- Team Members who come individually to Early Sign-In are not required to make an appointment.



FUNDRAISING: Individual Incentive Awards

Please note: The deadline to turn in funds to earn awards and have the money count toward your final team totals is **Friday, November 15, 2016, at 5 p.m.**

Awards are for **individual** fundraising, not team fundraising. Only individual members of a team who raise \$150+ each are eligible for awards.

To receive individual incentive awards, Team Members and Team Leaders must either come to Early Sign-In to pick them up, OR they *must* sign in on the morning of the event. Upon signing in, you will receive an Award Card, which you can then take to the Awards Area to exchange for your awards.

\$150
Official AIDS Walk
Los Angeles T-shirt!



EARN ALL 3 AWARDS!

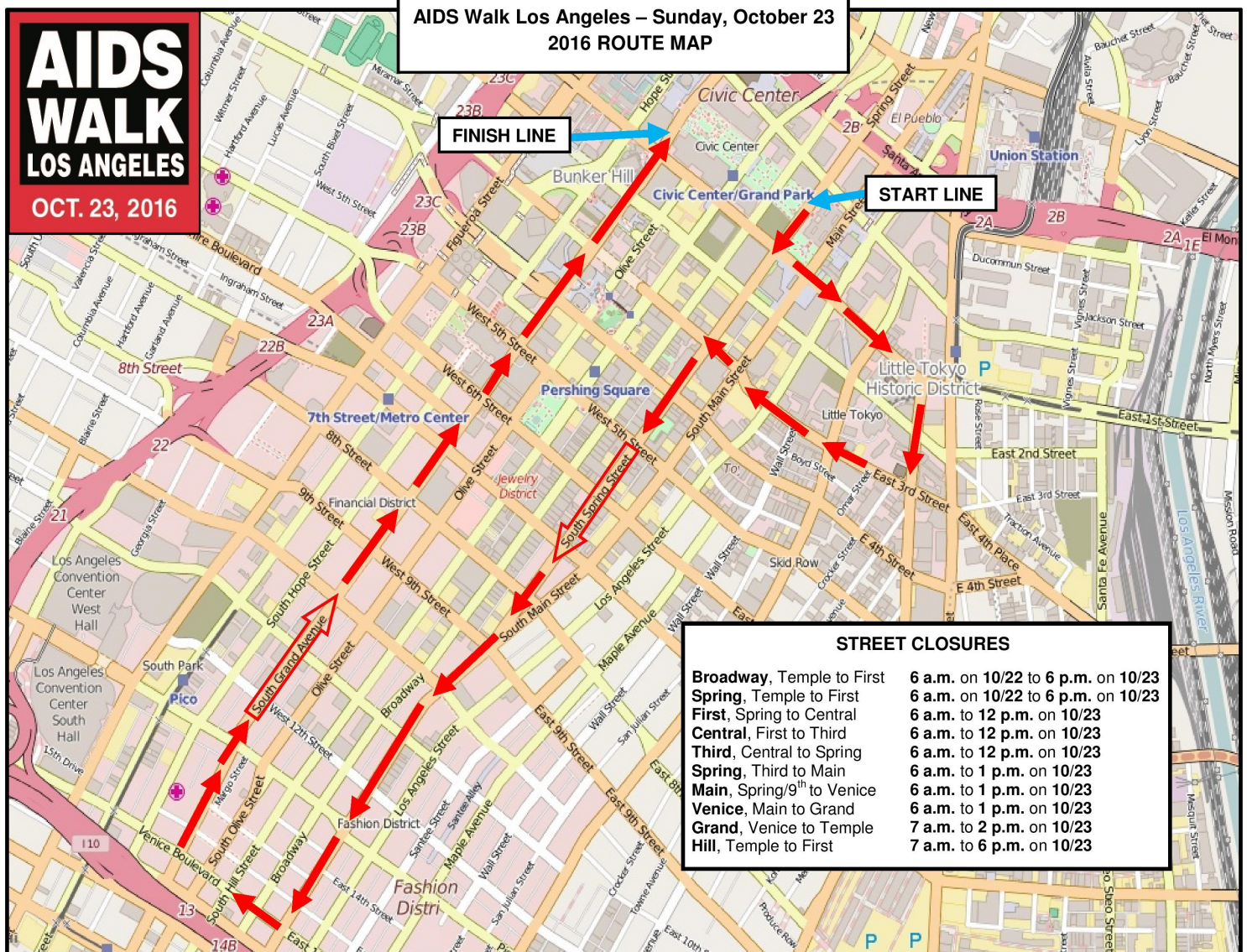


\$1,000
Official AIDS Walk
Los Angeles T-shirt, Cap,
and Star Walker™
Water Bottle!



\$500
Official AIDS Walk
Los Angeles T-shirt,
and Cap!

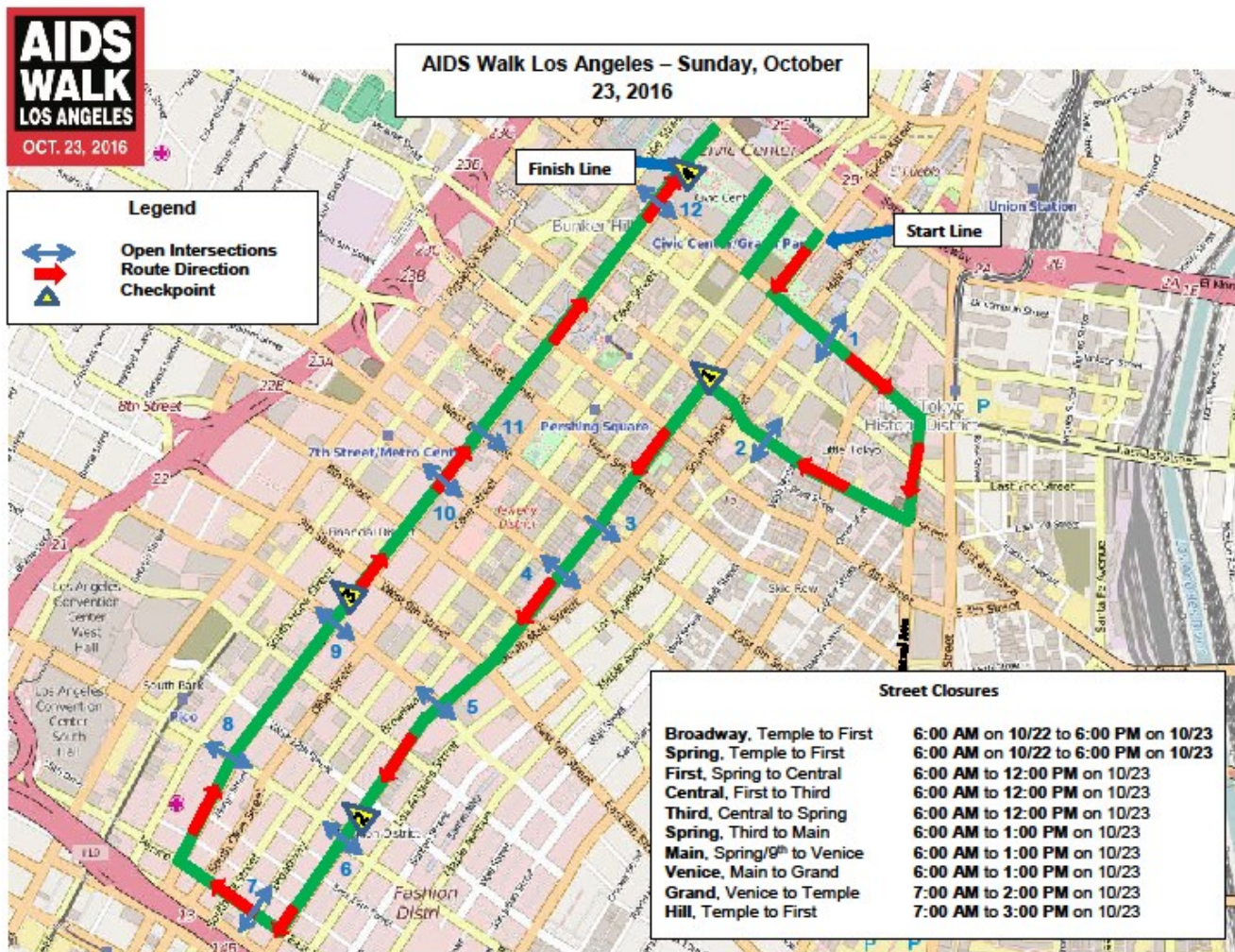
MAPS: Route Map



MAPS: Venue Map



MAPS: Open Intersection Map



TEAM MEETING STATIONS: Day-of-Event



After Sign-In, Proceed to Your Team Meeting Station

Teams that have at least **25** registered walkers as of Friday, October 14 at 5 p.m. will be provided with a Team Meeting Station. **A Team Meeting Station consists of half of a 6-foot-long table in the Team Meeting Area in Grand Park.** Please plan accordingly. If your team has 60 members, you will be designated a full table and will be given an additional half-table (3 feet) for every 30 members after that.

If your team does not qualify for a Team Meeting Station, please designate a location for your Team Members to meet before the Walk begins and communicate this to your team.

We Suggest: *If you do not qualify, you can meet in the Team Meeting Area where your team name would be placed alphabetically. You can get answers to team questions and assistance constructing your own team sign at the Team Information tables located in the Team Meeting Areas.*

Finding Your Team Meeting Station

All **Gold Teams** will meet in the exclusive Gold Team Area. **General Team Meeting Stations** will be arranged alphabetically by team name on Broadway. Signs will clearly identify each Team Meeting Station.

Please notify your walkers if your team name differs in any way from your official company or organization name. If your team name begins with "Team," you will be located in the "T" section of the alphabet.



Your Team Roster

A folder containing a roster of registered Team Members as of Friday, October 14 will be at your Team Meeting Station. You or a volunteer from your team should review the roster to make sure that all Team Members are listed. Registration Forms will be provided in the folder for transferring or registering additional people to your team. You will leave this folder at your Team Meeting Station to be collected by AIDS Walk staff, who will update your Team Roster with the new information.

Keeping Grand Park Clean – Tidy up your Team Meeting Station

Your Team Meeting Station will be broken down once AIDS Walk Los Angeles begins, so please **DO NOT** leave anything behind **EXCEPT** your Roster. Any supplies left on the table will be recycled or thrown away. If you plan to bring any non-disposable items to your Team Meeting Station, make arrangements for someone to take them to their car, or carry them with you on the route!

RESERVATIONS: Drive-On Passes

RESERVE A DRIVE-ON PASS

Deadline to Reserve a Drive-On Pass: Friday, October 14 at 5 p.m.

- For those teams that qualify for a Team Meeting Station (Gold Teams and/or teams with 25+ registered members), Drive-On Passes are available to help you transport your items to your Team Meeting Station (such as breakfast for your team, decorations, team T-shirts, etc.).
- Drive-On Passes allow you to drive onto the venue, drop off one passenger and any items you may have brought, and then drive off the venue after you have unloaded. **This is not a parking pass.** Once you drop off your materials, you must immediately exit the venue. Your passenger and items will be shuttled from the drop-off location to your Team Meeting Station.
- To gain vehicle access to the venue, **Team Leaders must request a Drive-On Pass by Friday, Oct. 14 at 5 p.m.** Any vehicle that needs to enter the venue (including caterers and other vendors delivering items to your team) must be pre-approved and appear on the official vehicle list. To request a pass and receive Drive-On directions, please contact Michael Sekerak at 213.201.9255 (WALK) or michaels@aidswalk.net.



SCHEDULE: Day-of-Event

8:30 a.m. - Sign-In Opens	Only walkers who have donations to turn in or Fundraising Incentive Awards to pick up need to sign in on the day of the AIDS Walk. Walkers who have not fundraised prior to the day of AIDS Walk Los Angeles are encouraged to give a donation at Sign-In if they are able to do so.
9 a.m. – Aerobic Warm-Up at Opening Ceremony stage	
9:15 a.m. - Opening Ceremony begins	For the most up-to-date information about celebrities at AIDS Walk Los Angeles, visit our Day of Event Page .
9:20 a.m. Teams begin the 10k Walk!	<p>Enjoy entertainment, snacks, water, ice cream, and other refreshments along the AIDS Walk Los Angeles route! If you get tired, inform a volunteer or staff member. We will be providing a shuttle service from each of the three checkpoints to the finish line.</p> <p>Strollers, wheel chairs, and small pets are allowed at the event; however, please take the necessary safety precautions with regard to the noise and large crowd.</p> <p>Skateboards, bicycles, and rollerblades are prohibited, and running the AIDS Walk Los Angeles route is discouraged due to high congestion.</p>
10 a.m. – AIDS Walk Los Angeles Official Start Line Opens	
11 a.m. to 3 p.m. - Cross the Finish Line	Pick up your Certificate of Completion and be greeted with cheers of excitement as you cross the Finish Line. Head over to the Post Walk Concert in Grand Park for music and food truck festivities!

FUNDRAISING DEADLINE: Friday, November 15



We encourage every walker to turn in all pledges and collect individual Fundraising Awards on the day of AIDS Walk Los Angeles. The deadline to turn in all outstanding donations to qualify for Incentive Awards and to have the funds applied to your 2016 team fundraising total is **Friday, November 15 at 5 p.m.** Any awards that are earned after the event can be picked up at the AIDS Walk Los Angeles office.

We will calculate the total amount raised by your team and provide you with that information in the weeks following the event. This figure will be calculated based on the total dollars turned in on or before Sunday, October 23, plus any additional contributions received in the AIDS Walk Los Angeles office by Friday, November 15 at 5 p.m. Pledges will still gladly be accepted after that date but cannot be credited to a specific walker or team.

INTERIM ROSTERS: *Early November*

We will email you your interim team fundraising total and roster at this time. Please remember that you have until the fundraising deadline to increase that total!

FINAL TEAM RANKINGS & ROSTERS: *Early December*

Congratulations! Check out your final team rankings, Team Roster, and the announcement of the 2017 Gold Teams!

Gold Teams are recognized as the top fundraising teams from the previous year's AIDS Walk Los Angeles and enjoy special perks at the event!

