

AIDS WALK Kansas City 2017 TEAM CAPTAIN GUIDE

On April 29th, 2017 thousands will gather at Theis Park for the 29th Annual AIDS WALK Kansas City. Some will walk to support the brave women, men and children living with HIV/AIDS in our community. Others will walk to celebrate the lives of those whom we have lost to AIDS. But all share the same vision – the day when AIDS will no longer be a threat to those we love.

LOCATION

AIDS WALK 2017 will begin and end in Kansas City's beautiful Theis Park, located at 47th and Oak Streets, just south of the Nelson-Atkins Museum. The route will wind for approximately 3 miles through nearby neighborhoods, the UMKC Campus, and along scenic Brush Creek.

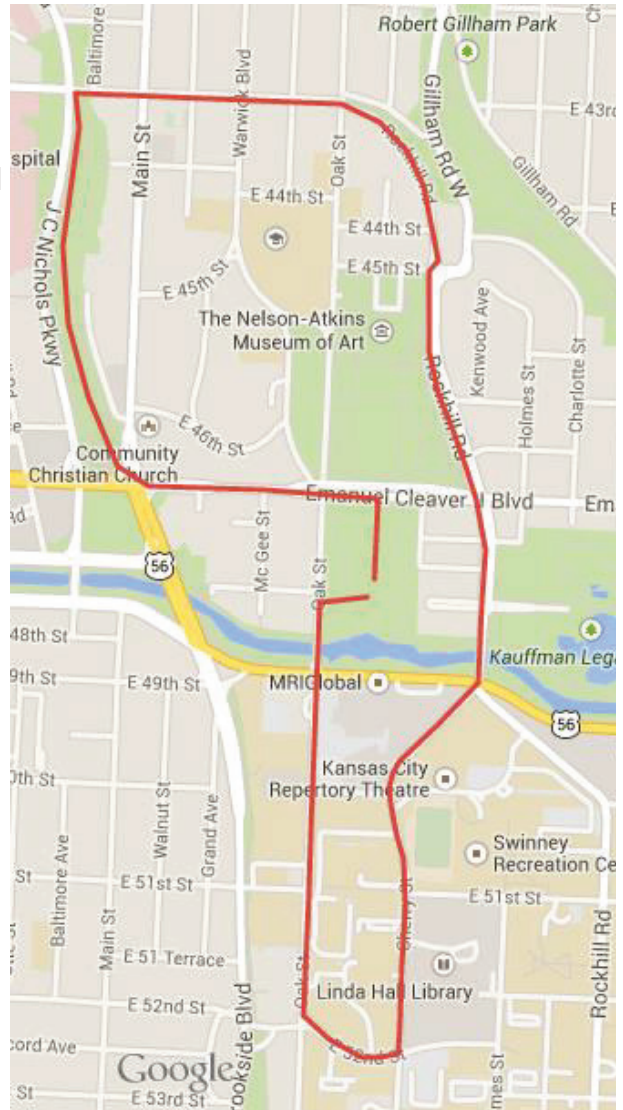
WHAT TO EXPECT

The day begins with registration at 8:00 a.m. Welcoming Ceremonies commence at 9:00 a.m. and at 10 a.m. sharp We Walk! (We walk, rain or shine, so plan on crossing the finish line with your team and celebrating others as they finish!) Refreshments will be offered along the AIDS WALK route.

WHY A TEAM?

Walking with a team makes WALK Day more enjoyable, knowing that others with compassionate hearts share your effort and caring. You can also set team fund-raising goals, use your companies matching gift program to increase the value of your sponsors' contributions and help to promote a greater understanding for those living with HIV/AIDS in our community. Your team can also qualify for extra T- Shirts and other incentives prizes.

AIDS WALK Kansas City 2017 is presented by the AIDS Service Foundation of Greater Kansas City (<http://asfk.org>) and is a 501(c)3 non-profit. All donations are tax deductible.



AIDS WALK Kansas City 2017 HOW TO CREATE A TEAM

Go to www.aidswalkkansascity.org and create a fundraising page. At this point, you can create a team. When you do that, you will be the team leader.

Now new members can join your team, join your team (you'll need to let them know the name of your team before they register), email their friends, and use social media to spread their message. The site also provides an ongoing Calendar of Events, a thorough FAQ, Team and Walker updates, a download center and more. Registration is always FREE!!

Encourage potential Team Members to go to www.aidswalkkansascity.org to register and create their own fundraising page. Let them know your team name.

If folks want to donate offline, pledge sheets are available in the Download section of the website.

Plan for WALK Day on Saturday, April 29th. Your AIDS Walk Team leader will help you find a location where team members can meet before we walk. Some Captains gather their teams to pass out T-Shirts and other incentive prizes. Other teams even enjoy breakfast while waiting for WALK activities to begin. Make it fun for your team members to participate in AIDS WALK!

Recruit Team Members

Let everybody know that you are forming an AIDS WALK 2017 Team and invite everyone to participate. Distribute information and pledge forms throughout your company and among your family and friends. Here are some terrific ideas to get the word out:

Now...Your Team Can Raise Money!

Many companies will match your fundraising with additional funds—check to see if your workplace offers company matching, and check to see if there is a company match for anyone on your team.

1. Post on Facebook, Twitter and other social media sites that you have formed an AIDS WALK Team and encourage others to join your team!
2. Send an email or memo via office mail to all staff and co-workers and put a brief article in the company newsletter.
3. Put a flyer or poster on the bulletin board at work and/or at the Human Resources Department.
4. Insert an announcement or memo with employee paychecks.
5. Put a brief article in the company newsletter. Be sure to include the captain's name, email and phone number.
6. Have an AIDS WALK Kansas City 2017 sign-up table in the cafeteria or lunchroom a few times between January and WALK Day.
7. Display an AIDS WALK Kansas City 2017 poster in prominent places such as restrooms, eating rooms and parking garages. Include your name, email and phone number as the contact for more information.
8. Looking for a topic for your next meeting? Hold an AIDS Awareness Forum. Call the Walk office to book a speaker for your group or monthly meeting.



AIDS WALK Kansas City 2017 FORMING A TEAM

TEAMS RAISED OVER 70% of AIDS Walk's \$400,000 total last year!
Corporate matching gifts increased that total another 5%.

The Top 10 Reasons Teams Work:

1. Teams are motivated by a passionate Captain who inspires them.
2. Members are inspired by the fund-raising strategies of their teammates.
3. Teams create camaraderie and pride, making WALK DAY more fun and meaningful.
4. Teams raise your company or organization's visibility, showcasing your work as good corporate citizens.
5. A great excuse to have a social get-together and fundraise!
6. Teams are recognized for fund-raising through prizes and awards.
7. Teams hold their own fundraising events – the AIDS WALK staff can help you with ideas & incentive/raffle items like hats, shirts, etc.
8. Teams can set concrete dollar goals for themselves. It's easier to reach sponsors with team goal efforts.
9. The money your team raises significantly affects the ability of those living with HIV/AIDS to receive vital services and of those at risk to learn about HIV Prevention and testing.
10. TEAM MEMBERS ARE OUTGOING, FUN & CARING PEOPLE WORKING TOGETHER FOR A GREAT CAUSE.

An AIDS WALK Team can be a company's employees, an organization's members, families and friends—we've had teams of over 100 people!

Team Captains build a team from friends, family and/or co-workers, choose a team name and communicate regularly with their members and the AIDS WALK staff. Our staff will help Team Captains with exciting and effective ways to recruit and inspire their Walkers.

Captains also collect the money their team members raise offline and turn it in to the WALK staff. After the WALK, Team Captains are notified of the total dollars raised and the incentive awards their team earned.

Team Walkers register as part of a team and then collect pledges from sponsors prior to the WALK. Each walker can create his/her own free online fundraising page complete with a personal statement, pictures, mass email and daily updates on pledge totals.

Team Captains can encourage team members by email through their page on www.aidswalkkansascity.org. It's easy!

Teams are encouraged to bring signs to proudly advertise their companies, schools, churches or other organizations.

Banks, advertising agencies, law firms, government agencies, arts organizations, unions, families and restaurants – all types of groups have formed teams in the past. Some even create their own T-shirts!



AIDS WALK Kansas City 2017 IT'S EASY TO GET DONATIONS

Once you create a fundraising page, you can begin to collect money and pledges immediately.

Encourage your Walkers to create their free personal fundraising page at www.aidswalkkansascity.org and then email family and friends asking them to visit the web site and make a donation.

Post to Facebook, Twitter and other social media sites news of your efforts to raise money for AIDS WALK and include the link to your page!

Distribute pledge forms to allow your Walkers to track and collect cash, credit cards or checks made payable to AIDS WALK Kansas City.

Find out if your company has a matching gift program and how it works. Most companies have a program whereby they match gifts anywhere from \$.50-\$3 for every \$1 you give. Check with your human resource person today!

Set a team financial goal and work to keep team members motivated to achieve it.

Hold house parties, raffles, bake sales – anything that keeps your team involved and raising money. (please see the “Creative Fundraising” page for ideas on your AIDS WALK fundraiser)

Promote and recognize the involvement of your team members!

Feature your AIDS WALK Kansas City 2017 team in your company newsletter or the company Intranet.

Make weekly announcements through the company email or when you reach marker levels.

Hang AIDS WALK Kansas City 2017 posters in lunchrooms and other prominent areas.

Create Team T-Shirts, decals, or other items to give team members.

Get red ribbons from the AIDS WALK office to wear and distribute.



AIDS WALK Kansas City 2017 MORE IDEAS TO RAISE MONEY

1. Call and e-mail your friends and let everyone know you are forming a team and are looking for team members. Emphasize that it's a great way to have fun while supporting a great cause!
2. Post on Facebook, Twitter and other social media to spread the word of your commitment and encourage others to become team members!
3. Write an article for your group's paper about your WALK Team and about AIDS WALK Kansas City 2017.
4. Put up posters at places you frequent such as your school or your place of worship. Ask if you can put an announcement in the bulletin.
5. Create a flyer or letter and send it around your neighborhood.
6. If you are in college, ask a fraternity and a sorority or an honorary society to join you in a group project.

Get Sponsors!

Each Walker can begin to collect money and pledges immediately.

Encourage your Walkers to create their free personal fundraising page at www.aidswalkkansascity.org and then email family and friends asking them to visit the web site and make a donation.

Post to Facebook, Twitter and other social media sites news of your efforts to raise money for AIDS WALK and include the link to your page!

There are some who don't like to give online. Distribute pledge forms to allow your Walkers to track and collect cash, credit cards or checks made payable to AIDS WALK Kansas City.

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AIDS WALK Kansas City 2017

SAMPLE MEMO/NEWSLETTER

TO: All Employees
FROM: (Your Name)
DATE:

SUBJECT: AIDS WALK Kansas City – Saturday, April 29th, 2017

On Saturday, April 29th, (you, your company, school, organization, etc.) will sponsor a team and join more than 3,500 people in the 29th annual AIDS WALK Kansas City. I invite you to join that team and participate in the Walk. AIDS WALK 2017 will be held on Saturday morning, April 29th at Theis Park, located at 47th and Oak Streets, just south of the Nelson-Atkins Museum of Art.

AIDS WALK Kansas City is our city's largest HIV/AIDS Fundraiser. AIDS WALK 2017 marks the 29th year in which individuals, families and friends will come together to take life changing steps to help local HIV/AIDS Service Organizations provide emergency services, medical care, long term nursing and shelter to those affected by HIV/AIDS in our community. Last year nearly 4,000 compassionate Walkers helped raise \$435,000 to benefit Hope Care Center, SAVE Inc., Kansas City CARE Clinic and Good Samaritan Project. Each of these organizations offers outreach and support to hundreds of people in the metropolitan region every day. All money raised by AIDS WALK remains in Kansas City.

Every dollar raised will make a difference in the lives of people in Kansas City affected by HIV/AIDS. THEY NEED OUR HELP!

(Company/organization/school/etc. name) looks forward to supporting this project and to being listed among the hundreds of other Kansas City companies and organizations participating in the WALK. We are asking you to join us. There are many ways you can help. Take the first step and help us reach our goal of \$_____. (Here you can specify efforts your company is organizing, T-shirts, banners, flyers, parties, etc.)

Please contact (Team Captain) at (Phone-Ext., & email) to register and for more information. Forms are also available online at www.aidswalkkansascity.org and in the human resource department, as are forms for our company's matching gift program (if applicable).

Good exercise, a fun walk on a Saturday morning and a great cause! Be Ready to stop HIV/AIDS in our community. Join us for AIDS WALK 2017!



AIDS WALK Kansas City 2017

SAVE THESE DATES

Team Captain Summit: Tuesday, February 21st, 5:30 to 7:30 pm. Kauffman Foundation Conference Center, 4801 Rockhill Rd, KCMO.

AIDS WALK Open: Saturday, March 4th, 10:00 am to 6:00 pm. Mini-Golf and Pub-Crawl at participating bars and restaurants in Westport and Midtown.

Mosaic: Friday, April 7th, 5:00 to 8:00 pm. Art Lobby of the Chair Building, 2020 Baltimore, KCMO.

AIDS WALK 2017: Saturday, April 29th. 8 am Registration/ 9 am Welcoming Ceremonies/10 am WE WALK! Theis Park, Emmanuel Cleaver Blvd & Oak St, KCMO.

House Party 2017: Sunday, June 25th

You will receive an invitation to Mosaic and House Party a few weeks before the event. Please contact the WALK Office if we should invite others that have helped you build your team and would enjoy being with us.

For other dates and to keep up with satellite events please visit our website at www.aidswalkkansascity.org or call the office at 816-931-0959.

AIDS WALK Office

315 Lawrence Avenue

Phone: 816-931-0959

Event Director: Michael Lintecum

Event Chairs: Derrick Bachman & Shaun Bryant,

Kansas City, MO 64111

Fax: 816-931-5676

Co-Producer: Josh Strodman

Administration: Alison Ball

Many businesses support AIDS WALK 2017 through cash and In-Kind contributions. Last year, over 200 teams were formed and many of these Walkers' pledges were doubled – some even tripled – by matching gift programs.

Miller Lite
 Saint Luke's Health System
 Neighborhood Tourist Development Fund
 Time Warner Cable
 Quest Diagnostics
 Kansas City Repertory Theatre
 Mix 93.3
 The Pitch
 Hallmark
 Shook Hardy & Bacon LLP
 BlueCross BlueShield

Albers Specialty Pharmacy
 Argosy Casino Hotel and Spa
 Starbuck's Coffee
 Courtyard Marriott
 Quintiles
 Late Night Theater
 McCoy's
 Camp
 KCUR 89.3 FM
 Bistro 303
 Missie B's
 KC102.1
 North Kansas City Hospital
 Truman Medical Center
 AT&T
 Morgan Miller Plumbing
 Unicorn Theatre
 Gap
 Old Navy
 Banana Republic
 Isle of Capri Casino

Aesthetic.Care
 Barefoot Winery
 bijin Salon
 State Street
 Gallagher Metzler
 US Bank
 Stuff
 ViiV Healthcare
 Trapp & Co
 Husch Blackwell LLP
 Missie B's
 DalTile
 KPMG LLP
 Crane Yard Clay
 DIFFA
 JE Dunn
 MetLife Foundation
 The Independent
 Venture Financial Services
 Parris Communications

