

**AIDS
WALK
NEW YORK**
MAY 21, 2017

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. 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 one friend to join your team today!



Call us anytime at 212.807.9255 (WALK) with questions, to attend a workshop, or for fundraising advice!

EVENT DETAILS



WHEN?

Sunday, May 21, 2017.

Sign-in opens at 8:30 a.m. The Aerobic Warm-Up will be at 9 a.m., the Opening Ceremony begins at 9:15 a.m., and the Walk begins at 10 a.m.

WHERE?

The 10K (6.2-mile) route winds its way through Central Park and the streets of New York's Upper West Side.

WHY?

AIDS Walk New York benefits GMHC and dozens of other tri-state area AIDS service organizations.

WHO?

20,000 caring community members, activists, friends, family members, 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!

CONTACT US!

EMAIL:

awnyteams@aidswalk.net

PHONE:

212.807.9255(WALK)

MAILING ADDRESS:

P.O. Box 7607
New York NY 10116

STREET ADDRESS:

446 West 33rd St
6th Floor
New York, NY 10001



WHERE DOES THE MONEY GO?

The funds raised at AIDS Walk New York support the services provided by GMHC and dozens of other AIDS service organizations.

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 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 meeting area on the day of the event, an exclusive Sign-In area, and a professional team photo taken on the day of the event.

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 New York office at 212.807.9255 (WALK) with the walker's name, address, phone number, and email address (if available) and ask to have them transferred.

IS THERE A PARTICIPATION FEE?

AIDS Walk New York 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 New York are eligible for several Fundraising Awards.

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 ny.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.

WHERE DO I MEET MY TEAM?

If you have 20 or more members on your team by Wednesday, May 10, 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!

ABOUT GMHC



ABOUT GMHC

GMHC is a not-for-profit, volunteer-supported and community-based organization committed to national leadership in the fight against AIDS. They provide HIV prevention and coordinated care services to men, women, and families living with or affected by HIV/AIDS in New York City. They advocate for scientific, evidence-based public health solutions for hundreds of thousands of people worldwide. For the past 35 years, GMHC has been a constant leader in the fight against HIV and AIDS at local, state and national levels. GMHC has remained committed to serving those in greatest need and has worked diligently to evolve and expand with the changing needs of the population it serves.

CLIENT SERVICES

Nutrition, Work and Wellness

GMHC's Workforce Development provides job readiness programs to help HIV positive clients transition into positive career paths. They also provide on site, hot, nutritious meals through their Meals program, and the Wellness Center offers a broad range of programs including yoga and art classes.

Legal Services, Client Advocacy and Financial Services

GMHC assists clients with legal problems concerning HIV related discrimination in the workplace and elsewhere, bankruptcy issues, fair housing, family law matters, child custody, immigration and permanency planning and access to benefits and entitlements.

Hotline and Online Services

GMHC responds to over 55,000 phone calls, emails, and inquiries annually from people throughout the world with comprehensive information, educational materials, support, resources and materials.

Coordinated Care

GMHC advocates on a client's behalf to ensure access to comprehensive medical care, health insurance, government benefits, and Social Security, housing, food, substance use services, dental and mental health providers, job training services, support groups and treatment

HIV Prevention and Health Education

Over 3,000 people annually receive free HIV and STI testing and counseling, with immediate connection to care and prevention services. GMHC tests people in the David Geffen Center for HIV Prevention and through the mobile testing van, which travels all 5 boroughs to offer testing at piers, parks, clubs and bars, faith communities, pharmacies, schools, health care fairs, and much more.

Community Health

GMHC develops HIV and STI prevention approaches targeting women, youth, gay and bisexual men, and other men who have sex with men. They address a wide range of health and social issues through leadership development, community building, social marketing and education.

TEAM LEADER CHECKLIST



- ☒ **Sign Up:** Register your team for AIDS Walk New York!
- ☐ **Set Goals:** Make sure to set an example for your team and set your personal and team goals!
- ☐ **Get Personal:** 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 2016 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!



TEAM REGISTRATION FORM



Thank you for registering for AIDS Walk New York, to be held on Sunday, May 21, 2017.

*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 New York office.

Fax it to 212.208.2584, or scan and email it to awnyteams@aidswalk.net.

To register online, visit ny.aidswalk.net. If you have any questions, call us at 212.807.WALK.



***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: _____

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 won't be at the event but would like to register 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 _____

City: _____ State: _____ ZIP: _____

Phone #: _____

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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!*

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



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714.593.9262 fax

www.CoastlineTeez.com

AIDS WALK NY 2017 TEAM ORDER FORM

Deadline for placing orders is May 3rd, 2017

The listed prices include film & set-up on a White 100% Cotton T'shirt (S-XL), your custom one or two color design on the back with the "AIDS Walk" Team logo on the front.

QUANTITY	1 COLOR	2 COLOR
12 – 23	\$8.25	\$8.75
24 – 71	\$7.15	\$7.45
72 – 143	\$6.00	\$6.60
144 – 199	\$5.20	\$5.70
288-499	\$4.70	\$5.20

(Additional colors & locations are available, please call for pricing.)

Additional Costs: XXL \$1.50 ** XXXL \$2.50

Screen Charges \$20 per color ** Shipping is additional.

Company Name: _____ Date: _____

Contact Name: _____ Phone Number: _____

Ship To: _____ Fax Number: _____

Email: _____

Credit Card Number: _____ Exp Date: _____

Name on Card: _____ 3 Digit Code on Back: _____

All orders must be Pre-Paid by Money Order, Cashiers Check or Credit Card.

Corporate P.O.'s accepted!

S _____ M _____ L _____ XL _____ XXL _____ XXXL _____ Total: _____

Ink Colors: _____

***Artwork:** Please email camera ready vector art in outlines, CS5 or earlier to anita@coastlineteez.com

***Submit Order:** Email the Order Form to anita@coastlineteez.com

Place your Team Name in the subject line of your email -- Example: "AIDS Walk Team ABC"

As a Coastline Teez Team Member, we are excited to work with you and are confident that you will be happy with your AIDS WALK 2017 Team T'shirts as we are very proud of the products and service we provide.

Visit our website and enter a chance to win our \$1000 promotional giveaway.

www.CoastlineTeez.com