



## Welcome to the Star Walkers Club!

**Thank you for joining the AIDS Walk San Francisco 2017 Star Walkers Club!**

As your Star Walker Coordinator, my pledge is to provide you with tips, tools, encouragement, incentives, and ideas to make your fundraising efforts a success. The Star Walkers Club is designed to encourage walkers to go the extra mile in their fundraising efforts. It also serves as a way to acknowledge, nurture, and thank you for all your hard work that makes **AIDS Walk San Francisco** such a powerful day of inclusion, compassion, and action.

We now call on you to **respond, resist, and reach out** to your networks to help achieve your Star Walker goal in support of our critical mission. Enclosed is your special Star Walkers Club Fundraising Kit, created to help get started! Your kit includes the following:

- ★ **Star Walkers Club Benefits and Fundraising Tools** (see reverse): Check out the rewards of being a Star Walker and learn how to kick-start your personal fundraising.
- ★ **Sponsor Form:** Keep track of your sponsors as well as your fundraising total.
- ★ **Note Card:** Send a special request for a donation, or use it as a thank-you card for a donor.
- ★ **Return Envelope:** Give this postage-paid return envelope to any sponsor who wants to mail in a donation, or use it yourself to send in checks or money orders. Make sure to include your name with every donation you mail in order to receive proper credit toward your fundraising total.

I am always available to support your fundraising efforts. If you need more materials, motivation, or have any questions, please call me at **415.615.9255 (WALK)** or email me at [shaquanab@aidswalk.net](mailto:shaquanab@aidswalk.net). You may also stop by our office located at 273 Ninth St, San Francisco, CA 94103, or visit our website at [sf.aidswalk.net](http://sf.aidswalk.net) for helpful fundraising tips and tools.

I admire you for your dedication, perseverance, and passion – and I look forward to working with you to make AIDS Walk San Francisco 2017 a huge success!

With sincere gratitude,

**Quanie Broadhead**

Fundraising Specialist

415.615.9255 (WALK)

[shaquanab@aidswalk.net](mailto:shaquanab@aidswalk.net)



# Star Walkers Club Benefits and Fundraising Tools

Anyone who sets a fundraising goal of \$1,000 and joins our Star Walker Club is eligible for:

- ★ Express Star Walkers Club Sign-In on the day of the Walk.
- ★ Exclusive fundraising tips, email updates, and contests.
- ★ Direct Access to our Star Walker Coordinator for advice and motivational support.



## FUNDRAISING HQ CHECKLIST

- It's easy to use your personal Fundraising HQ! Visit [sf.aidswalk.net](http://sf.aidswalk.net) and enter your email address and password so you can:
  - Customize your donation page.
  - Email potential sponsors to support your fundraising efforts.
  - Securely receive credit card and PayPal donations.
  - Set a fundraising goal and manage donations.
  - Record offline donations to keep your fundraising total up-to-date.
  - Promote your involvement on social media.

## FUNDRAISING AWARDS

When you reach \$1,000, you'll earn these official AIDS Walk San Francisco prizes:

- ★ Star Walker Mobile Power Bank (to recharge your cell phone on-the-go!)
- ★ Special Edition 2017 T-shirt
- ★ Special Edition 2017 Cap
- ★ 2017 Star Walker Pin
- ★ Star Walkers Club VIP Star Pass: Your all-access pass to the exclusive Star Walker Breakfast at AIDS Walk San Francisco

And if you reach \$2,500...

- ★ You will receive all of the above rewards **plus a SPECIAL EDITION AIDS WALK ROYALTY CROWN!**



For more information, contact:  
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Fundraising Specialist

**415.615.9255 (WALK)**  
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