

**BE A LIFELINE**

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**SUNDAY OCTOBER 18**

**VIRTUAL**

**AIDS  
WALK  
PHILLY**



**2020**

**TEAM CAPTAIN  
HANDBOOK**

# **Introduction on being a Team Captain**

Here at AIDS Walk Philly, we rely on our Team Captains to motivate their team of fundraisers. Team Captains are responsible for managing their teams in the months leading up to the Walk and for coordinating logistics on the day of the event.

## **Why am I forming a team?**

Walking as a team is the best way to get the most out of AIDS Walk Philly. A team inspires more people, helps you get organized and raises more money. Teams can represent your business, school, community of faith, neighborhood, or be in memory of a loved one affected by the HIV/AIDS epidemic.

## **How you choose to do it is up to you! Just remember the basics:**



**Make sure all your team members know their team number & have their own sponsor forms!**



**All your team members need their own sponsor forms to record cash or check donations (Do not include online donations on sponsor forms)**



**You can either collect donations & sponsor forms for your whole team, or have your teams members turn in their donations themselves.**

## Register in 3, 2, 1...

- 1** Go to: [www.aidswalkphilly.org](http://www.aidswalkphilly.org) and **Log in** or **Create an Account**
- 2** If you are an existing captain, register as the **Captain of an Existing Team**. Search for your team by **Team Name** or **Number**- your team information will be saved from previous years.
- 3** If you are forming a new team, register as a **New Team Captain**. We will contact you shortly with your team number.

## Recruit, Recruit, Recruit!

New Team members can register online at [www.aidswalkphilly.org](http://www.aidswalkphilly.org)  
Each team member is asked to raise a minimum of \$50,  
which earns a commemorative t-shirt!

## Attend a Team Captain Meeting

Team Captain Meetings provide an excellent way to meet our staff and other Team Captains to get and share ideas on recruitment and fundraising for the Walk. Choose a day and time that work best for you. Meetings will be held virtually on the AIDS Walk Philly Facebook page on the following dates:

**Thursday September 10 at 6pm**

**Sunday September 20 at 2pm**

**Thursday October 1 at 6 pm**

Call us at **(215) 731-9255** or email [teams@aidsfundphilly.org](mailto:teams@aidsfundphilly.org)  
with any questions. Attend a Team Captain meeting  
and get your team excited for AIDS Walk Philly!

# Walk Event Details

## **Virtual AIDS Walk Philly - Sunday October 18 2020**

Join us at 8 AM for the 2020 AIDS Walk Philly On-line broadcast with messages from AIDS Fund, our partner organizations, special guests and information about the current state of HIV prevention, care, and treatment in our community.

Tune in at [www.aidswalkphilly.org](http://www.aidswalkphilly.org), [www.youtube.com/aidsfundphilly](http://www.youtube.com/aidsfundphilly) or [@aidswalkphilly](https://twitter.com/aidswalkphilly)

Following the broadcast, we are asking people to raise awareness about HIV in their neighborhoods by walking 5K while wearing their AIDS Walk 2020 t-shirts.

**While your team may not be physically walking together, there are plenty of ways to make everyone on your team feel connected on the day of AIDS Walk Philly.**

### **Start a Group Chat**

You can host a video call or send a message to each of your team members before starting the 5k walk. Hype up your team with some encouraging words, and share your appreciation for their effort and contributions!

### **Share Team Photos**

Ask everyone to get a photo in their AIDS Walk Philly 2020 t-shirts before the walk begins. Share the photos to social media using **#bealifeline**, don't forget to tag **@AIDSWalkPhilly** in your posts!

### **Jam Out Together!**

When your team begins the 5k walk, ask everyone to turn on the official AIDS Walk Philly 2020 playlist available on Spotify and Youtube. You can even make your own playlist with special songs for your team as a reminder that you are all in this together!

# Recruiting and Fundraising

AIDS Walk Philly is the most important fundraiser of the year for AIDS Fund. Team members raise more money than individuals because they are more motivated and supported. Here are some fundraising tips that can help you get the most out of your experience.

## Set a Goal

Make sure everybody on the team is aware of the team goal and knows what they need to do to help achieve it.

## Make it Managable

If you ask each walker to raise \$100, that's only ten people giving \$10 each!

## Encourage Competition

Giving out prizes or perks for the team's top fundraisers will give your teammates added incentive.

## Turn Some Heads!

Wear an AIDS Walk Philly button, put up a poster in your window or at your desk, attach a link with your walker profile to your email signature, share about each new donation you get on your social media- anything that can prompt a discussion and recruit a new team member!

## Double Your Dollars

Many companies in the Philadelphia region match charitable contributions by their employees. Ask your sponsors to contact their Human Resources department to see if there is a matching gifts program. The process is usually simple and you can quickly double your fundraising dollars.

## Quick Tips For Fundraising

- Have a raffle contest with your sponsors using donations from your company or local businesses
- Not all of the money you raise needs to be in the form of direct donations. Put a donation box on your desk- or have a bake sale, a car wash or a garage sale.

**AIDS Walk Philly recognizes the work of individual walkers by offering the following fundraising awards:**

**\$50**

**AIDS Walk Philly  
2020 T-Shirt**

**\$250**

**AIDS Walk Philly  
2020 T-Shirt and  
Face Mask**

**\$500**

**AIDS Walk Philly  
"500 Club"  
Sweatshirt**

**\$1000**

**AIDS Walk Philly  
Platinum Club  
Premium Jacket**

Fundraising awards are available only while supplies last. It is important to turn in donations before the day of the walk.

**Your participation is critical to increasing awareness, fighting stigma, and raising funds to support the most vulnerable people living with HIV disease in our communities.**

## **Here are some effective methods of virtual fundraising for AIDS Walk Philly 2020:**

### **Engaging Emails**

Send an email (or letter) to all of your friends and family telling them why you are raising money to support those affected by HIV/AIDS in our community. A sample letter is included in this handbook, but be personal. The more your sponsors know it is from the heart, the more likely they are to give.

### **Get Connected**

Follow @AIDSWalk Philly on Facebook, Twitter and Instagram! We will be sharing updates about the Walk, pictures and promotional materials as well as important information about HIV/AIDS in our community. Use this social networking tool to help connect and energize your team. Follow us and share your AIDS Walk Philly experience.

### **Team Facebook Page**

Set up a Facebook page for your team. This is a great way to communicate with all of your teammates, upload pictures from previous years' walks, even make a video appeal for more donations. If you are unfamiliar with Facebook or want some help setting up your page, do not hesitate to contact us!

### **Share #bealifeline**

Use the hashtags #bealifeline and #aidswalkphilly when posting on your social media. Take a selfie with your AIDS Walk Philly T-Shirt, share your walker profile, or use one of our sample social media messages and let everyone know why you are committed to #bealifeline for people living with HIV disease. Educating friends and family on why participating in #aidswalkphilly is important to you will help with your fundraising and gain team members!

## **Here are just some of the ways your donation can help a person living with HIV disease:**

**\$50**

Can pay for a birth certificate and state ID: documents needed to access HIV care and services.

**\$125**

Can pay for an air conditioner for someone with a medical need.

**\$250**

Can pay for a bed when they are transitioning to permanent housing.

**\$500**

Can keep them from being evicted.

**\$1000**

Can cover the first and last month's rent so they can move into permanent housing.

Have other effective ways to raise money and motivate your team? Please share them with us! Email, call, write on our Facebook wall or tweet us (@AIDSWalkPhilly) with your ideas.

# Contact Information

**AIDS Fund** 2628 Orthodox Street, Philadelphia, PA 19137



**PHONE:**  
(215) 731-9255

**WEB:**  
[aidswalkphilly.org](http://aidswalkphilly.org)

**EMAIL:**  
[teams@aidswalkphilly.org](mailto:teams@aidswalkphilly.org)

**FACEBOOK:**  
[facebook.com/aidswalkphilly](https://facebook.com/aidswalkphilly)

**TWITTER:**  
[@AIDSWalkPhilly](https://twitter.com/AIDSWalkPhilly)

**INSTAGRAM:**  
[@AIDSWalkPhilly](https://www.instagram.com/AIDSWalkPhilly)

**YOUTUBE:**  
[youtube.com/aidsfundphilly](https://youtube.com/aidsfundphilly)

## HIV/AIDS RESOURCES

**AIDS HOTLINE  
PHILADELPHIA**  
(215) 985-2437

**CENTERS FOR  
DISEASE CONTROL**  
[www.cdc.gov/hiv](http://www.cdc.gov/hiv)

**KAISER FAMILY FOUNDATION  
HIV/AIDS DAILY REPORTS**  
[www.kff.org/hiv/aids](http://www.kff.org/hiv/aids)

## Thank You For What You Do!

Since 1988, the third Sunday in October has been a special day for me. It is an annual reminder of how generous and compassionate we human beings can be when we join together to fight a common enemy. Although there have been many strides made in the fight against HIV, for far too many, the challenges of managing HIV is compounded by insecure housing and other financial barriers.

Each year, thousands of walkers from the greater Philadelphia region spend this special Sunday raising money to support the most vulnerable people living with HIV in our community. This year marks the 34th annual AIDS Walk, and I know we will have dedicated Team Captains to help us fight this epidemic until it's over. You are the front lines of our efforts and it is through your strength and determination that we are able to accomplish all that we do.

Sincerely and with deepest appreciation,

Robb Reichard  
Executive Director, AIDS Fund

# Appendix A

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## SAMPLE FUNDRAISING LETTER

Dear (NAME),

I have recently taken on a challenge that is not only rewarding to me personally, but will also make a difference to the over 30,000 friends, neighbors and family members living with HIV/AIDS in the Philadelphia Region.

I am a Team Captain/Walker/Volunteer for this year's Virtual AIDS Walk Philly. My team's name is (TEAM NAME), and we will be walking 5 kilometers on Sunday, October 18 to raise awareness and critical funds for AIDS Fund's emergency grant program which provides financial assistance to people living with HIV disease in the Philadelphia region. Your support will help the most vulnerable of those living with HIV: those who find their health threatened because of impending evictions or the loss of health insurance or utilities. We know that you can't maintain your health when you don't have a roof over your head, a bed to sleep in, or access to regular health care. We also now know that the medicines that help people with HIV live long and healthy lives also keep them from passing the virus on to others.

How can you help? This year, my/my team's goal is to raise \$ (AMOUNT). We can make that goal a reality. Any amount helps, but a donation of at least \$50 can pay for a birth certificate and state ID: documents needed to access HIV care and services. You can make a tax deductible donation or join (Team Name and #) in raising funds and awareness to fight this devastating epidemic. You can make a donation with a check made out to "AIDS Fund" or by using your credit card on my personal fundraising page at [www.aidswalkphilly.org](http://www.aidswalkphilly.org).

The world has lost so many incredible people to this disease. Let's act now before we lose another person we love. You can make a difference. Thank you so much for your time.

Sincerely,

(YOUR NAME)

# Appendix B

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## SAMPLE SOCIAL MEDIA POSTS

Use these sample social media posts to help you get started with fundraising online! Share with a link to your walker profile page so friends & family can easily make a donation towards your fundraising goal. Don't forget to inform others how their donations help people living with HIV disease and include your own personal reason for participating in AIDS Walk Philly!



**#bealifeline for the most vulnerable people living with HIV in our community by donating to my AIDS Walk Philly team. Donations help raise money for AIDS Fund's emergency grant program. Join my team by registering online today!**



**I am committed to #bealifeline and will be participating in AIDS Walk Philly 2020 by walking 5K at home! You can help me reach my goal by donating to my Walker page:**



**You can #bealifeline to people living with HIV disease in our community by donating towards my AIDS Walk Philly goal. Only \$50 can help someone obtain ID needed to access HIV medical care and services!**



**#bealifeline for people living with HIV disease by donating to my AIDS Walk Philly page! If 10 of my friends donate \$50 today it would be enough to prevent someone from being evicted- plus I will become a member of the 500 club and earn an official AIDS Walk Philly 2020 sweatshirt!**



**In 2020 we know that access to health services and safe housing is more important than ever. That is why I am joining AIDS Walk Philly to #bealifeline for people living with HIV disease in our community. I will be raising awareness on October 18 by doing a 5k walk in my neighborhood and raising funds for AIDS Fund's emergency grant program. You can #bealifeline by donating to my page today!**

# Appendix B

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## ADDITIONAL TIPS FOR SCHOOL TEAM CAPTAINS

**HOST A MINI KICK-OFF:** Hosting a special online or on campus event is a great way to spread the word that your school/organization is participating in the Walk. Using Facebook or Instagram live video is a great way to share why your team has committed to #bealifeline, answer questions and help your classmates register for AIDS Walk Philly 2020!

**RAFFLE:** Ask a local restaurant or grocery store for a donation of a gift card or popular item. Have students and campus personnel purchase raffle tickets (usually priced between \$1-5 depending on the item). After a week of ticket sales, announce the winner using social media, bulletin boards, or email and allow them to claim their prize. Be sure to thank everyone for participating in the raffle and encourage them to make additional donations to your team.

**BAKE SALE:** Bake sales are one of the most common forms of fundraising in a school setting. Get creative by asking your favorite local bakery to donate a gift certificate to put on display at your bake sale. Allow every donor who purchases a baked good a chance to win the gift certificate.

**TALENT SHOW:** Coordinate a virtual talent show, poetry night, or concert for your school. Ask your classmates to send video of their performances and ask for donations as the admission fee to the virtual broadcast. Be sure to promote your team's participation in AIDS Walk Philly and let attendees know that all donations will go towards your team's fundraising goal!

**TRIVIA NIGHT:** Cater to everyone's competitive spirit and raise money at the same time by organizing an online trivia night! Charge a flat fee for people to participate in the trivia contest. Don't forget to offer prizes for the winners, which could be gift cards to local stores or restaurants or even small trophies!

**VIDEO GAME TOURNAMENT:** Assemble 2-4 person teams to play together and accumulate points or you can allow individuals to participate. Charge an entry fee for each team, in order to earn money for your team. Give a portion of the proceeds as the winning prize or get prizes donated from local businesses.

**DRESS DOWN DAY:** (Great for High School Teams): Contact your principal and find out if your team can host a fundraiser to dress down. Have students make a \$1 donation in exchange for a "Dress Down Day" pass.

**CAR WASH:** (Great for High School Teams): Pick a Saturday to host a car wash at your school. Advertise at local businesses, gas stations, and places of worship. Charge a donation of \$5 for each car and offer additional services like tire cleaning, waxing and vacuuming for additional donations.

# Appendix C

## MATERIAL ORDER FORM



## BE A LIFELINE SUNDAY OCTOBER 18

### MATERIAL ORDER FORM

CAPTAIN NAME

TEAM NAME

TEAM #

PHONE NUMBER

EMAIL

- I would like to pick up my materials. (Please give us 24 hour notice.) (Date)  At (Time)  AM  
PM
- I would like my materials mailed to me.

ITEM	QUANTITY	PRICE	TOTAL
<b>Walker/Volunteer Sponsor Forms</b> Each walker/volunteer on your team should have their own for fundraising. Save time and download at: <a href="http://www.aidswalkphilly.org">www.aidswalkphilly.org</a>		FREE	
<b>AIDS Walk Philly Posters</b> Help us spread awareness about AIDS Walk Philly!		FREE	
<b>AIDS Walk Philly Team Posters</b> Place these posters anywhere you like in your community to encourage people to sign up with your team!		FREE	
<b>AIDS Walk Buttons</b> Wear one on your shirt, coat or bag!		\$1/EACH	
<b>Shipping</b> If you are requesting materials to be mailed, a \$5 suggested donation to defray shipping costs is greatly appreciated!		\$5	

PLEASE MAKE CHECKS PAYABLE TO AIDS FUND

**TOTAL:**

<b>Shipping Address:</b>				
STREET ADDRESS	APT #	CITY	STATE	ZIP CODE

**MAIL** this form to: AIDS Fund 2628 Orthodox Street, Philadelphia, PA 19137

**EMAIL** this form to: [teams@aidswalkphilly.org](mailto:teams@aidswalkphilly.org)

or **CALL** your order in to: 215-731-WALK (9255)