



February 2012

Be Ready. Red is the color of energy, passion and desire. It symbolizes action, confidence and courage. Red demands attention. Red is Love.

Dear AIDS WALK Team Captain:

It's that time of year again! Time to start organizing your team for the **24th Annual AIDS WALK Kansas City!** On behalf of the **AIDS WALK** Planning Committee and the entire **AIDS WALK** Family, I thank you for serving as a *Team Captain* and for your dedication to helping those affected by **HIV/AIDS** in our community.

This year's theme, *Be Ready*, reminds us that in spite of the extraordinary legacy that you and thousands of other caring walkers have passionately created for those living with HIV/AIDS, our work must continue. We must be ready to make a difference in the lives of over 5,700 men, women and children living with HIV/AIDS in our city by participating in **AIDS WALK Kansas City 2012**.

AIDS WALK Kansas City will be held **Saturday, April 28th at Theis Park**, located at 47th and Oak Streets, just south of the Nelson-Atkins Museum. *Registration* begins at 8:00 a.m. Stage entertainment and *Welcoming Ceremonies* commence at 9:00 a.m. and at 10 a.m. sharp, **WE WALK!**

Enclosed you will find your **Team Captain Packet**. To sign up your team **Online** and begin to create your own team web pages, go to www.firstgiving.com/aidswalkkc. This site allows you and your team members to create personal fundraising pages, send mass emails to potential sponsors and keep track of team members and total dollars raised to date.

Offline, fill out the *Team Registration Form* and mail or fax it to the office. Enclosed you will find **10 Pledge Forms** for you and your team members. If you need more forms, please feel free to copy one you have received or download pledge forms at www.aidswalkkansascity.org.

For questions or more information go to www.aidswalkkansascity.org, email us at walk@aidswalkkansascity.org, fax us at **816-931-5676** or give us at a call **816- 931-0959**.

Again, thank you for your time, dedication and hope. We look forward to seeing you on **April 28th** as we raise money and walk to support our local AIDS service organizations.

Sincerely,
Michael Lintecum
Event Director



**AIDS
WALK**

KANSAS CITY

Theis Park

Oak and 47th Streets

South of the Nelson–Atkins Museum

Team Information Packet

April 28th, 2012

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AIDS WALK Kansas City 2012

On **April 28th, 2012**, thousands will gather at Theis Park for the **24th 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.

AIDS WALK 2012 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**.



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!** (Should inclement weather strike, please still plan to come to the park to drop off your pledges and money.) Refreshments will be offered along the **AIDS WALK** route.



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 2012

is presented by the **AIDS Service Foundation of Greater Kansas City**

Why Form a Team?

It's fun! Moreover, **TEAMS RAISED OVER 50%** of AIDS Walk's **\$464,000** total last year! *Corporate matching gifts increased that total another 5%.*

The Top 10 Reasons to Form a Team:

1. Teams are motivated by a passionate Captain who inspires them.
2. Team members are inspired by the creative fund-raising strategies of their teammates.
3. Being on a team creates camaraderie and team pride not to mention making **WALK DAY** more fun and meaningful.
4. Teams raise your company or organization's visibility, especially as a good corporate citizen.
5. It's a great excuse to have a social get-together during the fundraising period.
6. Teams may be recognized for their fund-raising efforts through prizes and awards.
7. Teams can hold their own fundraising events – and the AIDS WALK staff can help you with ideas as well as provide incentive or raffle items like hats, shirts, etc. **Please call us to help you raise more money. (816-931-0959).**
8. Teams can set concrete \$\$ goals for themselves. You can more easily reach sponsors with team effort.
9. The funds 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 FUN & CARING PEOPLE WORKING TOGETHER FOR A GREAT CAUSE.**

What Makes a WALK Team?

An **AIDS WALK Team** consists of ten or more walkers who raise pledges individually and as a group in support of their WALK Day participation. Whether formed from a company's employees, an organization's members, families, friends or any combination thereof, our teams are the champions who drive **AIDS WALK's** success. Teams can range in size from 10 to 1500 members!

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 can help Team Captains with all details and 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 on one of the three days before the **WALK** or on the day of the **WALK**. 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. Encourage team members to create their page by going to www.firstgiving.com/aidswalkkc. It's easy and fun!**

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!

WALK Teams are Fun Groups of Fun People!

For more information on forming a WALK TEAM,
please call the AIDS WALK Kansas City office at **816-931-0959**
or visit us at **aidswalkkansascity.org**.

How to Create & Register a Team

Step 1

Select a Team Captain or become one yourself!

Step 2

Register your team at www.firstgiving.com/aidswalkkc and begin to recruit your Walkers. Use the enclosed sign-up sheet or create your own to track your team members. Please be sure to include each Walker's name, email, address and phone number.

Step 3

Online: Encourage your Walkers to go to www.firstgiving.com/aidswalkkc to register for your team and create their personal fundraising page. This feature allows for immediate registration and continual updates of additional walkers and individual and team pledge totals.

Offline: Distribute pledge sheets to your Walkers when they sign up. If you run out, simply download the forms at aidswalkkansascity.org or call us at **816-931-0959**.

Step 4

Plan for WALK Day on **Saturday, April 28th**. Determine 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 a light breakfast while waiting for WALK activities to begin. Make it fun for your team members to participate in **AIDS WALK!**

**Now you have a team, the next pages will
tell you what to do with it!**

How To Recruit Team Members

Let it be known that you and/or your organization are forming an **AIDS WALK 2012** 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:***

For COMPANIES and ORGANIZATIONS:

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. Be sure to include the captain's name, email and phone number.
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 2012** sign-up table in the cafeteria or lunchroom a few times between January and WALK Day.
7. Display an **AIDS WALK Kansas City 2012** 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.

For individual, social groups, neighborhood associations, congregations, schools, etc.

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 2012**.
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.

How Does My Team Raise Money?

Step 1 **Get Sponsors!** Each Walker can begin to collect money and pledges immediately.

Online: Encourage your Walkers to create their free personal fundraising page at www.firstgiving.com/aidswalkkc 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!

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

Step 2 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!*

Step 3 **Set a team financial goal** and work to keep team members motivated to achieve it.

Step 4 **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)

Step 5 **Promote and recognize** the involvement of your team members!

- Feature your **AIDS WALK Kansas City 2012** 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 2012** 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.

**Create your personal fundraising webpage at
www.firstgiving.com/aidswalkkc**

Sample Memo or Newsletter Article

TO: All Employees
FROM: (Your Name)
DATE:
SUBJECT: **AIDS WALK Kansas City** – Saturday, April 28th, 2012

On **Saturday, April 28th**, (you, your company, school, organization, etc.) will sponsor a team and join more than 3,500 people in the **24th annual AIDS WALK Kansas City**. I invite you to join that team and participate in the Walk. *AIDS WALK 2012 will be held on Saturday morning, April 28th 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 2012** marks the **24th year** in which individuals, families and friends will come together to take life changing steps to help local 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 \$464,000 to benefit **Hope Care Center, SAVE Inc., Kansas City Free Health 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 2012!**

AIDS WALK Team Sign-Up Sheet

Instructions:

Team Captains are responsible for tracking their own Team Members.

Here's how:

1. Use the included form or create your own to list the names, addresses, email addresses and phone numbers of the Walkers on your team. These should be people to whom you have given a pledge sheet and encouraged to go online at www.firstgiving.com/aidswalkkc. (Use the list yourself to contact your team members regarding events and/or WALK Day.)
2. Fax your form to us at **816-931-5676** or mail it to: AIDS WALK Kansas City
P.O. Box 32192
Kansas City, MO 64171
3. Periodically fax or mail your updates to add to your team registration. (*Please do not send duplicates of those already registered – only send updates*)

Save These Dates

- 🚶 **Walker Summit. Tuesday, February 28th, 5:30 to 7:30 pm.**
- 🚶 **AIDS Walk Open. Saturday, March 3rd, 10:00 am to 6:00 pm.**
- 🚶 **Denim (a fashion history of denim). Friday, March 23rd, 6:00 to 9:00 pm.**
- 🚶 **Mosaic. Friday, April 6th, 5:00 to 8:00 pm.**
- 🚶 **AIDS WALK 2012. Saturday, April 28th. Registration 8:00 am.**
- 🚶 **Garden Party. Sunday, May 20th. Patrons' Reception, 3:00 pm, 4:00 pm Party Begins!**
- 🚶 **Party with a Purpose. Saturday, June 16th, 4:00 to 8:00 pm.**

You will receive an invitation to Mosaic and the Garden Party a couple of 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 contact the Walk Office or go to aidswalkkansascity.org and check Our Calendar.

AIDS WALK Office

315 Lawrence Avenue

Kansas City, MO 64111

Phone: 816-931-0959

Fax: 816-931-5676

Event Director: Michael Lintecum

Event Chairs: Janie and Gary Foltz, JP Crilly

Associate Producer: Josh Strodtman

Administration: Alison Ball

AIDS WALK Kansas City 2012
is presented by the **AIDS Service Foundation of Greater Kansas City**

The Business Community – Our Partners

Businesses Join the Fight Against HIV/AIDS

Many businesses support **AIDS WALK 2012** 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.

Major Sponsors of AIDS WALK 2012

Miller Lite

Neighborhood Tourist Development Fund

Saint Luke's Health System

Bistro 303

BlueCross Blue/Shield of Kansas City

Old Navy

GAP

Metzler Bros. Insurance

Bioscrip Pharmacy

Drexel Technologies

Unicorn Theatre

Isle of Capri Casino

Shook Hardy & Bacon LLP

Sheraton Suites Country Club Plaza

KC University of Medicine and Biosciences

UMB

Truman Medical Center

Lathrop & Gage LLP

The Gabriel

Union Bank

KCUR 89.3 FM

The Independent

Starbucks Coffee

Kansas City Repertory Theatre

State Street

DIFFA

Walgreen's

GE

Banana Republic

North Kansas City Hospital

Husch Blackwell Sanders LLP

American Heartland Theatre

Citi

Comfort Keepers

Salon Envy

Lockton Companies

Parris Communications

Kansas City Cave Bears

Show-Me Pride

KPMG LLP

stuff

Mix 93.3

The Pitch

Camp Magazine

Creative Fundraising Ideas

CREATE AN ONLINE TEAM FUNDRAISING PAGE VIA FIRST GIVING!

1. Go to www.firstgiving.com/aidswalkkc (see enclosed instruction sheet).
2. Click on the **Start Fundraising** button and follow the online instructions—it's fast, easy and effective! If you have problems, call **816-931-0959**.
3. Encourage all your team members to create their own personal pages under your Team Name and to use Facebook, Twitter and other social media sites to let others know of their fundraising efforts.
4. Send each of your team members an email reminding them to send out their personal web page link to friends and family the week of AIDS WALK.
5. Don't forget to send your own email with the link to your personal page the week of AIDS WALK.

A JEANS DAY AT THE OFFICE:

1. Identify and organize floor collection points.
2. Require a minimum donation (\$5).
3. Promote within your company using your intranet network, message board and Email.
4. Give everyone who donates an AIDS ribbon to wear that day.
5. Team members wear jeans for free.
6. Have a corporate AIDS WALK T-shirt made.
7. Consider providing catered lunch, popcorn, or cupcakes.

CHANGE COLLECTIONS: "CHANGING LIVES—IT MAKES CENT\$ FIGHTING AIDS"

1. Enlist individuals within each department to help collect donations.
2. Create competition between departments with prizes.
3. Advance promotion throughout office, via posters, flyers, emails, Internet.
4. Have people pay every time cell phone goes off during meeting.
5. Have people pay every time they are late for a meeting.

PERSONALIZED "THANK YOU'S"

For your great donors, don't forget to say "Thank You!"

1. Bake items, wrap them and distribute for Thank You's.
2. Tell them how much you raised and how much their supports means to you.
3. Thank you cards with red ribbons.

OTHER GREAT IDEAS:

1. Pre-Walk Parties: internal company parties, block parties in your neighborhood, attend AIDS WALK special events between February 1st and June 30th
2. Pet-related events: Doggie Wash, Doggie Photo's, The Pampered Pooch, Doggie Carnivals, Pet Sponsors, Mobile Pet Grooming, "Pet Happy Hour"(Salty Dogs & Greyhounds), Pet Parade, AIDS WALK Pet shirts, Pet Costumes
3. Donating percentage of tips for food servers: i.e. Capital Grille
4. Tri-Cycle Races
5. Raffles: company wide or social organizations

If you have any questions about any of the above ideas or if you need assistance making one of these ideas happen, please e-mail us at walk@aidswalkkansas city.org or call the Walk office at (816) 931-0959.

THANK YOU!!

Want to double or even triple your fundraising efforts?

Then register and create your own personal fundraising page at www.firstgiving.com/aidswalkkc

Here's how:

1. Go to <http://www.firstgiving.com/aidswalkkc>
2. Click on the green **Start Fundraising** button on the upper right side of the start page.
3. Select **AIDS WALK 2012**. This will bring you to the event page (if you began here, disregard the earlier steps).
4. On the event page, check for times, date and support contacts, then click the green **Register** button.
5. When prompted, choose the number of people you will be registering, and click **Register**. If you have already registered, you may go directly to your fundraising page.
6. On the next screen, create your FirstGiving account by filling out the form and clicking **Create Account** - or, if you already have a FirstGiving account, click the grey **Have an account? Sign in** button on the right, and enter your email and password in the box that appears.
7. In the next section, indicate if you are registering yourself or someone else and, if you are a **Team Captain**, check the box. For the "Join a team, create a team or skip this step" box, you have three options.
 - a) Join an existing team by clicking on the appropriate Team Name from the drop down menu.
 - b) Create a team by typing its name in the box. FirstGiving will automatically register your team and add it to the drop down menu for future teammates.
 - c) If you are not walking as part of a team, skip this step and click on the blue **Next** button to proceed.
8. Now you can set up your fundraising page. You may customize your page anytime, so when you're ready to continue, just click **Next** and any changes you've made will be saved.
9. A confirmation of your registration will now appear. You did it !!!

Next, create your **personal fundraising page**. Customize the story and thank you to express your purpose and passion. Add photos, videos, links to Facebook, Twitter, LinkedIn and other social networks or grab a widget and place it on your blog or website. Once you've created your page, tell everyone! Email the link to your family, friends and co-workers and watch your donations soar!

Flip this page over for more details and tips on how you can meet and exceed your fundraising goals through FirstGiving.com/aidswalkkc.

Fundraiser Tips and Tricks

Make the most of your fundraising page!

Donors contribute because:

- 🚫 They know you and want to support you.
- 🚫 The mission of AIDS WALK Kansas City resonates with them.
- 🚫 They're impressed by your fundraising efforts and that You Will Walk!!

So what can you do?

Tell a compelling story: Not sure how to start? Try answering these questions in the Story section of your fundraising page:

- 🚫 Why are you fundraising?
- 🚫 Why or how does HIV/AIDS affect those you love or have lost?
- 🚫 What impact will each donation make?

Set a fundraising goal: Donors want to see their friends succeed!

- 🚫 Set a fundraising target when editing your fundraising page.
- 🚫 Donate to yourself. Show your commitment and raise the bar.
- 🚫 Give updates on the status of your fundraising efforts. Donors wish you to reach your goal!
- 🚫 Raise your goal once you reach it. Then, notify your donors again. They will come.

Make your page POP: Add images that speak to your donors, such as a photo of YOU, an AIDS WALK logo or pictures from past WALKS. Add a video from YouTube.

Tell everyone! Once you've created your page, e-mail it to family, friends, co-workers or anyone in your address book. Simply click **Edit** on your personal fundraising page and then click **Email Your Page**. If you use AOL, Outlook, Yahoo or Gmail, you can import email addresses directly into your account.

Thank your donors: FirstGiving automatically emails a thank you message to your donors. But you can personalize yours. Express to your donors what their contribution means to you and how their donation benefits the over 5,600 women, men and children affected by **HIV/AIDS** in Kansas City.

Link to or add your page to your social media sites:

- 🚫 On Facebook, [share your](#) fundraising page. On Twitter, tweet about your fundraising efforts and milestones. Include a link to your fundraising page in each tweet.
- 🚫 If you have a blog or website, grab a widget and add it to your site. Update donors on your progress. Nothing encourages success like success!

Questions? If you need help setting up your online fundraising page, please feel free to email us at walk@aidswalkkansascity.org or phone **816-931-0959** for support.

TEAM REGISTRATION FORM 2012

USE THIS FORM TO REGISTER YOUR AIDS WALK TEAM!

YES! We would like to participate and Walk as a Team in the
24th Annual AIDS WALK Kansas City on Saturday, April 28th, 2012.

Team Name: _____

Organization: _____
(e.g. company, school, social group, church, etc.)

Captain Name(s)

Address:

City, ST ZIP: _____

Email:

Phone:

MAYBE. Please contact me with more information about forming a team for AIDS WALK Kansas City. *Please circle the Maybe.*

Mail, Deliver or Fax this Form to:

AIDS WALK Kansas City
315 Lawrence Avenue
Kansas City, MO 64111
Phone: 816-931-0959
Fax: 816-931-5676

AIDS WALK Sign Up Sheet

Team Name: _____

Organization: _____

Team Captain: _____

Email: _____ Phone: _____

TEAM MEMBERS NAMES	EMAIL	ADDRESS
1.	_____	_____
2.	_____	_____
3.	_____	_____
4.	_____	_____
5.	_____	_____
6.	_____	_____
7.	_____	_____
8.	_____	_____
9.	_____	_____
10.	_____	_____
11.	_____	_____
12.	_____	_____
13.	_____	_____
14.	_____	_____
15.	_____	_____