



25th Anniversary AIDS Walk Delaware

A Helpful Guide to Success for Individuals and Teams

Dear AIDS Walk Supporter,

The AIDS Walk Committee would like to thank you for taking the time and effort to help make the 25th Annual AIDS Walk Delaware a huge success. Should you have any questions about anything after reading through this material please do not hesitate to call 302-652-6776 for assistance.

Note: Text that appears in italics is intended primarily for team captains.

Getting Started & Registration

There are several convenient ways to register for the AIDS Walk. There is no registration fee or minimum fundraising requirement for the traditional, un-timed AIDS Walk. If you would like to participate in the new timed-run (administered by Races2Run) there is \$20 registration fee, or \$25 after September 28. Walkers are encouraged to register at **www.aidswalkdelaware.org**. Upon registering you will have access to your very own fundraising page where you can use online social networks (Facebook, Twitter) to send messages to family and friends. Your supporters can easily donate to you via credit or debit card on your page.

Online: Visit www.aidswalkdelaware.org. Choose the Walk location that you plan to attend, click on "Register" and follow the steps provided.

Phone: Call 302-652-6776

Visit: The AIDS Delaware office in the Community Service Building: 100 W 10th St., Suite 315, Wilmington.

When registering you can either choose to be an individual walker, join a team or start your own team. If you want to join a team that has already been formed then search for that team under "Find a Team/Participant".

Your Role as Team Leader

- *Recruit as many team members as possible. Ask family, friends, co-workers, and offer to help them register*
- *Motivate team members to ask their friends and family to join your team*
- *Share your goals and fundraising tips with your team members*
- *Consider setting up a team Facebook page so that you and your team members may share your thoughts and ideas with each other*
- *Encourage your team to plan a fundraising event and to write or e-mail friends asking for their support*
- *Appoint a team co-captain or committee to help you*
- *Get to know the AIDS Walk website so you can help your team members*



Get the Word Out

- Posters and brochures are available for you to display and distribute
- PDFs of most materials are also available for use in e-mails and on Facebook; Use Facebook and Twitter
- Hang a poster in your office's break room, or if that's not allowed, in your office or cubicle
- Ask businesses that you support to hang a poster or put brochures by their cash register
- Ask if you can host a registration table during lunch at your office
- Display a (free) AIDS Walk yard sign in your front yard

Staying in Touch with Your Team

- *Send e-mails or start a Facebook message to keep communication flowing among team members*
- *Include progress toward your fundraising and/or recruiting goal*
- *Share fundraising ideas*
- *Remind walkers to ask if their company does matching gifts*

Fundraising Made Easy

- Start with a goal! Make a personal goal and also set a team goal
- Ask for support on Facebook, Twitter, e-mail, on your blog, etc.
- Add a link to your fundraising page on your e-mail signature
- Do a fundraiser at work such as a denim or dress-down day for \$5 or \$10. Ask about matching gifts
- Try guest bartending, host a dinner for friends, or ask the family to add their daily change to a jar
- Include a pre-stamped, pre-addressed return envelope in the Walk support letter you send to friends
- Schools can do bake sales or "Penny Wars" for a friendly competition between classes

Don't Forget

- The Walk has made many changes, including times and locations; make sure everyone is aware
- If someone declines to join your team, ask for a donation
- Show that you support the Walk too by making a donation to yourself to start your fundraising
- Follow up with team members on a weekly basis and encourage friendly competition
- All checks should be made payable to *AIDS Walk Delaware*
- Always send a thank you letter to those who donate to you



- When you're done fundraising, file the appropriate paperwork with your employer for matching funds
- Send an e-mail with a direct link to your fundraising page for easy credit and debit card donations
- Once you raise the funds the next most important step to show up at the AIDS Walk. The Walk is held rain or shine
- All funds raised stay in Delaware to help our communities
- Have fun and encourage others to join this historic AIDS Walk