

**AIDS  
WALK**  
LOS ANGELES  
Oct. 21, 2018

# 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 for AIDS Walk Los Angeles. 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 three friends to join your team today!**



Call us anytime at 213.201.9255 (WALK) with questions, to attend a workshop, or for fundraising and recruitment advice!



**Sunday, October 21, 2018.**

## WHEN?

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?

Starting and ending at the steps of Los Angeles City Hall, the 10k (6.2-mile) route winds its way through the streets of Downtown Los Angeles.

## WHY?

AIDS Walk Los Angeles benefits APLA Health and other LA County HIV/AIDS service organizations.

## WHO?

10,000 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:

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

### PHONE:

213.201.9255(WALK)

### MAILING ADDRESS:

P.O. Box 933005  
Los Angeles, CA 90010

### STREET ADDRESS:

3550 Wilshire Blvd  
Suite 890  
Los Angeles, CA 90010



## **WHERE DOES THE MONEY GO?**

The funds raised at AIDS Walk Los Angeles support the services provided by APLA Health and several other HIV/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 Los Angeles office at 213.201.9255 (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 Los Angeles 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 Los Angeles 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 [la.aidswalk.net/Matching-Gift-Info](http://la.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, October 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!



# WHO BENEFITS?



## ABOUT APLA HEALTH

APLA Health’s mission is to achieve health care equity and promote well-being for the LGBT and other underserved communities and people living with and affected by HIV. It is a nonprofit, federally qualified health center serving more than 14,000 people annually. APLA Health provides 20 different services from 15 locations throughout Los Angeles County, including: medical, dental, and behavioral health care; PrEP counseling and management; health education and HIV prevention; and STD screening and treatment. For people living with HIV, it offers housing support; benefits counseling; home health care; and the Vance North Necessities of Life Program food pantries; among several other critically needed services.



### HOW FUNDS BECOME SERVICES

Funds raised by walkers (with a few exceptions) will directly benefit APLA Health. Last year **1,000** teams raised **\$2,006,314** for HIV/AIDS related services.

Founded in 1983, APLA has **become a leader** as an AIDS service organization. APLA is dedicated to serving men, women, and families **living with and affected by HIV and AIDS** throughout Los Angeles.

#### WITH THE HELP OF AIDS WALK FUNDRAISING, APLA HEALTH PROVIDES THE FOLLOWING EACH YEAR\*:



**57,055** hours of in-home healthcare visits



Telephone case management to **2,000** people via Clientline



More than **126,000** bags of groceries from Vance North Necessities of Life Program food pantries



Benefits counseling to **537** clients



**2,300** HIV tests and **1,700** STD screenings

\*BASED ON SERVICES PROVIDED IN 2016.

### YOUR EFFORTS CHANGE LIVES

AIDS Walk Los Angeles benefits APLA Health and more than a dozen other L.A County AIDS service organizations

#### YOUR FUNDRAISING AT WORK FOR APLA HEALTH

**\$25**

Provides 3 HIV tests, as well as HIV counseling to link HIV-positive individuals to care

**\$50**

Provides 15 bags of groceries from APLA Health’s Vance North Necessities of Life Program (NOLP) Food Pantries

**\$100**

Provides 100 safer sex kits to help stop the spread of HIV

**\$500**

Provides 35 transit passes so that APLA Health clients can get to and from their medical appointments

**\$1,000**

Provides 20 dental checkups for APLA Health clients throughout Los Angeles County

**APLA Health’s mission is to achieve health care equity and promote well-being for the LGBT and other underserved communities, and people living with and affected by HIV.**

# TEAM LEADER CHECKLIST



- Sign Up:** Register your team for AIDS Walk Los Angeles!
- 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 2017 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!