

AIDS WALK PHILLY RUN PHILLY

Official Team Captain Handbook
www.aidswalkphilly.org / www.aidsrunphilly.org

No war on the face of the Earth is more destructive than the AIDS pandemic. I was a soldier. But I know of no enemy in war more insidious or vicious than AIDS.
WILL history record a fateful moment in our time, on our watch, when action came too late?
(Colin Powell)



AIDS WALK & RUN 2009

EVENT DETAILS



When: Sunday, October 18, 2009
AIDS Run: registration 7am, Run begins at 8am
AIDS Walk: registration 7:30am, Walk begins at 9am

Where: [Eakins Oval](#), in front of the Philadelphia Museum of Art

Route: AIDS Walk makes a 12K loop going up Kelly Drive, crossing the Schuylkill River at the East Falls Bridge, and returning via Martin Luther King Drive.
AIDS Run is a 5K USATF certified run (all runners must submit a \$45 registration fee)

Registration online is fast and easy ...

Forming a New Team?

- Go to www.aidswalkphilly.org
- Log in, or [Create an Account](#).
- Register for AIDS Walk 2009 as a New Team Captain
- A representative of the AIDS Fund will contact you shortly with your official Team Number and Information Packet.

Restarting an Existing Team?

- Go to www.aidswalkphilly.org
- Log in or [Create an Account](#).
- Register for AIDS Walk 2009 as a Captain of an Existing Team
- Search for your team by Team Name or Team Number. Your team information will be saved from previous years.

Should you or your team members have any problems registering online, do not hesitate to contact the AIDS Fund Team Outreach staff at 215-731-WALK (9255)

Wait, 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, increases the profile of your organization and raises more money. Teams can represent your business, school, community of faith, neighborhood or in memory of a loved one affected by the HIV/AIDS epidemic.

Recruit, Recruit, Recruit!

New Team members can register online at www.aidswalkphilly.org. Each team member is asked to raise a minimum of \$45. Once a team member has reached that goal, he or she will be eligible to receive a commemorative AIDS Walk Philly T-Shirt.

2009 IMPORTANT DATES



August

Wednesday, 19 | **6:30pm** Team Captain Meeting
AIDS Fund Office

September

Thursday, 10 | **6:30pm** Team Captain Meeting
AIDS Fund Office

Thursday, 17 | **6-8pm** Team Captain Reception
William Way Center, 1315 Spruce St.

Monday, 21 | **4pm** Team Captain Meeting
AIDS Fund Office

Friday, 25 | **11am** Media Kick-Off Event
Rittenhouse Square Park

Team Captain meetings provide an excellent way to meet the AIDS Walk staff and other Team Captains to get and share ideas on recruitment and fundraising for the Walk and Run. Choose a day and time that work best for you. Refreshments provided!

October

Saturday, 3 | **10am** Team Captain Meeting
AIDS Fund Office

Tuesday, 6 | **6:30pm** Team Captain Meeting
AIDS Fund Office

Thurs - Sat. 15-17 | **Early Check-In (see below)**

Sunday, 18 | **Walk & Run 2009**




****Early Check-In****

Early Check-In is the best way for Captains to turn in donations and pick up fundraising awards for the entire team. Early Check-In occurs at the AIDS Fund Office, 1315 Spruce St., on the Thursday, Friday and Saturday before the Walk. This is the only time that Team Captains can turn in money for their individual members. On the day of the Walk, each individual should turn in their own sponsor forms (and brave the lines!) at the Donation Tent. Each individual's money and sponsor form should be kept separate for our staff to accurately count how much your team brings in. Have your team members' shirt size ready when picking up their Fundraising Awards.

RECRUITING AND FUNDRAISING PG 1



AIDS Walk Philly and AIDS Run Philly are the most important fundraiser of the year for the 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 to 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 he or she needs to do to help achieve it.
-  Make it **Manageable**. If you ask each walker to raise \$100, that's only ten people giving \$10 each.
-  Encourage **Competition**. Prizes or perks for the top fundraiser will give your teammates added incentive.

AIDS Walk and Run recognizes the work of individual walkers and runners by offering the following fundraising awards:

\$45 +	AIDS Walk Philly T-Shirt
\$500 +	AIDS Walk Philly "500 Club" Hooded Sweatshirt
\$1,000 +	AIDS Walk Philly "Platinum Club" Polar Fleece

Fundraising awards are available only as supplies last. It is important to turn in donations on or before the day of the Walk.

Know Where the Money Goes

Make sure your team members know where the money they are raising goes. AIDS Fund, the producer of the AIDS Walk Philly and AIDS Run Philly, supports HIV/AIDS education, prevention, and services in the Delaware Valley by raising dollars and increasing public awareness about the impact of HIV in our communities. There are over 30 organizations that receive funding as a result of AIDS Fund activities, listed on our website at www.aidswalkphilly.org/about/partners.php

Register Online

Get all of your team members to register [online](#). On average, walkers and runners who register online raise more money than those who register by mail or phone. Online registration saves time, money and gives you and your team members up to date records. It is also the only place where sponsors can donate using a credit card.

*Make sure your team members know their **Team Number** and **Team Name**. This will make the registration process go much more smoothly and get them started raising money faster.*

RECRUITING AND FUNDRAISING PG 2



Quick Tips for Fundraising

Design a logo for your team. Post it on the team site on our [website](#), your own Facebook page or put it on a T-Shirt.



Get donations from your company or local businesses and raffle them off to your sponsors.



Not all 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.



Have you found other effective ways to raise money and motivate your team? Please share them with us! [Email](#), call, write on our [Facebook](#) Wall or even [tweet](#) us ([@awphilly09](#)) with your progress.

Double Your Dollars

Many companies in the Delaware Valley 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 very simple and you can quickly double your fundraising dollars.

Turn Some Heads!

Wear an AIDS Walk Philly button or bracelet, put up a poster in your locker or at your desk, attach a link to your email signature, attach a link to your Facebook page, tweet about each new donation you get — anything that can prompt a discussion that could lead to a new team member or sponsor.

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.

Write an email or a 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.

Follow the AIDS Walk on Twitter @awphilly09

We will be tweeting with 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 experience.

Volunteer Opportunities

We rely on an army of volunteers to mount a fundraising event of this size. Volunteers can register as a member of a team, solicit funds and turn in money to assist in the overall goal to raise funds for HIV/AIDS services. Those interested can contact our Volunteer coordinator at volunteer@aidswalkphilly.org or 215-731-WALK.

DAY OF THE WALK/RUN



Parking and Directions

Parking is extremely limited around the Art Museum so we suggest taking public transportation. The closest SEPTA and Regional Rail stop is at [30th St. Station](#). For SEPTA Train & Bus information, call 215-580-7800 or visit www.septa.org. If you must drive, try to arrange a carpool with your team. The best directions to [Eakins Oval](#) can be found using Google Maps or your favorite internet mapping tool. Remember, you'll have to find parking in the neighborhood, so leave yourself plenty of time to park and then find your way to Eakins Oval.

Buses

If your team is arriving on a private bus, parking **for buses only** is available along the Ben Franklin Parkway. Please consider letting AIDS Fund use your bus as a "Poop Out" bus to pick up tired walkers along the route. Contact us at 215-731-WALK if you can volunteer your bus and driver during the Walk.

5K Runners

Runners can begin checking in at the Runners Tent at 7am, ½ hour earlier than Walkers. If you have Runners on your team, please plan to arrive early so that they have plenty of time to warm up. An awards ceremony for the top runners in each category will take place after the Run, before the beginning of the Walk.

12K Walkers

The Walkers Donation Tent is the busiest place on the morning of the Walk and Run. If you did not attend Early Check-In, please arrive as early as possible so that your team has plenty of time to turn in donations and collect Fundraising Awards. The Donation Tent opens at 7:30 am. It is at the Donation Tent that each individual will receive his or her Fundraising Award.

*The **Sponsor Form** and [website](#) include useful tips for Runners and Walkers. Refer to them if your team members have questions about how to plan for the Walk and Run.*

Organize your Meeting Place

It is important for the Team Captain to clearly communicate where the team is to meet on the morning of the Walk. Have a list of all team members and their cell phone numbers to make meeting up easier. It is the Team Captain's responsibility to set a meeting place. Pick an easily identifiable landmark!

*The **Lost & Found** and **Missing Persons** areas can be very important on the day of the Walk. Make sure you know where they are!*

Team Photo

Photo passes will be at the designated photo area. Once you gather your team and all donations have been turned in, proceed to the photo area to have your team picture taken. All pictures are digital, so make sure to provide us with a current email address so we can send them to you after the Walk.

In Case of Rain ...

The Walk and Run is on, rain or shine! If any team members are not able to make the day of the Walk & Run, please help us to collect their donations by mailing them or dropping them off to the AIDS Fund Offices, 1315 Spruce St., Philadelphia, PA 19107.

Sometimes, even the Captain needs some help! In case you need assistance on the day of the Walk, there will be a Teams area at the Donations Tent.

CONTACT INFORMATION AND RESOURCES



www.aidswalkphilly.org
www.aidsrunphilly.org

AIDS Fund Offices
1315 Spruce Street, 4th Floor
Philadelphia, PA 19107

Ways to contact us:

Email: teams@aidswalkphilly.org

Phone: (215) 731-WALK (9255)

Twitter: @awphilly09

Facebook: www.facebook.com/AIDSWalkPhilly

SEPTA (regional bus and rail): (215) 580-7800 and septa.org
PATCO (public transit from South Jersey): (856) 772-6900 or
(215) 922-4600 and ridepatco.org

HIV/AIDS Resources

AIDS Hotline Philadelphia: (215) 985-2437

Centers for Disease Control: www.cdc.gov/hiv

Kaiser Family Foundation HIV/AIDS Daily Reports: www.kff.org/hiv/aids

VIH/SIDA en español: www.cdc.gov/hiv/spanish

Thank you for what you do

For the past 23 years, 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.

Each year, thousands of walkers and runners from the Delaware Valley and beyond spend this special Sunday raising money to fight HIV/AIDS by participating in AIDS Walk Philly and AIDS Run Philly. As a Team Captain, you are front line in 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

SAMPLE FUNDRAISING LETTER



*This letter is intended to give you a start in composing your own fundraising letter. The most effective fundraising letters are **personal** and **specific**, so please take the time to add your own reasons for why you are asking for help from your friends and family. This letter can be downloaded from our website at www.aidswalkphilly.org.*

Dear _____

Did you know that over 600,000 Americans have died from AIDS since 1981 when the first case was diagnosed? Despite encouraging advances in HIV/AIDS research, the Philadelphia Department of Public Health recently reported some startling new facts about new HIV cases right in our own back yard: Philadelphians are being infected at a rate **more than** 50% higher than residents of New York City. In fact, the rate for Philadelphia is **FIVE** times the national average. This is why 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 Delaware Valley.

I am a Team Captain/Walker/Runner for AIDS Walk Philly/AIDS Run Philly 2009. My team's name is _____, and we will be walking 12 kilometers /running 5 kilometers on Sunday, October 18 to raise money for HIV/AIDS services in our region. These organizations supply everything from food, housing and counseling to legal aid, education and prevention. The news media has given the impression that HIV/AIDS is no longer a serious threat. New drugs are helping some people live longer, but the harsh reality is that there is still no cure, and HIV infection rates continue to climb.

How can you help? This year, my/my team's goal is to raise \$_____. We can make that goal a reality. You can make a tax-deductible donation or join (Team Name and #) in raising funds and awareness to finally end this devastating epidemic. You can make a donation using your credit card on my personal fundraising page at www.aidswalkphilly.org or with a check made out to "AIDS Fund." Don't forget to put my team number in the memo!

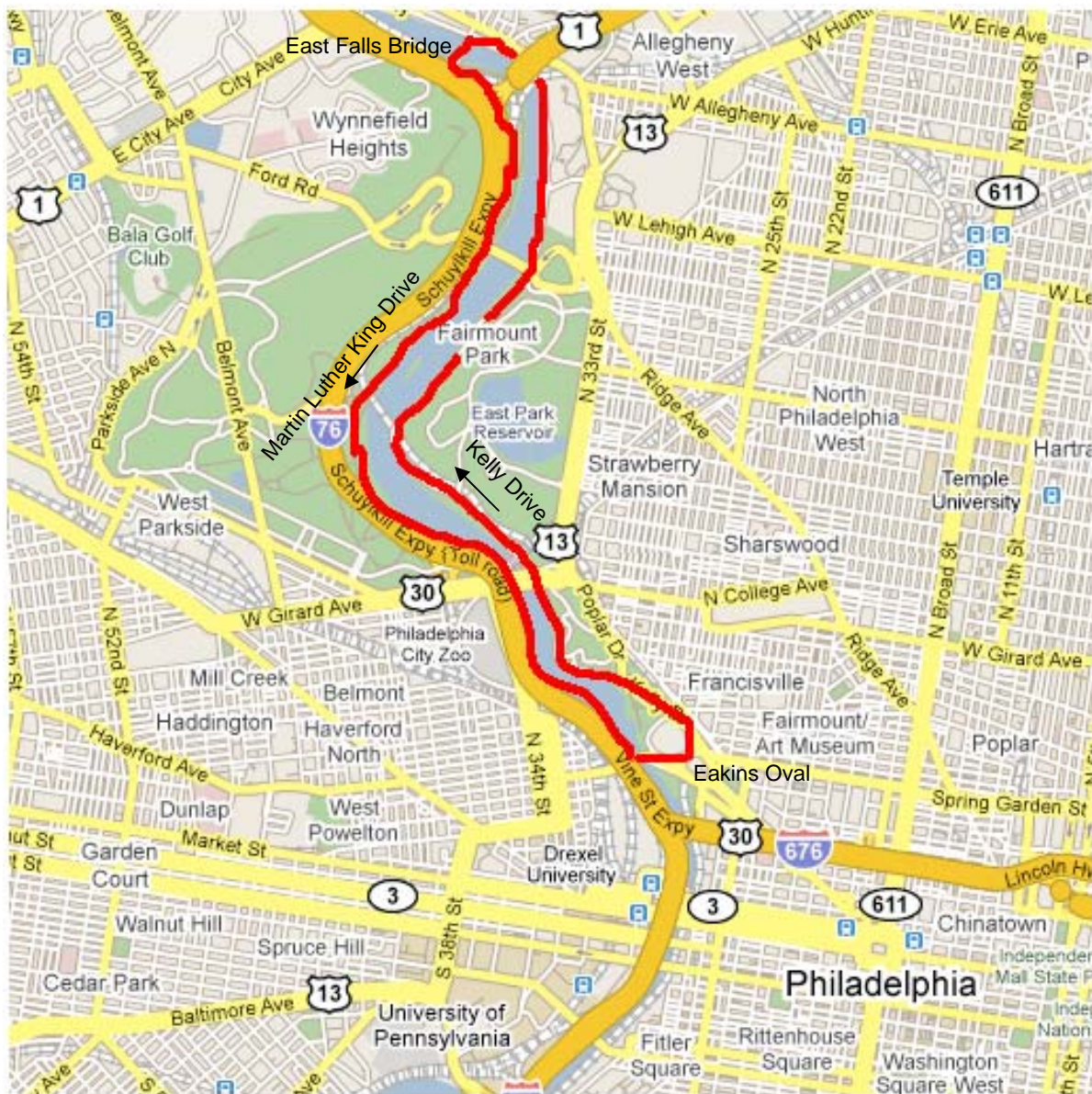
The world has lost so many incredible people to this disease. Let's act now before we lose another person we love. You can make a difference. Thank you so much for your time.

Sincerely,

APPENDIX B ROUTE MAP



The 12 kilometer/8.6 mile route may be intimidating to some, but it represents your commitment to working hard and pushing yourself towards the goal of ending the HIV/AIDS epidemic. The route winds through beautiful Fairmount Park - the largest urban park in the country. And if you cannot finish all 12 kilometers, remember that there are “poop-out” buses continually monitoring the route to pick you up and deliver you to the finish line.



APPENDIX C MATERIAL ORDER FORM



Please give us 24 hours notice and we will have your order waiting for you.

<i>Item</i>	<i>Quantity</i>	<i>Price</i>	<i>Total</i>
Walker Sponsorship Form Each team member should have his or her own form for fund-raising. Walkers and Runners who register online can download personalized Sponsor Forms from our website.		FREE	
Display Stands with Folded Walker Registration Forms Order these if you have a table, counter, or any flat surface.		FREE	
AIDS Walk Philly 2009 Posters 11" x 17" Place them in stores, your church, gym, train station, school, office, etc.		FREE	
AIDS Walk Philly 2009 Buttons Wear them on your shirt, coat, or bag.		\$1 each	
AIDS Walk Philly "Until It's Over" Bracelet Show your support by wearing these embossed red bracelets.		\$2 each	
To help us defray costs, we encourage you to pick up your materials. Suggested donation if you are requesting materials to be mailed:		\$5	
Make checks payable to "AIDS Fund"		Total	
Team Name/Captain Name:	Team #		
Street Address:			
City/State/Zip:			
Email:			
Phone:			

Please FAX this form to 215-731-0550 or call your order in to 215-731-WALK

If you are requesting that your materials be mailed, please send your check to us at:
AIDS Fund, 1315 Spruce Street, 4th Floor, Philadelphia, PA 19107.