

# Team Captain Kit



Taking steps to end HIV / AIDS

**Saturday, November 14, 2009**

**At New College**

**In Sarasota, Florida**

*benefiting*

**Trinity Charities, Inc.**



## Welcome Team Captain!

We are delighted that you are joining us as a Team Captain for the 2009 AIDS Walk! Thank you for taking the first step towards making our event a great success. This kit is designed to provide you with the tools you need to make your team's experience fun, successful, and rewarding. This is intended to give you ideas and to guide you. Please use any or all of the following information to create your own customized plan.

As a Team Captain, you are a powerful force in the fight to end HIV/AIDS. A Team Captain's job is to motivate and encourage others to join your team and promote the Walk, whether it is with co-workers, friends or family.

This Team Captain kit will take you through the following four steps to create a successful Walk team:

### Step 1

#### **Set a Fundraising Goal**

Set a dollar goal for each of your team members to raise in the fight against HIV/AIDS. Our goal is for each team member to raise \$200.

### Step 2

#### **Recruit Team Members**

All you have to do is ask. Recruit your family, friends, co-workers and neighbors to join your team. When you find new team members, ask them to invite their family, friends, co-workers and neighbors. You will be surprised how quickly your team grows!

### Step 3

#### **FUNdraise!**

Share our enthusiasm and excitement with your team as you strive together to reach your fundraising goal. Be sure your team members are well prepared to reach their goal (use this kit for ideas and tools) and communicate often.

### Step 4

#### **Walk, Follow-up and Celebrate!**

Walk, enjoy and reward your team members. You and your team are making a difference in the fight against HIV/AIDS.



Let's get started!

## Step 1: Set a Fundraising Goal

AIDS Walk is a pledge-based event, and reaching our fundraising goal depends on participants to raise money from their friends, family and co-workers. Set the bar high!

We encourage each team member to raise at least \$200. This is an easy goal if team members follow a few of our fundraising tips in Step 3. If you really want to challenge your team, set the fundraising goal even higher. Remember, the money raised is going to fight against HIV/AIDS, and the more money you raise, the faster we help those who are affected by it.

Let your team know that there are incentives involved in raising money for the AIDS Walk. Top fundraisers will be eligible to receive a variety of prizes—and the more they raise, the better the prize!





## Step 2: Recruit Team Members

### Here are a few easy recruiting ideas!

- **Ask everyone you know** to be a team member, including friends, family, co-workers and neighbors. Once they have signed on, ask them to invite *their* friends, family, co-workers and neighbors. Keep building your team until the team registration deadline before the walk.
- **Talk about the event** and your team to everyone you meet. Your enthusiasm will be contagious and generate excitement and involvement in others.
- Ask your **supervisor to support** you or join your team, and then let everyone know and encourage others to do the same.
- Use the **provided e-mail templates** to gain team members.
- Distribute copies of the Sample Fundraising Letter and E-Mail for team members to copy and send. E-mail is the fast, inexpensive and easy way to get the word out and raise money!
- Place an **ad or article in local papers or newsletters** to recruit community members. Be sure to include contact information and the Trinity Charities, Inc. website ([www.trinitycharities.org](http://www.trinitycharities.org)).
- Ask Trinity Charities, Inc. to help you hold a **team kick-off party**. Host a gathering or a lunch session during working hours to sign team members up. We can help you by providing promotional materials for the party.
- Send weekly e-mail updates or make weekly phone calls with the latest Walk information, fundraising ideas, and any success stories from your team members.

### As You Build Your Team...

- Be sure you have all of the information to register each team member
- Encourage your team members to collect and turn in donations **BEFORE** the day of the walk to be eligible for prizes.



## Step 3: FUNdraise!

Copy and share these easy fundraising ideas with your team to reach your goal. Work hard and have fun!

- **Ask, ask and ask again.** Remember you are asking for the AIDS Walk and not for yourself. The moment you limit who you ask, you limit the amount you can raise.
- Host a **fundraising party** and ask attendees to pledge their support.
- Create a **buddy system**. Ask someone who cannot walk to help you collect donations.
- Take your **pledge sheet everywhere**.
- **Suggest friendly competition** between team members. Set weekly or monthly goals to beat and recognize the team member who reaches it first.
- Ask **one person a day** to sponsor you in the Walk
- **Give something up**—movie, manicure or dinner at an expensive restaurant—and contribute what you would have spent to the Walk.
- Ask your friends to **contribute** to the Walk **instead of purchasing a gift** for your birthday, anniversary, or any occasion!
- Find out if your company has a **matching gifts** program. Matching gifts can double your team money!

### Raise \$200 in a Week

- |                                                 |                                                        |
|-------------------------------------------------|--------------------------------------------------------|
| <b>Day 1: \$25</b><br>Sponsor Yourself          | <b>Day 5: \$25</b><br>Ask 5 Neighbors for \$5          |
| <b>Day 2: \$40</b><br>Ask 2 Relatives for \$20  | <b>Day 6: \$25</b><br>Ask Your Spouse/Partner          |
| <b>Day 3: \$45</b><br>Ask 3 Friends for \$15    | <b>Day 7: \$200!</b><br>Celebrate Your Accomplishment! |
| <b>Day 4: \$40</b><br>Ask 4 Co-Workers for \$10 |                                                        |

## Step 4: Walk, Follow-up and Celebrate!

Once Walk day arrives, your job is almost finished! Below are steps and suggestions for completing the Walk season on a high note.

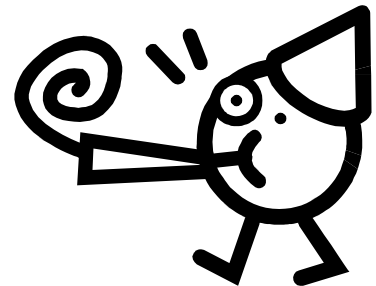
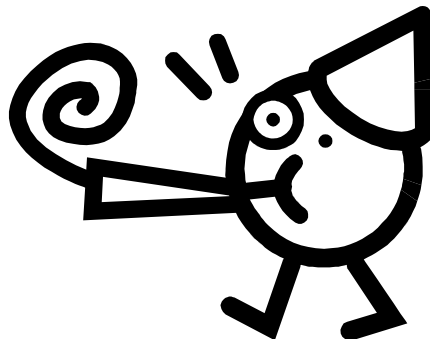
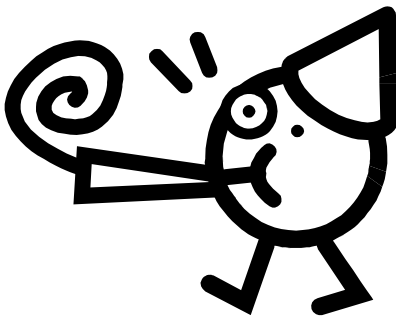
### Walk Day

- Ensure your team knows where to gather at the event
- Collect and turn in team pledges when you sign in your team at the event
- Take a team photo before the walk
- Celebrate with your team as you walk because you are all making a difference!

### Follow-up

- Collect and turn in outstanding pledges
- Submit a team photo to your company's newsletter or share the photo with your family and team members to highlight and enjoy your success
- Send a personal thank you note to every team member
- Plan a post-walk event — picnic, party, breakfast — to share results, thank everyone, and encourage future participation

### Celebrate!





## Team Timeline

### 8 - 12 Weeks

- Register team online or submit forms
- Set your fundraising goal
- Begin recruiting team members via e-mail, phone calls and letters
- Find your company's matching gift policy

### 4 - 8 Weeks

- Hold a team kickoff party
- Continue recruiting team members
- Let your team know money turn-in deadlines to receive incentive prizes!
- E-mail your team with important Walk updates and information
- Begin collecting donations - it's never too early!

### 2 - 4 Weeks

- Host a team fundraiser - cook-off, garage sale, etc.
- E-mail your team with weekly incentives and updates
- Be sure your team members are registered

### 1 Week

- Be sure you have all of the Walk details
- Let your team know what time and where to meet at the walk
- Collect team pledges and turn them in to Trinity Charities

### Walk Day

- Meet your team at the assigned location
- Turn in additional pledges
- Take a team picture
- Enjoy the day and celebrate the difference you are making with your team

### After the Walk

- Collect and turn in additional pledges
- Congratulate and thank team members for their hard work
- Host a thank you wrap-up party and recognize top team members
- Start planning for next year!



## About Trinity Charities, Inc. and the AIDS Walk

**Facts and information to share with your future team members and sponsors:**

### ***Fourth Annual AIDS Walk hosted by New College***

**When:** Saturday, November 14, 2009.    **Where:** New College / USF  
Pre-Registration is at 8 a.m.                      Tamiami Trail  
Step Off is at 9 a.m.                                      Sarasota, Florida

### ***How does Trinity Charities use the money raised?***

Funds from the AIDS Walk will be used to support the programs of Trinity Charities, Inc. in the fight against HIV/AIDS.

- **Betty Schonewald Emergency Fund** — provides emergency funds to assist people who experience temporary emergency situations.
- **POZ M4M** — The POZ M4M group meets every Monday night at 7 pm to provide support and education in a safe and encouraging environment for gay men with HIV/AIDS.
- **Thelma and Boyce Boston Food Pantry** — Our food pantry is open to all in need on the 2nd and 4th Wednesday of every month with special items available during the holidays.
- **Healthy PWA** — teaching persons living with HIV/AIDS about healthy choices in nutrition, supplement strategies, lifestyle, stress management, and exercise.
- **Pet Program** — Recognizing that pets provide mental and physical therapeutic value as well as emotional support, this program helps PWAs care for their pets by providing pet food and supplies at no cost.

### ***About HIV / AIDS***

- Youth aged 14-29 account for more than 50 % of new HIV infections.
- More than 25% of all people infected with HIV are unaware of their status.
- Manatee County ranks in the top 150 most AIDS infected Counties in the United States



## Sample Team Recruitment Letter

Dear \_\_\_\_\_,

I am writing to tell you about an important event in which I am participating. This fall, I will be walking in the AIDS Walk to help raise money for the fight against HIV / AIDS, and have decided to form a team.

Will you join me? I know it will be a lot of fun, and together we can make a difference.

Here are the details:

**When:** Saturday, November 14, 2009  
Pre-Registration is at 8 a.m.  
Step Off is at 9 a.m.

**Where:** New College / USF  
Tamiami Trail  
Sarasota, Florida

**How:** Let me know if you are interested and I will send you all of the materials and information you need to start raising dollars today! My goal is for each team member to raise \$200!

Everyone is welcome, so please invite a friend or two. Proceeds from the Walk are used to support a wide range of HIV/AIDS programs for the thousands of local families and caregivers affected by the disease. For more information, visit [www.trinitycharities.org](http://www.trinitycharities.org) or contact me at *Insert Number*.

Thank you,



## Sample Fundraising Letter

Dear \_\_\_\_\_,

I am walking with my team in the AIDS Walk this November to raise money for the fight against HIV / AIDS. The proceeds from the Walk will be used to support a wide range of HIV / AIDS programs for the thousands of local families and caregivers affected by this disease.

The number of people with HIV/AIDS in our area has continued to increase and more than 25% of those infected are unaware of their status. More than 50% of new HIV infections are found in people between the ages of 14 - 29. The programs available through Trinity Charities are aimed at prevention, support and intervention of this deadly disease. I am ready to help make a difference.

I have committed to raising \$\_\_\_\_\_, and I cannot do it without the help of people like you. I hope you will consider supporting my efforts on behalf of Trinity Charities, Inc. Keep in mind, all donations for the AIDS Walk are tax deductible as charitable contributions.

Checks should be made payable to Trinity Charities, Inc. or you can **donate online** with a credit card or PayPal account by going to [www.trinitycharities.org](http://www.trinitycharities.org). My Walker ID number is \_\_\_\_\_.

If sending a check, please send to: Team Member name and address, who will then forward them on to Trinity Charities, Inc.

Thank you in advance for your support.

Best Regards,



## Sample Team Recruitment E-mail

**To:** [myfriends@email.com](mailto:myfriends@email.com); [myfamily@email.com](mailto:myfamily@email.com); [mycoworkers@email.com](mailto:mycoworkers@email.com)

**Subject:** Join my AIDS Walk Team!

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### Please Walk with Me!

Hi Family/Friend/Co-Worker,

I am sending this e-mail to tell you about an important event in which I am participating. This fall, I will be walking in the Sarasota/Manatee AIDS Walk to help raise money for the fight against HIV/AIDS and I have decided to form a team.

Will you join me? I know it will be a lot of fun, and together we can make a difference.

Here are the details:

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Everyone is welcome, so please invite a friend or two. Proceeds from the Walk are used to support a wide range of HIV/AIDS programs for the thousands of local families and caregivers affected by the disease. For more information, visit [www.trinitycharities.org](http://www.trinitycharities.org) or contact me at *Insert Number*.

Thank you,



## Sample Fundraising E-mail

To: [EveryoneIKnow@email.com](mailto:EveryoneIKnow@email.com)

Subject: Help me make a difference in the fight against HIV/AIDS

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### Today I am determined to make a difference...

I am walking with my team in the AIDS Walk this November to raise money for the fight against HIV / AIDS. The proceeds from the Walk will be used to support a wide range of HIV / AIDS programs for the thousands of local families and caregivers affected by this disease.

The number of people with HIV/AIDS in our area has continued to increase and more than 25% of those infected are unaware of their status. More than 50% of new HIV infections are found in people between the ages of 14 - 29. The programs available through Trinity Charities are aimed at prevention, support and intervention of this deadly disease. I am ready to help make a difference.

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Checks should be made payable to Trinity Charities, Inc. or you can **donate online** with a credit card or PayPal account by going to [www.trinitycharities.org](http://www.trinitycharities.org). My Walker ID number is \_\_\_\_\_.

If sending a check, please send to: Team Member name and address, who will then forward them on to Trinity Charities, Inc.

Thank you in advance for your generosity!



**Saturday, November 14, 2009**  
New College / USF  
Tamiami Trail - Sarasota, Florida  
Pre-Registration is at 8 a.m.  
Walk begins at 9 a.m.

## Team Sign-Up Sheet

**Join us for food, prizes & fun as we take a step towards  
fighting HIV/AIDS! Walk proceeds benefit Trinity Charities, Inc.**

1. _____	16. _____
2. _____	17. _____
3. _____	18. _____
4. _____	19. _____
5. _____	20. _____
6. _____	21. _____
7. _____	22. _____
8. _____	23. _____
9. _____	24. _____
10. _____	25. _____
11. _____	<i>There is no limit to the number of walkers per team.</i>
12. _____	FOR INFORMATION CONTACT:
13. _____	_____
14. _____	
15. _____	

Thank You for Your Support!



## Walker Registration Form

It's Easy!

1. Fax or mail this registration form (or Register Online Now at [www.trinitycharities.org](http://www.trinitycharities.org))
2. Collect donations
3. Turn in your donations to your team captain
4. Come walk with us!

My goal is to raise \$ \_\_\_\_\_ to help in the battle against HIV/ AIDS.

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_

I am walking in honor of \_\_\_\_\_

Employer/School: \_\_\_\_\_

My employer has a matching gift program  Yes  No

I will be walking as (check one) :  a team captain  
 a team member  
 an individual

### Waiver and Release of Liability

I hereby waive all claims against Trinity Charities, Inc., sponsors, or any personnel for any injury I might suffer in this event. I attest that I am physically fit and prepared for this event. I grant full permission for organizers to use photographs of me and quotations from me in legitimate accounts and promotions of this event.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

### If you are on a team complete the following.

Team Name: \_\_\_\_\_

Representing (name of organization): \_\_\_\_\_

Team Captain's name: \_\_\_\_\_

PLEASE SEND ME ADDITIONAL MATERIALS:

- Information on forming a Walk Team  Brochures (Indicate quantity) \_\_\_\_  
 Posters (indicate quantity) \_\_\_\_  Information on Trinity Charities  
 Information on volunteer opportunities

I am unable to walk, but:

- Enclosed is my donation of \$ \_\_\_\_\_  
 I would like to volunteer at the 2009 AIDS Walk.