

**AIDS  
WALK**

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**KANSAS CITY**

**Theis Park**

Oak and 47<sup>th</sup> Streets

South of the Nelson-Atkins Museum

**Team Information Packet**

**April 24<sup>th</sup>, 2010**

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# AIDS WALK Kansas City 2010

On **April 24th, 2010**, thousands will gather at Theis Park for the **22nd 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 2010** will begin and end in Kansas City's beautiful **Theis Park**, located at 47<sup>th</sup> 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** is presented by the **AIDS Service Foundation of Greater Kansas City**

# Why Form a Team?

It's fun! Moreover, **TEAMS RAISED OVER 45%** of AIDS Walk's **\$430,000** 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](http://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](http://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](http://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](http://www.firstgiving.com/aidswalkkc) to register for your team and create their personal fundraising page. This new 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](http://aidswalkkansascity.org) or call us at **816-931-0959**.

## Step 4

Plan for WALK Day on **Saturday, April 24<sup>th</sup>**. 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 2010** 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. 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.
2. Put a flyer or poster on the bulletin board at work and/or at the Human Resources Department.
3. Insert an announcement or memo with employee paychecks.
4. Put a brief article in the company newsletter. Be sure to include the captain's name, email and phone number.
5. Have an **AIDS WALK Kansas City 2010** sign-up table in the cafeteria or lunchroom a few times between January and WALK Day.
6. Display an **AIDS WALK Kansas City 2010** 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.
7. 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. Write an article for your group's paper about your WALK Team and about **AIDS WALK Kansas City 2010**.
3. 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.
4. Create a flyer or letter and send it around your neighborhood.
5. 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](http://www.firstgiving.com/aidswalkkc) and then email family and friends asking them to visit the web site and make a donation.

**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 2010** 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 2010** 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](http://www.firstgiving.com/aidswalkkc)**

# Sample Memo or Newsletter Article

**TO:** All Employees  
**FROM:** (Your Name)  
**DATE:**  
**SUBJECT:** **AIDS WALK Kansas City** – Saturday, April 24, 2010

On **Saturday, April 24<sup>th</sup>**, (you, your company, school, organization, etc.) will sponsor a team and join more than 3,500 people in the **22nd annual AIDS WALK Kansas City**. I invite you to join that team and participate in the Walk. *AIDS WALK 2010 will be held on Saturday morning, April 24<sup>th</sup> at Theis Park, located at 47<sup>th</sup> 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 2010** marks the **22nd 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 \$430,000 to benefit **Hope Care Center, SAVE Inc., Kansas City Free Health Clinic, 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](http://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! Don't just stand there. Add your life-saving steps and join us for **AIDS WALK 2010**. It promises to be a moving experience!

# 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](http://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. Wednesday, February 24<sup>th</sup>, 5:30 to 7:30 pm.
-  Missie B's Party. Saturday, February 20<sup>th</sup>, 6:00 pm.
-  AIDS Walk Open. Saturday, March 6<sup>th</sup>, 10:00 am to 6:00 pm.
-  20 for 20 (eclectic fashion show). Saturday, March 20<sup>th</sup>.
-  Pride and Joy and other plays. Thursday April 1<sup>st</sup> thru Sunday, April 18.
-  Mosaic. Friday, April 2<sup>nd</sup>, 5:00 to 8:00 pm.
-  Union Hill House Parties. Friday, April 16<sup>th</sup>, 6:00 pm to midnight.
-  RedLine Fashion Show. Date TBD. 7:00 to 9:00 pm.
-  AIDS WALK 2010. Saturday, April 24<sup>th</sup>. Registration 8:00 am.
-  KC Beerfest. Saturday, May 15<sup>th</sup>, 1:00 to 5:00 pm.
-  De Lofts Party. Friday, June 11<sup>th</sup>, Time TBD.
-  Party With a Purpose. Saturday, June 19<sup>th</sup>, 5:00 to 9:00 pm.

You will receive an invitation to Union Hill and Mosaic 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](http://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:** Ryan Holmes, Claire Fitzsimmons, Anne Frye, Koree Frye.

**Administration:** Alison Ball

**Associate Producer:** Josh Strodtman

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Kansas City

# The Business Community – Our Partners

## Businesses Join the Fight Against HIV/AIDS

Many businesses support **AIDS WALK 2010** through cash and In-Kind contributions. Last year, over 170 teams were formed and many of these Walkers' pledges were doubled – some even tripled – by matching gift programs.

## Major Sponsors of AIDS WALK 2010

*Ameriprise Financial*

*Miller Lite*

*State Street*

*GE*

*Kansas City Repertory Theatre*

*BlueCross BlueShield of Kansas City*

*Old Navy*

*GAP*

*Unicorn Theatre*

*Metzler Bros. Insurance*

*Husch Blackwell Sanders LLP*

*J2 Printing*

*Isle of Capri Casino*

*Union Bank*

*Hedges Family Estate*

*DSS, Inc.*

*Shook, Hardy & Bacon*

*Lockton Companies*

*Shughart, Thomson & Kilroy*

*EJ Cody Construction*

*Mix 93.3*

*The Pitch*

*Camp Magazine*

*Saint Luke's Health System*

*Salva O'Renick*

*NTDF, City of Kansas City, Missouri*

*PrescriptiCare/Walgreens*

*BioScrip Pharmacy*

*North Kansas City Hospital*

*Drexel Technologies*

*American Heartland Theatre*

*Banana Republic*

*The Dreamworks*

*Mail Print*

*Citi*

*Sonnenschein Nath Rosenthal*

*Bistro 303*

*Deffenbaugh*

*Kansas City Gay Pride*

*KPMG LLP*

*Parris Communications*

*stuff*

*Kansas City Cave Bears*

*KCUR 89.3 FM*

*The Independent*

# Creative Fundraising Ideas

## **CREATE AN ONLINE TEAM FUNDRAISING PAGE VIA FIRST GIVING!**

1. Go to [www.firstgiving.com/aidswalkkc](http://www.firstgiving.com/aidswalkkc)
2. Click on “Get Started” and follow the online instructions—it’s fast, easy and very 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.
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 January 1<sup>st</sup> and June 30<sup>th</sup>
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 contact the Walk office at (816) 931-0959. THANK YOU!!***