

# 2012 TEAM CAPTAIN HANDBOOK

**EVERY 9<sup>1/2</sup>  
MINUTES**

**someone in the U.S.  
is infected with HIV**



**AIDS** walk  
run **PHILLY**

**SUNDAY OCTOBER 21, 2012**

215.731.WALK | [aidswalkphilly.org](http://aidswalkphilly.org)

RAISING FUNDS FOR HIV/AIDS SERVICES IN THE DELAWARE VALLEY

## AIDS Fund

1315 Spruce St., 4th FL  
Philadelphia, PA 19107

215.731.9255

[www.aidsfundphilly.org](http://www.aidsfundphilly.org)

[info@aidsfundphilly.org](mailto:info@aidsfundphilly.org)

AIDS Fund supports HIV/AIDS education, prevention, and services, in the Delaware Valley Region by raising dollars and increasing public awareness about the impact of HIV on our communities. Currently 30 regional agencies are receiving funding from AIDS Fund to provide direct services and AIDS prevention initiatives.

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# INTRODUCTION

## ON BEING A TEAM CAPTAIN

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Here at AIDS Walk/Run Philly, we rely on our Team Captains to motivate their teams. Team Captains are responsible for managing their teams in the months leading up to the Walk and for coordinating logistics on the day of the event. How you do it is up to you! Just remem-

ber the basics: all your team members need their own sponsor forms to record cash or check donations (online donations do not need to be included on sponsor forms). You can either collect donations and sponsor forms for your whole team, or have your team mem-



### *Volunteer Opportunities*

We rely on an army of volunteers to mount an event of this size. Volunteers can register as a member of a team and raise money. Interested? Contact our Volunteer Coordinator at [volunteer@aidswalkphilly.org](mailto:volunteer@aidswalkphilly.org).

bers turn in their donations themselves. Make sure all your team members have their own sponsor forms to record donations, and that they know their team number!

**Call us at (215) 731-9255 with any questions, attend a Team Captain meeting, and get your team excited for AIDS Walk/Run Philly 2012! We look forward to seeing your team on October 21st!**

# WALK/RUN 2012 EVENTS DETAILS

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## WHEN

Sunday, October 21, 2012

Run: Registration 7AM, Run begins at 8AM

Walk: Registration 7:30AM, Walk begins at 9AM

## WHERE

Eakins Oval, in front of Philadelphia Museum of Art

## ROUTE

AIDS Walk Philly makes a 12K loop going up Kelly Drive, crossing the Schuylkill River at the Falls Bridge, and returning via Martin Luther King Drive. AIDS Run Philly is a 5K USATF certified run (all runners must submit a \$50 registration fee)



*Registration online is fast and easy...*

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1. Go to [www.aidswalkphilly.org](http://www.aidswalkphilly.org) Log in, or Create an Account.
2. If you are an existing captain, register as the Captain of an Existing Team. Search for your team by Team Name or Number—your team information will be saved from previous years.
3. If you are forming a new team, register as a New Team Captain. We will contact you shortly with your team number.

## *Recruit, Recruit, Recruit!*

New Team members can register online at [www.aidswalkphilly.org](http://www.aidswalkphilly.org). Each team member is asked to raise a minimum of \$50, which earns a commemorative t-shirt!

## *Wait, why am I forming a team?*

Walking as a team is the best way to get the most out of AIDS Walk/Run Philly. A team inspires more people, helps you get organized, and raises more money. Teams can represent your business, school, community of faith, neighborhood, or be in memory of a loved one affected by the HIV/AIDS epidemic.

# 2012 IMPORTANT DATES

MARK YOUR CALENDARS!

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SEPT. 5  
WED

5:30PM - Team Captain Meeting  
AIDS Fund

SEPT. 18  
WED

5:30PM - Team Captain Meeting  
AIDS Fund

SEPT. 21  
FRI

11AM - Kick-Off Event  
Rittenhouse Square

OCT. 6  
SAT

11AM - Team Captain Meeting  
AIDS Fund

OCT. 9  
WED

5:30PM - Team Captain Meeting  
AIDS Fund

OCT. 18-20  
THURS - SAT

**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. This is the easiest way for Team Captains to 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 and volunteers to accurately count how much each member of your team brings in. Have your team members' shirt size ready when picking up their Fundraising Awards.

Thursday, Oct. 18: 10AM-8PM

Friday, Oct. 19: 10AM-8PM

Saturday, Oct. 20: 10AM-4PM

Early Check-In is at the AIDS Fund, 1315 Spruce St. 4th Floor.

OCT. 21  
SUN

**AIDS Walk/Run Philly 2012!!**

Team Captain meetings provide an excellent way to meet the our 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!

# RECRUITING AND FUNDRAISING

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 to start raising money faster!

**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.

## 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.

## Where does the money go?

Make sure your team members know where the money they are raising goes. AIDS Fund, the producer of the AIDS Walk/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 30 organizations that receive funding as a result of AIDS Fund activities, listed on our website!

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

\$50+

AIDS Walk Philly  
T-shirt

\$500+

AIDS Walk Philly  
"500 Club"  
Sweatshirt

\$1000+

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.

## 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 and Facebook page, tweet about each new donation you get — anything that can prompt a discussion, and lead to a new team member or sponsor.

## 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 simple and you can quickly double your fundraising dollars.

## 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.

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.

**Have 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 (@AIDSWalkPhilly) with your progress.**



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.



Follow [@AIDSWalkPhilly](#). 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 Philly experience.



Check out AIDS Fund on YouTube! We've got a great series of videos called AIDS in Philly to help you show your team, friends, family, and neighbors why we're walking. Post the videos on your Facebook page, or link to it in emails! [www.youtube.com/users/AIDSFundPhilly](http://www.youtube.com/users/AIDSFundPhilly)

# 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](http://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.

## 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.

## 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!

## 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.

Our 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.

## 5k Runners

Runners can check in at the Runners Tent at 7am, 1/2 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 a t-shirt voucher.

## Team Photo

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.

# CONTACT INFORMATION

## AIDS Fund

1315 Spruce St. 4th Floor  
Philadelphia, PA 19107

Public Transportation:

SEPTA

(regional bus and rail)  
(215) 580-7800, septa.org

PATCO

(public transit from South Jersey)  
(856) 772-6900 or (215) 922-4600  
ridepatco.org

P

215.731.9255

W

[www.aidswalkphilly.org](http://www.aidswalkphilly.org)  
[www.aidsrunphilly.org](http://www.aidsrunphilly.org)

E

[teams@aidswalkphilly.org](mailto:teams@aidswalkphilly.org)



[facebook.com/AIDSWalkPhilly](https://facebook.com/AIDSWalkPhilly)



[@AIDSWalkPhilly](https://twitter.com/AIDSWalkPhilly)

## HIV/AIDS Resources

AIDS Hotline Philadelphia  
(215) 985-2437

Centers for Disease Control  
[www.cdc.gov/hiv](http://www.cdc.gov/hiv)

Kaiser Family Foundation  
HIV/AIDS Daily Reports  
[www.kff.org/hiv/aids](http://www.kff.org/hiv/aids)



## THANK YOU FOR WHAT YOU DO!

For the past 25 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. Although it has been 30 years since the onset of the HIV/AIDS epidemic, 1 in 5 people who are HIV positive are still unaware of their status, and we need your help more than ever.

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. This year marks the 26th Annual AIDS Walk, and I know we will have dedicated Team Captains to help us fight this epidemic until it's over. You are the front lines of 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

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## 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](http://www.aidswalkphilly.org).**

Dear (NAME),

Did you know that 1 in 5 people living with HIV do not know they are infected? 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 backyard: the rate of HIV infection in Philadelphia is FIVE times the national average, and is 50% higher than in New York City. 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 2012. My team's name is (TEAM NAME), and we will be walking 12 kilometers /running 5 kilometers on Sunday, October 21 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 have 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 \$ (AMOUNT). We can make that goal a reality. Any amount helps, but a donation of at least \$25 can provide an education and outreach presentation from one of AIDS Fund's partner organizations to help reduce the number of new infections in our community. You can make a tax- deductible donation or join (Team Name and #) in raising funds and awareness to fight this devastating epidemic. You can make a donation with a check made out to "AIDS Fund" or by using your credit card on my personal fundraising page at [www.aidswalkphilly.org](http://www.aidswalkphilly.org).

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,  
(YOUR NAME)

# APPENDIX B

## MORE INFO FOR SCHOOL TEAM CAPTAINS



### Social Media

Do you or other members of your team use social media? Follow AIDS Walk Philly for updates on Twitter, Facebook, Tumblr and Youtube. Interact with the AIDS Fund using the hashtag #WhyIWalk and participating in our social media campaigns leading up to the Walk. You may use social media to spread the word about your participation in the AIDS Walk.

### Bulletin/Display Case Kit

Use the AIDS Walk Philly 2012 Bulletin/Display Case Kit to raise awareness to classmates, school personnel, and campus visitors. Let the entire campus know that your school/organization is participating in the Walk. Kits include 3 AIDS Walk Philly 2012 Posters, an official AIDS Walk Philly 2012 Team Poster, stencils, instructions on putting your AIDS Walk Philly Display case together and more! Bulletin/Display Case Kit can be ordered using a Material Order Form (Page 13). Please note that there is a limit of 1 kit per team.

### Host a Mini-Kick Off

Holding a special on-campus or off-campus event is a great way to spread the word that your school/organization is participating in the Walk. If you are interested in hosting an off-campus event, the AIDS Fund will help you contact a local restaurant to host your event. An example of this type of event would be an Applebee's "Dine to Donate". Find out if a portion of food & drink sales can be donated to your team. Invite students and locals out for a night of fun and awareness to help gain support for your team.

### On-Campus Event

Student leaders and organizations are often required to host events throughout the year. Invite a representative from the AIDS Fund or one of our partner organizations to your campus to speak about the Walk, the HIV/AIDS epidemic or other HIV/AIDS related issues. Request for campus speakers must be made at least two weeks in advance. To request a representative, please send an email to [teams@aidswalkphilly.org](mailto:teams@aidswalkphilly.org) with your team number and "Request for Campus Speaker" in the subject line and the date, time, venue and topic that you will like to be discussed in the message body. Please note that not all requests for speakers will be able to be accommodated.

### Fundraising

Fundraising is an essential component of the AIDS Walk. As a campus Team Captain, it is your job to coordinate fundraisers with your school, local restaurants, student groups, etc. to raise money for your team. After you set a realistic fundraising goal for your team please refer to the following list of fundraising activities to help your team raise money and awareness.

**RAFFLE** Ask a local restaurant or grocery store for a donation of a gift card or popular item. Have students and campus personnel purchase raffle tickets (usually priced between \$1.00-\$5.00 depending on the item being raffled). After a week of ticket sales, announce the winner using social media, bulletin boards and word of mouth and allow them to claim their prize. Be sure to thank everyone for participating in the raffle and encourage them to make additional donations to your team.

**BAKE SALE** Bake sales are one of the most common forms of fundraising in a school setting. Get creative by asking your favorite local bakery to donate a gift certificate to put on display at your



Have another idea? Please feel free to share your ideas with our Facebook, Twitter and Tumblr accounts. If you have any questions about fundraising, team outreach, or material orders, send an email to [teams@aidsfundphilly.org](mailto:teams@aidsfundphilly.org) or call the AIDS Fund at 215-731-9255.

bake sale. Allow every donor who purchases a baked good a chance to win the gift certificate.

**TALENT SHOW** Coordinate a talent show, poetry night or concert at your school. Collect donations at the door as an admission fee. Be sure to include student acts and promote your team's participation in the Walk. Be sure to inform attendees that all donations will go towards your team's fundraising goal.

**SPORTING COMPETITIONS** Try hosting a 3-on-3 basketball, volleyball or flag-football tournament to raise money for your team. Have participants pay a fee of \$5 per player and charge event attendees a \$1.00 donation to watch the event. Food, music and giveaways are great at these types of events. Offer prizes to the winning team, which can be gift certificates to local stores or restaurants, or even small trophies.

**TRIVIA NIGHT** Cater to everyone's competitive spirit and raise money at the same time by organizing a trivia night! Find a local restaurant with a private room that your group can rent for the evening. Charge a flat fee for people to participate in the trivia contests. Don't forget to offer prizes for the winners, which can be gift certificates to local stores or restaurants, or even small trophies.

**SPAGHETTI DINNER** This could be one of the most popular fundraisers for all groups due to its simplicity, ease to run, and familiarity with the general public. It is the Spaghetti Dinner Fundraiser and it is appropriate for all groups. Ask local grocery stores, bakeries, and food suppliers for donations of food. Have tickets for pre-sale and at the door. Consider discounting pre-sale tickets to get more sales.

**DRESS DOWN DAY** (Great for High School Teams): Contact your principal and find out if your group can host a fundraiser to dress down. Have students make a \$1 donation in exchange for a "Dress-Down Day" Pass.

**PANCAKE BREAKFAST** This fundraiser is best held somewhere that offers places to sit and eat, like a cafeteria. You can charge either by the pancake, or by the plate with a set number of pancakes served. Try hosting during "Family Weekend" or other school-related weekend events to attract students and their families.

**EATING CONTEST** A timed eating contest is always amazing and fascinating to watch. Choose from pies, hot dogs, ice cream, cake, you are only limited by your imagination. Charge an entry fee to contestants and award a cash prize to the winner.

**INTERNATIONAL FOOD FESTIVAL** Have students bring in a dish to represent cultures and nations of the world. Each dish should be accompanied by music, a flag or some type of representation of that culture. Ask students to donate \$1 to sample each dish.

**CAR WASH** (Great for High School Teams): Pick a Saturday to host a car wash at your school. Advertise at local gas stations, churches, and local businesses. Charge a donation of \$5 for each car and offer additional services like tire cleaning, waxing and vacuuming for additional donations.

**HOTDOG STAND** Obtain permission from your school to sell hotdogs at a sporting event. Charge \$1 or \$2 for each hotdog and additional for sodas, soft pretzels and chips. Ask your local grocery store for food donations to minimize costs.

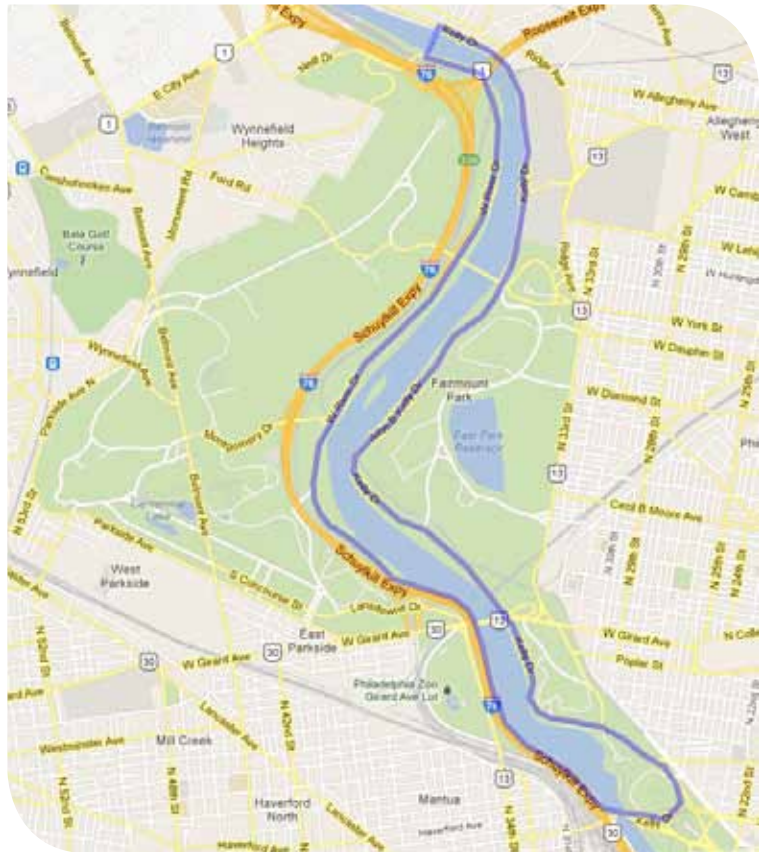
**BOARD GAME TOURNAMENT** Assemble 2-4 person teams that will work together to accumulate points or you can allow individuals to participate. Charge an entry fee for each team, in order to earn money for your team. Give a portion of the proceeds as the winning prize or get prizes donated from local businesses.

# APPENDIX C

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## 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 along the scenic Schuylkill River 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 D

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## MATERIAL ORDER FORM

# 12

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MAIL this form to AIDS Fund 1315 Spruce St., 4<sup>th</sup> Floor, Philadelphia, PA 19107

FAX this form to 215-731-0550

EMAIL this form to teams@aidswalkphilly.org

or CALL your order in to 215-731-WALK (9255)



# Material Order Form

CAPTAIN NAME

TEAM NAME

TEAM #

PHONE NUMBER

EMAIL

I would like to pick up my materials. (Please give us 24 hour notice.) (Date) \_\_\_\_\_ At (Time) \_\_\_\_\_ AM PM

I would like my materials mailed to me.

ITEM	QUANTITY	PRICE	TOTAL
<b>Walker/Runner/Volunteer Registration Cards</b> Use these cards to register new team members!		FREE	
<b>Display Stands for Registration Cards</b>		FREE	
<b>Walker/Runner/Volunteer Sponsor Forms</b> Each walker/runner on your team should have their own form for fundraising. Save some time and download online: <a href="http://www.aidswalkphilly.org">www.aidswalkphilly.org</a>		FREE	
<b>AIDS Walk Philly Posters</b> Help us spread the word about AIDS Walk Philly!		FREE	
<b>AIDS Walk Philly Team Posters</b> Place them in stores, your church, gym, train station, school, office, or anywhere you like to encourage people to sign up with your team!		FREE	
<b>Bulletin Board Kit (For Student Groups)</b> Use this Kit to raise awareness to classmates, school personnel, and campus visitors. Kits include 3 AIDS Walk Philly 2012 Posters, an official AIDS Walk Philly 2012 Team Poster, stencils, instructions on putting your AIDS Walk Philly Display case together and more!		FREE	
<b>AIDS in Philly DVD</b> Order a DVD or watch our series of videos on AIDS in Philly on our website – it's a great way to motivate your team!		\$1/EACH	
<b>AIDS Walk Philly Buttons</b> Wear one on your shirt, coat, or bag!		\$1/EACH	
<b>AIDS Ribbon Silly Bands</b> These flexible bracelets never lose their shape and are sure to draw some attention!		\$4/PACK OF FIVE	
<b>Shipping</b> If you are requesting materials to be mailed, a \$5 suggested donation to defray shipping costs is greatly appreciated!  <i>Shipping Address:</i>  _____		\$5	
<b>STREET ADDRESS, APT #</b>	<b>CITY, STATE, ZIP CODE</b>		
Please make checks payable to AIDS Fund.		<b>TOTAL</b>	