



Thank you for being a Team Leader for the 27th annual

AIDS WALK LOS ANGELES

SUNDAY, OCTOBER 16, 2011 IN WEST HOLLYWOOD

Last year, 520 school teams, guided by community leaders *like you*, came together for AIDS Walk Los Angeles. We raised millions of dollars for AIDS Project Los Angeles and 20 other benefiting AIDS service organizations. Every year, the inspiring efforts of our teams make it possible for these organizations to provide lifesaving services to more than 9,600 men, women, and children living with HIV/AIDS, in addition to reaching thousands more through crucial prevention programs.



Included in this **School Team Leader Kit**, you will find the necessary tools to build a successful team. As a Team Leader, your goals are to **recruit** your friends, family, and co-workers to join your team, and then help them **fundraise!** We encourage you to start now—ask at least one friend to join your team today!

MY TEAM LEADER TO-DO LIST:

- INVITE EVERYONE I KNOW TO JOIN MY TEAM!
- Encourage Team Members to contact ALL potential sponsors
- Plan a Team fundraiser

Once individuals register, we will mail out a Walker Kit with basic information about AIDS Walk Los Angeles as well as a Sponsor Form. Those that have regular access to a computer can register as Green Walkers™ and receive their materials via e-mail. Upon registering, we will also e-mail every walker a username and password to access their own personal fundraising Web page, also known as your *Fundraising Headquarters*. Log in to this site at aidswalk.net to recruit Team Members, ask for donations, and set your fundraising goal!

Did you know that we, your **AIDS Walk Team Coordinators**, are available to help you every step of the way in organizing your team? From guidance with your Fundraising Headquarters on aidswalk.net to help with creative fundraising ideas, we are here to assist you in achieving all your recruiting and fundraising goals. Please call **213.201.WALK (9255)** to speak with one of us.

Sincerely,

Your School Team Coordinators & Fundraising Specialists



Stephen Tomasetti



Andrea MacFarlane



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AIDS Walk Los Angeles Facts

- Date:** AIDS Walk Los Angeles takes place on Sunday, October 16, 2011. Sign-In opens at 8:30 a.m., the Opening Ceremony begins at 9:15 a.m., and the Walk begins at 10 a.m.
- Attendance and Results:** 1985: 4,500 participants raised \$673,000
2010: 30,000 participants raised more than \$2.8 million
- How it Works:** Participants take on the challenge of raising funds for the 10-kilometer (6.2-mile) walk by asking friends, family members, co-workers, and neighbors to sponsor them. Participants can register on the Web at aidswalk.net, or by phone at **213.201.WALK**.
- Location:** AIDS Walk Los Angeles begins and ends at San Vicente Boulevard, between Melrose Avenue and Santa Monica Boulevard, in West Hollywood. The route passes through the streets of West Hollywood and Los Angeles.
- Special Guests:** Guests have included Madonna, Mary-Louise Parker, Felicity Huffman, Gillian Anderson, Angela Lansbury, Sandra Bullock, Jamie Lee Curtis, Willem Dafoe, Megan Mullally, Kelsey Grammer, John Spencer, John Lithgow, Teri Hatcher, Sarah Jessica Parker, Hal Sparks, Deborah Gibson, Nia Vardalos, David Hasslehoff, Eric McCormack, Drew Carey, Wilson Cruz, and Pauley Perrette.
- Teams:** In 2010, more than 1,800 corporate and community groups participated. School teams included University of Southern California, California State University Northridge, John Marshall High School, Milken Kids Who Care, and Crossroads Teen AIDS Ambassadors. Corporate and community teams included: Toyota, Anthem Blue Cross, Hilton Family of Hotels, Wells Fargo, DreamWorks SKG, Macy's, Sony Pictures Entertainment, Disney, Playboy Entertainment Group, Fox Entertainment Group, Princess Cruises, and the Getty Center.
- Volunteer Support:** More than 3,500 volunteers contributed over 50,000 hours to AIDS Walk Los Angeles 2010.
- Who Benefits:** AIDS Walk Los Angeles benefits AIDS Project Los Angeles (APLA) and more than 20 other L.A. County AIDS service organizations.
- About APLA:** As one of the nation's largest AIDS service organizations, APLA provides direct services to thousands of men, women, and children living with HIV and AIDS in Los Angeles County. APLA is dedicated to improving the lives of people affected by HIV, reducing the incidence of HIV infection, and advocating for fair and effective HIV-related public policy. The organization also oversees L.A. County's largest network of effective and unbiased HIV prevention programs, saving countless lives.



**FOR MORE INFORMATION ABOUT AIDS WALK LOS ANGELES,
PLEASE CALL 213.201.WALK OR VISIT AIDSWALK.NET.**

Frequently Asked Questions

When is AIDS Walk Los Angeles?

AIDS Walk Los Angeles will be held on Sunday, October 16, 2011.

What is the schedule for AIDS Walk Los Angeles?

Sign-In will open at 8:30 a.m. The Opening Ceremony will begin at 9:15 a.m. and AIDS Walk Los Angeles begins at 10 a.m.

Who benefits from AIDS Walk Los Angeles?

AIDS Walk Los Angeles benefits AIDS Project Los Angeles and more than 20 other organizations with HIV/AIDS programs in Los Angeles County.

Where will AIDS Walk Los Angeles take place? The event will begin in beautiful West Hollywood. The route starts and ends on San Vicente Boulevard, between Melrose Avenue and Santa Monica Boulevard, and passes through the streets of West Hollywood and Los Angeles.

How long is the AIDS Walk Los Angeles route?

The route is 10 kilometers (6.2 miles) and takes roughly two to three hours to complete.

Will refreshments be available at AIDS Walk Los Angeles? What about restrooms?

Water as well as a variety of complimentary snacks will be provided at the venue and at the designated checkpoints located along the AIDS Walk Los Angeles route. Portable toilets will also be available at the venue and on the route.

What constitutes a team?

A team is any group of co-workers, fellow students, religious/civic organization members, friends, or family members who pre-register, raise money, and walk together on the day of AIDS Walk Los Angeles. A team's size can range from two to more than 1,000 walkers. **Any team that registers 25 or more walkers by Wednesday, October 5 at NOON qualifies for a Team Meeting Station at AIDS Walk Los Angeles.**

What if someone wants to join our team after the Team Pre-Registration Deadline of October 5?

Walkers may still join your team after the deadline of October 5. However, they will not appear on your Team Roster on the day of the event. You may transfer them to your team at your Team Meeting Station, if you qualify for one. Simply fill out their name, address, phone number, and e-mail address on the Team Transfer Sheets that will be at your Team Meeting Station. You can also find Team Transfer Sheets at the Team Information Booth. In the weeks following AIDS Walk Los Angeles, Team Rosters will be updated with new walker names and contributions. A final list will be e-mailed to all Team Leaders in mid-December.

If someone registered for AIDS Walk Los Angeles as an individual, can they still join our team?

Yes, pre-registered walkers can still be part of your team. To transfer walkers to your team, call the AIDS Walk Los Angeles office at 213.201.WALK with the walker's name, address, phone number, and e-mail address, if available. You can also e-mail your Team Coordinator to transfer the walker.

What is a Gold Team?

Gold Teams are the top 20 fundraising teams from the previous year. Last year, this elite group collectively raised nearly one-quarter of the event's total proceeds. To reward these teams for their

outstanding efforts, Gold Teams receive a special location for Sign-In as well as for their Team Meeting Station. These teams are also awarded a team photo taken by a professional photographer on the day of the event.

How do I set up my AIDS Walk Los Angeles Team Web page?

Setting up your team Web page is easy! Visit aidswalk.net and click on "My Fundraising HQ." Enter your username and password (contact your Team Coordinator at 213.201.WALK if you do not know your username or password). Once you log in, you can customize your Web page, send out team recruitment e-mails, set team goals, change your password, and talk with other Team Leaders on our bulletin board! As the days go by, you can monitor the success of your team by checking fundraising statistics and obtaining donation and team-recruitment reports.

Are there any Incentive Awards for raising money? Incentive Awards are earned by fundraisers who collect and turn in the following donation amounts to the AIDS Walk Los Angeles office by Friday, November 11, 2011:

- \$150 or more: The official AIDS Walk Los Angeles T- shirt
- \$250 or more: The official AIDS Walk Los Angeles Cap and T-shirt
- \$500 or more: The official AIDS Walk Los Angeles Re-usable Tumbler, Cap, and T-shirt
- \$1,000 or more: Registered members of the Star Walkers Club™ who raise \$1,000 or more will receive the awards listed above as well as a specially designed Star Walker Picture Frame, a Star Walker Commemorative Pin, V.I.P. access to the Star Walker Breakfast (including complimentary food and beverages), and a fundraising royalty crown to wear at AIDS Walk Los Angeles.

What is the Star Walkers Club?

The Star Walkers Club is a dedicated group of fundraisers who each set an individual goal of raising \$1,000 or more. Registered members of the Star Walkers Club who achieve their goal will receive all of the official AIDS Walk Los Angeles Incentive Awards in addition to the special perks listed above.

What is the deadline to turn in funds for Incentive Awards and team totals?

The deadline to turn in funds for Incentive Awards and final team totals is November 11, 2011.

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. Ask your Human Resources representative about your employer's corporate-giving policies and whether or not they have a matching gift program. If not, create your own! For example, ask your supervisor to match a percentage of all funds raised, or donate \$25 for every Team Member recruited.

Is there a minimum amount I need to raise?

No, you do not have to raise a minimum amount. However, AIDS Walk Los Angeles is a fundraising event and we strongly encourage all participants to set a fundraising goal and do their best to achieve it.



Where Do the Funds Raised at AIDS Walk Los Angeles Go?



AIDS Project Los Angeles

The David Geffen Center
 611 South Kingsley Drive
 Los Angeles, CA 90005
 (213) 201-1600 Main line
 (213) 201-1500 Client line
www.apla.org

Client Statistics

In Los Angeles County, the AIDS epidemic continues to exist predominantly among males (89%), specifically men who have sex with men (70%), and among people of color (64%). 86% of APLA clients are aged 26-54.

RACE

Latino	36%
White	36%
Black	23%
Other	4%
Asian	1%

RESIDENCY

Metro LA	53%
San Fernando Valley	12%
South LA	11%
Long Beach	7%
Other	5%
Santa Monica	4%
Southeast LA	3%
San Gabriel Valley	3%
Antelope Valley	2%

INCOME

At or below the FPL	56%
1-2 times the FPL	36%
2-3 times the FPL	5%
3-4 times the FPL	2%
> 4 times the FPL	1%

*FPL=Federal Poverty Level

Mission

AIDS Project Los Angeles is dedicated to:

- Improving the lives of people affected by HIV disease
- Reducing the incidence of HIV infection
- Advocating for fair and effective HIV-related public policy

Services

APLA services are designed to promote self-sufficiency for people living with HIV/AIDS, to support positive medical outcomes, and to keep people living with HIV/AIDS in care and treatment programs. Direct services include:

- Case management
- Client Advocacy
- Clientline
- APLA Dental Services
- HIV Matters Community Forums
- Home Health
- Mental Health Services
- Necessities of Life Program (NOLP) Food Pantries
- Nutrition Education
- Residential Services

Prevention, Research, and Training

APLA provides comprehensive risk reduction strategies to people living with HIV and to those whose circumstances put them at risk of HIV infection. APLA's prevention work includes community organizing, peer health education, mobilizing HIV prevention leadership through summits and conferences, social marketing campaigns, magazines, pamphlets, and other printed materials. APLA's Research and Evaluation Core, which designs, implements, and evaluates HIV/AIDS education, prevention, and care service programs, provides a broad range of evaluation services to community-based organizations.

Government Affairs

APLA's policy work is comprised of a wide range of activities to educate the public, elected officials, and policy-makers about the critical needs of people living with HIV/AIDS. APLA's efforts include:

- Grassroots training and communication
- Policy position papers
- Visits to Congressional offices
- Informing and educating decision-makers at all levels of government
- Public speaking and testimony
- Working with coalitions of other HIV/AIDS advocates to achieve high-quality care, treatment, and prevention services for people with HIV/AIDS and for those at risk for HIV/AIDS.

HIV/AIDS Quiz & Statistics

HIV/AIDS Quiz

- True or False:**
California has the third highest rate of HIV infection in the country.
- Worldwide, young people (under 25) account for ___ of new HIV infections.
A. 10% C. 40%
B. 25% D. 50%
- True or False:**
Anti-retroviral medications are a cure for AIDS.
- The fastest growing cause of new AIDS diagnoses in the U.S. is:
A. heterosexual sex
B. injection drug use
C. homosexual sex
D. mother-to-child transmission
- True or False:**
In the United States, one-quarter of those infected with HIV each year are unaware of their status.
- In Los Angeles County, Black women are ___ times more likely to become infected with HIV/AIDS than White women.
A. 10 C. 16
B. 5 D. 23
- Since 2002, AIDS diagnoses in the U.S. continue to ____.
A. rise
B. decline
C. stay consistent (not rising or declining)
- True or False:**
More than one million people in the U.S. have been diagnosed with HIV/AIDS since the beginning of the epidemic.
- In 2004, Los Angeles County accounted for ___ of all new HIV infections in California.
A. 25% C. 35%
B. 10% D. 50%
- What are some of the best practices to prevent the spread of HIV?
A. Use latex condoms.
B. Practice abstinence.
C. Get tested regularly.
D. All of the above.

Statistics

Worldwide

- There were 2.6 million new HIV infections worldwide in 2009 alone. (World Health Organization, 2009)
- By the end of 2009, there were an estimated 33.3 million people living with HIV/AIDS worldwide. (World Health Organization, 2009)
- In 2009, 1.8 million people died from AIDS related complications. (World Health Organization, 2009)

United States

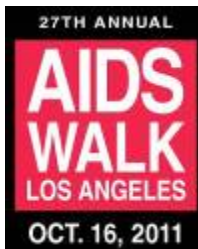
- At the end of 2010, an estimated 1,073,128 persons in the United States were living with HIV/AIDS, with 21% undiagnosed and unaware of their HIV infection. (The CDC, 2010)
- By the end of 2009, there were an estimated 33.3 million people living with HIV/AIDS worldwide.
- In 2009, 1.8 million people died from AIDS related complications. (World Health Organization)

California

- California ranks second in the country (exceeded only by New York) in the total number of AIDS cases since 1980 at 142,500. (Center for AIDS Research, Education & Services, 2009)
- Through 2006, 54.9% of California AIDS cases were in Whites, 23.8% in Latinos, 18% in African-Americans, and 2.4% in Asians. (Center for Disease Control and Prevention, 2010)
- Approximately 190,000 California residents are living with HIV/AIDS, enough to fill the Rose Bowl, the Hollywood Bowl, and the Staples Center to capacity. (Center for AIDS Research, Education, and Services, 2009)

Los Angeles

- There are more than 42,000 people known to be living with HIV/AIDS in Los Angeles County. (L.A. County Dept. of Public Health, 2010) However, including those unaware of their status (1 in 5), estimates are as high as 63,000.
- Of the Los Angeles County residents living with HIV/AIDS, 44% are between the ages of 40 to 49 and 24% are between the ages of 30 to 39. (Los Angeles County Dept. of Health Services, 2006)
- Of the 4,679 new AIDS diagnoses in 2004, 45% were Latino, 29% were Caucasian, 22% were African American, and 2% were Asian. (City of Los Angeles AIDS Coordinator, 2009)



AIDS Walk Los Angeles
Gold Teams for 2011

1	Gang of 100	\$108,189
2	Team Toyota	\$63,120
3	DreamWorks Team	\$57,961
4	Anthem Blue Cross	\$38,339
5	AIDS Project Los Angeles (APLA)	\$37,666
6	NBC Universal	\$35,659
7	Team Price is Right	\$34,290
8	County of Los Angeles	\$32,378
9	Kids Who Care	\$30,618
10	Deloitte	\$27,497
11	MAC Cosmetics	\$26,049
12	Macy's	\$21,140
13	Fox Entertainment Group	\$20,330
(tie)	CBS Families & Friends	\$20,250
(tie)	City of Los Angeles	\$20,121
(tie)	AIDS Walk Staff, Family & Friends	\$20,109
14	St. Monica Catholic Community	\$17,783
(tie)	Bank of America	\$17,614
(tie)	The Heart of Hollywood	\$19,142
15	Ernst & Young	\$16,370
16	PwC	\$15,350
17	Crossroads Teen AIDS Ambassadors	\$14,717
18	Gap Inc.	\$14,060
19	Evil Angel	\$13,180
20	Princess Cruises Community Foundation Team	\$12,617

In recognition of their outstanding efforts, Gold Teams will receive the following:

- Invitation to our AIDS Walk Los Angeles Kick-off Reception
- Special Team Meeting and Sign-in Areas (with express check-in) at AIDS Walk Los Angeles
- Professional team photo on the day of the event
- And much more!

Top Ten AIDS Walk Los Angeles School Teams from 2010



Last year, the Kids Who Care AIDS Walk Los Angeles coalition raised more than \$30,618 for AIDS Walk Los Angeles! Their time and dedication has established the Kids Who Care coalition as the ninth highest fundraising team out of 1,800 teams and the number one highest fundraising school team for AIDS Walk Los Angeles.

1. Kids Who Care	\$30,618	6. University of Southern California	\$6,466
2. Crossroads Teen AIDS Ambassadors	\$14,717	7. ANTIOCH WALKS!	\$5,575
3. UCLA	\$10,273	8. John Adams Middle School	\$4,219
4. John Marshall High School	\$9,977	9. Northridge Academy Pumas	\$2,837
5. Cal State Northridge – CSUN	\$9,569	10. Cal State LA	\$2,620

AIDS Walk Los Angeles Team Leader Timeline

All workshops located at APLA, 3550 Wilshire Blvd., Los Angeles, CA 90010

AUGUST	
Thursday August 18 6:30 p.m. to 8 p.m.	Team Leader Workshop #1 Learn helpful recruitment and fundraising tips from veteran Team Leaders. We will teach you how to set up your Team and Personal Fundraising Web pages, plan a team fundraising party, and more!
Tuesday August 30 6:30 p.m. to 8 p.m.	Team Leader Workshop #2 If you are not able to make it to the first workshop, here's your next chance to get the same great information!
SEPTEMBER	
Wednesday August 31 6:30 p.m. to 8 p.m.	Fundraising Workshop #1 Here's your chance to pick up and exchange fresh fundraising ideas. Hear success stories from the top fundraising walkers and AIDS Walk Los Angeles staff. Learn about setting goals, matching gift programs, and utilizing the AIDS Walk Los Angeles website, Facebook, and Twitter to fundraise.
Wednesday September 14 6:30 p.m. to 8 p.m.	Team Leader Workshop #3 Did you miss the first two Team Leader Workshops? Attend this workshop and you can still reap the benefits of veteran Team Leader advice, borrow an idea or two, learn to set up your Team Fundraising Web page, link it to social networking sites like Facebook, and more!
Friday September 16	Coastline Teez Team T-shirt Deadline Place your team T-shirt order TODAY before 5 p.m. in order to receive your shirts before the day of AIDS Walk Los Angeles. Contact Coastline Teez at 714.593.9242.
Thursday September 22 6:30 p.m. to 8 p.m.	Fundraising Workshop #2 This is your second chance to get some valuable fundraising tips for AIDS Walk Los Angeles! Learn about corporate matching gifts, fundraising initiatives, as well as how to navigate the AIDS Walk Los Angeles website.
Tuesday September 27 6:30 p.m. to 8 p.m.	School Team Leader Workshop See what other school Team Leaders are doing to reach out to their entire school and to motivate classmates to register and raise money. We will teach you how to maximize your team's fundraising potential! Refreshments will be provided.
TBA	AIDS Walk Los Angeles Kick-off Reception Team Leaders and Star Walkers are vital to AIDS Walk Los Angeles' fundraising success. As a token of our immense gratitude, Team Leaders and Star Walkers are invited to be our guests of honor.
OCTOBER	
Tuesday October 4 6:30 p.m. to 8 p.m.	Day-of-Event Workshop The big day is less than two weeks away. Have you qualified for your Team Meeting Station? Did you order your team T-shirts? Are you bringing breakfast for your team? What is a Drive-On Pass? Do you need one? Let us answer all these questions and more.
Wednesday October 5 12 p.m.	Team Pre-Registration Deadline In order to qualify for a Team Meeting Station at the event, your team must have 25 registered walkers by NOON today! Make one more pass through your address book or the break room and register Team Members on the spot.
Friday October 7 5 p.m.	Drive-On Permit Reservation Deadline Teams that have qualified for a Team Meeting Station who wish to drop off team T-Shirts, breakfast items, or other supplies may reserve a pass to drive onto San Vicente Boulevard the morning of AIDS Walk Los Angeles. You must do this by 5 p.m. today!
Thursday, Friday October 13-14 8 a.m. to 8 p.m.	Early Sign-In Turn in donations and pick up your Fundraising Awards early! You will avoid the lines at AIDS Walk Los Angeles and make things more convenient for your team. Please call 213.201.WALK to make an appointment if turning in money for each of your Team Members. Team Members can come to Early Sign-In individually without an appointment.
Sunday October 16	AIDS Walk Los Angeles! Only 10k between you and the announcement of the 2011 fundraising total! Sign-In starts at 8:30 a.m., Aerobic Warm-Up 9 a.m., Opening Ceremony 9:15 a.m., AIDS Walk Los Angeles starts at 10 a.m.
NOVEMBER	
Friday November 11	Fundraising Deadline Turn in all outstanding pledges to collect individual Fundraising Awards and apply funds to team totals



Register Team Members



Register Online

GO TO aidswalk.net/losangeles.

CLICK "Register," then click "Join a Team."

SELECT your Team Name from the dropdown menu.

Team Fax Registration Form

Print the Team Fax Registration Form, **fill in** your team number, and **make copies**.

Fax the completed forms back to us at 213.201.1354 or 213.201.1355.

E-mail your Team Coordinator

To register your Team Members by e-mail, simply send your Team Coordinator the following information (*we suggest using an Excel spreadsheet*):

- Walker's full name
- Mailing address
- Phone number & e-mail address
- T-shirt size (*T-shirts provided as fundraising awards*)
- Whether they would like to join as a Green Walker™ or Star Walker™

AIDS Walk Los Angeles School Team Coordinators:

Stephen – stephent@aidswalk.net
Andrea – andream@aidswalk.net

AIDS Walk Los Angeles Team Fax Registration Form

Thank you for registering for AIDS Walk Los Angeles on Sunday, October 16, 2011.
 Please fax this completed form to the AIDS Walk Los Angeles office at (213) 201-1355 or (213) 201-1354. For register online, visit aidswalk.net. If you have any questions, call us at (213) 201-1354 (WALK 5425).

No illegible or incomplete information will be processed. Be sure to write with blue or black ink and provide at minimum the first or last name (no nicknames, middle names, or initials), and either an e-mail address or complete postal address of each participant.

Team Name – Team Number: _____

First Name _____ Last Name _____ Street Address _____ City _____ State _____ Zip # _____ Phone # _____ Cell # _____ Day # _____ Day # Fax _____ E-mail _____ <input type="checkbox"/> I'd like to set a goal to raise \$1,000 and join the Star Walkers Club™. <input type="checkbox"/> I'd like to save paper and register as a Green Walker™. <input type="checkbox"/> I'd like to volunteer with the event.	First Name _____ Last Name _____ Street Address _____ City _____ State _____ Zip # _____ Phone # _____ Cell # _____ Day # _____ Day # Fax _____ E-mail _____ <input type="checkbox"/> I'd like to set a goal to raise \$1,000 and join the Star Walkers Club™. <input type="checkbox"/> I'd like to save paper and register as a Green Walker™. <input type="checkbox"/> I'd like to volunteer with the event.
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Optional (please circle):
 *T-shirt size: S M L XL XXL (If you raise \$100, you get a T-shirt)
 (Gender: M F)

Call the AIDS Walk Los Angeles Office

Team Members can call us at **213.201.WALK** and give us your Team Name to get registered!

Use your Team Roster

If you are a returning team, your Team Roster from last year is available. If you haven't received yours yet, contact us now!

Simply update last year's Team Member contact information, and e-mail or fax the form back to us at 213.201.1354.

Share the Link to your Team Web Page

GO TO aidswalk.net/losangeles.

CLICK "Team Info," then click "2011 Registered Teams."

SELECT your team name and copy/paste the URL from your web browser.

E-MAIL the link to last year's Team Members and potential new Team Members. Tell them to click "Join Our Team" to register.

POST the link as your status on Facebook and Twitter to invite all your friends to join your team.

AIDS Walk Los Angeles Team Fax Registration Form

Thank you for registering for AIDS Walk Los Angeles on Sunday, October 16, 2011

Please fax this completed form to the AIDS Walk Los Angeles office at 213.201.WALK or 213.201.1354.
To register online, visit aidswalk.net. If you have any questions, call us at 213.201.WALK.

No illegible or incomplete information will be processed. Be sure to write with blue or black ink and provide at minimum the first and last name (no nicknames, middle names, or initials), and either an e-mail address or complete postal address of each participant.

Team Name –Team Number: _____

<p>First Name: _____ Last Name: _____ Street Address: _____ _____ Apt #: _____ City: _____ State: _____ ZIP: _____ Eve #: _____ Cell #: _____ Day #: _____ Day # Ext: _____ E-mail: _____</p> <p><input type="checkbox"/> *I'd like to set a goal to raise \$1,000 and join the Star Walkers Club™. <input type="checkbox"/> *I'd like to save paper and register as a Green Walker™. <input type="checkbox"/> I'd like to volunteer with the event.</p> <p>Optional (please circle): T-shirt size*: S M L XL XXL (If you raise \$150, you get a T-shirt.) Gender: M F T Age: 12 & under 13-17 18-24 25-34 35-44 45-54 55+</p>	<p>First Name: _____ Last Name: _____ Street Address: _____ _____ Apt #: _____ City: _____ State: _____ ZIP: _____ Eve #: _____ Cell #: _____ Day #: _____ Day # Ext: _____ E-mail: _____</p> <p><input type="checkbox"/> *I'd like to set a goal to raise \$1,000 and join the Star Walkers Club™. <input type="checkbox"/> *I'd like to save paper and register as a Green Walker™. <input type="checkbox"/> I'd like to volunteer with the event.</p> <p>Optional (please circle): T-shirt size*: S M L XL XXL (If you raise \$150, you get a T-shirt.) Gender: M F T Age: 12 & under 13-17 18-24 25-34 35-44 45-54 55+</p>
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*As a **Star Walker**, there is no requirement to reach the \$1,000 goal. However, walkers who set high goals, raise more money!
 *As a **Green Walker**, you will receive no paper mailing and receive all information via e-mail. Thanks for helping us save money on postage!
 ***T-shirts** are provided as a Fundraising Incentive Award. Visit aidswalk.net to see what other awards you can earn by fundraising!

How Do YOU Fundraise?

We have great suggestions to help you raise the most money you possibly can!



Designate a certain day as AIDS Walk Los Angeles Awareness Day: Download promotional materials from aidswalk.net, or call us to order posters to decorate your school or main office, and give out red ribbons to each person who donates.

Bake sale: Get faculty and students involved to showcase their best baked goods!

Sports tournament: Choose any sport from basketball to dodge ball! Charge \$5 to participate or \$25 to form a team! Charge an entrance fee to watch the game for \$1. Get donated goods and sell them at your concession stand with proceeds going toward your AIDS Walk Los Angeles team.

Twitter: Become a follower of **AIDS Walk Los Angeles** and other AIDS service organizations. Then retweet messages you read with an additional message of your own, along with a link to your fundraising Web page, asking your followers to donate to you.

YouTube: Record a personal message asking for support for your fundraising efforts, keep a video diary of your AIDS Walk Los Angeles experience, or thank people who sponsor you by video.

On Facebook, give thanks & get sponsors at the same time: Thank sponsors by writing on their Facebook wall, and update your status with the same message of thanks. Your updates in the Facebook News Feed will inspire others to donate!

Inspire your friends to donate using HIV/AIDS facts: Include statistics and HIV/AIDS related news in your status update and e-mails.

Pie Smash: Ask a teacher or the student body president to agree to be smashed in the face with a pie to raise tons of money for AIDS Walk Los Angeles! Students or classrooms try to out-bid each other for the privilege of throwing the pie.

Get creative! Provide incentives for your team: From a free concert ticket to giving extra credit, entice your Team Members to increase their fundraising with prizes that they can't resist!

Blog your way to fundraising success: Keep an online journal of your fundraising progress and thank your donors!

How do YOU Fundraise?



Get everyone involved!

Principals/Teachers: Ask them to do something crazy to support your team once you reach your goal. They can paint their faces or dye their hair in your school colors as an incentive to get school staff and classmates to donate. Getting the support of the faculty is a great way to boost student fundraising and school spirit!

Alumni: Reach out to alumni and discover who may have special talents or great connections. You'll never know who might be in a band or own a restaurant. They can be involved in your next fundraising event!

Parents: Getting parents involved is a must. Send a memo to all parents and include a Sponsor Form and AIDS Walk Los Angeles Fact Sheet. Parents have contacts who may be great donors!

Rival Schools: Get into the competitive spirit of fundraising! Who will be the team with the most walkers or most funds raised? The incentive is bragging rights!

Online Donors: Organize a lesson about online fundraising in your computer lab. Offer a prize to the student who receives the highest number of donations through their personal fundraising Web page.

All Together Now: Make a collaborative cookbook filled with recipes from the faculty and students. Sell copies to parents, friends, and faculty for \$5 each!

Donor Checklist: Use the checklist (page 12) as a competition: Who can ask all the potential donors on the checklist first? Provide an incentive to the winner!

Penny Wars: Get classrooms to compete! Use jugs for collecting coins. The GOAL: to collect the most pennies in your jar and put as many non-pennies in everyone else's jar. Pennies give your team positive points while nickels, dimes, quarters, and any dollar bills take points away from the team's total. Whichever team has the most points at the end of the contest, wins!



Donor Checklist

Did You Ask Your...?

-
- | | | |
|---|--|---|
| <input type="checkbox"/> Mother? | <input type="checkbox"/> Lawyer? | <input type="checkbox"/> Dry Cleaner? |
| <input type="checkbox"/> Father? | <input type="checkbox"/> Accountant? | <input type="checkbox"/> Coffee Cart Guy? |
| <input type="checkbox"/> Sister? | <input type="checkbox"/> Electrician? | <input type="checkbox"/> Landlord? |
| <input type="checkbox"/> Brother? | <input type="checkbox"/> Grocer? | <input type="checkbox"/> Repair Man? |
| <input type="checkbox"/> Cousins? | <input type="checkbox"/> Pharmacist? | <input type="checkbox"/> Best Friend? |
| <input type="checkbox"/> Aunts? | <input type="checkbox"/> Clergy? | <input type="checkbox"/> Best Friend's Boy/girlfriend? |
| <input type="checkbox"/> Uncles? | <input type="checkbox"/> Classmates? | <input type="checkbox"/> Brother/sister's Girlfriend? |
| <input type="checkbox"/> Doctor? | <input type="checkbox"/> Manicurist? | <input type="checkbox"/> Mortal Enemy? |
| <input type="checkbox"/> Boy/girlfriend? | <input type="checkbox"/> Ex-Boy/Girlfriend? | <input type="checkbox"/> Barber? |
| <input type="checkbox"/> Boss's Boss? | <input type="checkbox"/> Boss's Boss's Boss? | <input type="checkbox"/> Shoe Repair Guy? |
| <input type="checkbox"/> Fraternity Brothers? | <input type="checkbox"/> Real Estate Agent? | <input type="checkbox"/> Delivery Guy? |
| <input type="checkbox"/> Teachers? | <input type="checkbox"/> Sorority Sisters? | <input type="checkbox"/> Personal Trainer? |
| <input type="checkbox"/> Professors? | <input type="checkbox"/> Guy at the Deli? | <input type="checkbox"/> Analyst? |
| <input type="checkbox"/> Pedicurist? | <input type="checkbox"/> Book Club? | <input type="checkbox"/> Bus Driver? |
| <input type="checkbox"/> Coach? | <input type="checkbox"/> Yoga Class? | <input type="checkbox"/> Pediatrician? |
| <input type="checkbox"/> Choir Director? | <input type="checkbox"/> DJ? | <input type="checkbox"/> Orthodontist? |
| <input type="checkbox"/> Teammates? | <input type="checkbox"/> Personal Shopper? | <input type="checkbox"/> Dermatologist? |
| <input type="checkbox"/> Roommates? | <input type="checkbox"/> Mechanic? | <input type="checkbox"/> Day Care Teachers? |
| <input type="checkbox"/> Veterinarian? | <input type="checkbox"/> Principal? | <input type="checkbox"/> Doorman? |
| <input type="checkbox"/> Butcher? | <input type="checkbox"/> Guidance Counselor? | <input type="checkbox"/> Hair Stylist? |
| <input type="checkbox"/> Baker? | <input type="checkbox"/> Neighbor? | <input type="checkbox"/> Cable Guy? |
| <input type="checkbox"/> Godparents? | <input type="checkbox"/> Coffee Barista? | <input type="checkbox"/> Guy sitting next to you on the
airplane or bus? |
| <input type="checkbox"/> Co-worker? | <input type="checkbox"/> Brunch Buddies? | |

Use Social Media to Raise Money

Facebook

Status, Picture, and Posts

Inspire friends with your status updates by including HIV/AIDS facts and sharing your fundraising progress.

Include a link to your personal fundraising Web page in each status update. You can update your status from your Fundraising HQ. Log in at aidswalk.net to find step-by-step instructions.

Donate your profile picture. Change your profile picture to the AIDS Walk Los Angeles logo. Download the logo at aidswalk.net.

Thank sponsors in *your* status and on *their* walls. This will inspire others to donate.

“Like” AIDS Walk Los Angeles and other AIDS service organizations on Facebook.

Facebook Fundraising Application

Log in to your Fundraising HQ and add the Fundraising Application to your Facebook page! This application allows you to easily post your AIDS Walk Los Angeles fundraising Web page link on your Facebook status update or a Twitter tweet. Just follow the simple steps by logging in now!

Advertise it and Sell it

Create a Facebook event, invite everyone to your AIDS Walk Los Angeles fundraisers, and be sure to make it an open event.

Use the *Marketplace Application*. Click “Sell for a Cause,” then set prices for your items. Click “Post,” add the AIDS Walk Facebook Cause, and start selling! Advertise it and let everyone know the proceeds go to AIDS Walk Los Angeles.



Fundraise “In Person” on YouTube

Create a video letting people know you are fundraising for AIDS Walk Los Angeles and asking for their support. Be sure to tell them how to sponsor you online!

Post your video on your Fundraising HQ and other social media sites. E-mail the link to all of your friends and family – ask them to forward the link to their contacts as well.

Keep a video diary of your AIDS Walk Los Angeles experience and thank your sponsors in a video.



Twitter

Follow AIDS Walk Los Angeles and other AIDS service organizations on Twitter.

Retweet messages you read with an additional message asking followers to donate to your fundraising Web page.



Blog to Success!

Use popular blogging sites (i.e. Blogspot.com, Tumbler.com, Wordpress.com, and the Facebook Notes Application) to discuss your fundraising experience!

Announce fundraising milestones and events.

Include an AIDS Walk Los Angeles Web banner to advertise your involvement. Download one from aidswalk.net.

Star Walker Fact Sheet



BENEFITS

- ★ Access to the Star Walkers Club Sign-In Area on the day of AIDS Walk Los Angeles, where Star Walkers can turn in their contributions and receive special Fundraising Incentive Awards
- ★ Fundraising tips, e-mail updates, and exciting contests
- ★ Invitations to fundraising workshops and receptions
- ★ Direct access to fundraising assistance from your fabulous Star Walker Coordinator, Duyen Tran

REWARDS

Once you reach your goal of \$1,000 or more, you will receive:

- ★ 2011 limited edition official AIDS Walk Los Angeles T-shirt, Cap, Commemorative Tumbler, and Star Walker Picture Frame
- ★ 2011 AIDS Walk Los Angeles Star Walker Commemorative Pin
- ★ Star Walkers Club V.I.P. Star Pass: your all-access pass to the Star Walker Breakfast, exclusively for members who reach their individual goal of \$1,000
- ★ Star Walker Gold Crown (our tradition!)

FUNDRAISING WEB PAGE

Make fundraising easy by setting up your personal fundraising Web page. Visit aidswalk.net and click on **"My Fundraising HQ."** Within minutes, you'll be able to:

- ★ Customize your personal fundraising Web page
- ★ Set a personal fundraising goal and manage your donations
- ★ E-mail potential sponsors requesting donations
- ★ Receive credit card donations securely online
- ★ Declare your fundraising goal via Facebook and Twitter updates



For more information, contact:

Duyen Tran

Star Walker Coordinator & Fundraising Specialist

213.201.WALK

duyent@aidswalk.net

Matching Gift Information

What is a matching gift?

A matching gift is a donation made by a corporation or foundation on behalf of an employee. The donation matches the contribution made by that employee to a nonprofit organization.

How can I utilize my parents'/donors' matching gift programs?

Research all of your donors' matching gift policies

The first step is to ask every single donor if their company has a matching gift program in place. Please review the list of companies on the following page. Ask your friends and family members who work for those companies to sponsor you.



NOTE: Many companies process their matching gifts online. If this is the case with your donor's company, be sure they find out where to go to utilize this tool. To receive credit for the matching donation as part of your AIDS Walk Los Angeles fundraising total, please ask your donors to print out any confirmations or e-mails they receive when they submit the matching gift request online. They must give this printout to the walker to turn in with their donations to AIDS Walk Los Angeles.

Read each Matching Gift Form thoroughly

Most Matching Gift Forms are divided into two sections. The first section is completed by the donor, and the second section is completed by the nonprofit organization receiving the gift.

NOTE: Some companies require that a photocopy of the donor's check accompany the Matching Gift Form. Ask your Team Members to have all required documentation attached to the matching gift form when they turn it in to AIDS Walk Los Angeles.

What is an informal matching gift?

Unlike many businesses, schools do not usually have a formal matching gift program in place. However, many creative students lobby to create an informal match program at their school. An informal match program can be an agreement with the school board or the principal to match the amount the team collected over the course of their AIDS Walk Los Angeles campaign. Suggest your school donate \$1 for every walker on your team who shows up and walks on the actual day of the event. Get creative and watch your team achieve fundraising success!

For more information about matching gift programs and how your school can utilize them, please call the AIDS Walk Los Angeles office at 213.201.WALK.



A List of Companies with Matching Gift Programs

* If your company is not listed below, check to see if they have a matching gift program in place. You can conduct a search through our website at aidswalk.net/losangeles/raisemoney/matchinggift.html. Simply enter the company's name in the search engine. If the company doesn't have it, suggest they start one!

3M Foundation	Google	Olin Corp. Charitable Trust Oracle Corporation
Adobe Systems, Inc.	Hambrecht & Quist Group Harder & Company	OTA Financial Group
AES Corporation	HSBC	Patagonia
Aetna Foundation	Home Depot Honeywell	PNC Foundation
American Express Foundation	Foundation Houghton	PBG Matching Gifts
American International Group, Inc.	Mifflin International	PepsiCo
Ameriprise Financial	Hewlett-Packard	Pew Charitable Trusts
Ameritech	IBM Corporation	Pfizer Foundation Philip
AT&T Foundation	InterActiveCorps	Prudential Foundation
Axa Foundation	Intuit	Radio Shack Corporation
Bank of America Foundation	J.P. Morgan & Co., Inc.	Sallie Mae
Barclays Global Investors Barnes	Johnson & Johnson	San Francisco Foundation
Berkeley Systems, Inc.	Kaplan, Inc.	Sony Pictures Entertainment
Best Foods	W.K. Kellogg Foundation	Sony USA Foundation, Inc.
Black & Decker	Kraft	Sprint Foundation
Boeing	J. Paul Getty Trust	Sun Microsystems Foundation
Charles Schwab	J.P. Morgan Chase Foundation	Symantec Corporation
Chase Manhattan Foundation	Lehman Brothers	Transamerica Corporation
ChevronTexaco	Levi Strauss Foundation	US Bank
The Children's Place	LexisNexis	UBS
Clorox Company	Lithotype	Unilever
Colgate-Palmolive Company	Logistix	Union Bank of California
oods	Los Angeles Times	Union Pacific Railroad
Deutsche Bank Americas	Lotus Development Corporation	Unisource Foundation
Ebay	Lucent Technologies	United Defense
Energizer Equifax	Mac Cosmetics	United Technologies Corporation
Ericsson	Macy's	Universal Studios Universal
FAIR ISAAC	Macworld Communications, Inc.	U.S. Cellular
Fannie Mae Foundation	MasterCard International, Inc.	USA Networks, Inc.
Fidelity Investments	McGraw-Hill Companies	Alliance
Ford	McKinsey & Company Inc.	Verizon
Gap Foundation	Merck Company Foundation	Wachovia
Gartner Group, Inc.	Merrill Lynch & Company	Washington Mutual Foundation
GE	National Football League	WellPoint, Inc.
Genentech, Inc.	Newsweek	Wells Fargo
General Mills Foundation	Nike	Yahoo!
Georgia-Pacific Corporation	Nissan	Zurich US Foundation
GES	Nordstrom Corporation	
Gillette Company		
Goldman Sachs		

Sample Recruitment Letter from your Dean/Principal

Many schools choose to send a letter to each student's parents asking for their support for their AIDS Walk Los Angeles school team. Contact an AIDS Walk Los Angeles School Team Coordinator (Stephen Tomasetti or Andrea MacFarlane) if you would like assistance drafting a recruitment and/or motivational fundraising letter for you and your dean/principal. Below is a sample letter.

Dear Families,

Since 1985, AIDS Walk Los Angeles has raised more than \$69 million for HIV/AIDS programs and services in California, and has grown into the largest AIDS fundraising event in California. In 2010 alone, more than 30,000 participants, many of whom were members of 1,800 corporate and community teams, raised more than \$2.8 million for APLA and 20 other local AIDS service organizations.

I am pleased to announce that [ENTER SCHOOL] is committed to contributing to this outstanding tradition of community service. The 2011 AIDS Walk Los Angeles takes place this year on Sunday, October 16 in West Hollywood. **We need your support for the [ENTER TEAM NAME] team!**

This year is the 27th annual AIDS Walk Los Angeles, and we'd love for every student to get involved. It is free to register for AIDS Walk Los Angeles, and there is no fundraising minimum. This ensures that every single student can get involved, whether by fundraising, volunteering, or walking on the day of AIDS Walk Los Angeles.

At the forefront of this cause is one of our very own, [ENTER TEAM LEADER'S NAME] who is a [ROLE AT SCHOOL]. The [TEAM NAME] AIDS Walk Los Angeles team has set a very ambitious goal of 100% participation. We plan to fundraise \$[GOAL AMOUNT] and no donation is too small. I hope that you will support this cause and participate with your child.

I invite you to join our team! Here is how to register for the [TEAM NAME] team:

Visit aidswalk.net/losangeles, and click "Register to Walk."

Then, click on "Join a Team" and find our team's name from the drop-down menu.

If you have any questions, please feel free to call Stephen Tomasetti at the AIDS Walk Los Angeles office at 213.201.9255 (WALK). He is available to answer any questions.

Here's to our AIDS Walk Los Angeles 2011 team making a difference in the fight against AIDS!

Sincerely,

[Enter Principal's Name]



Team T-shirt Vendors



Pump up the team spirit - order matching team T-shirts!

Many teams wear matching team T-shirts on the day of AIDS Walk Los Angeles.

We recommend using the generous
AIDS Walk Los Angeles supporter listed below.

COASTLINE TEEZ

Custom Printed & Embroidered Products

9121 Atlanta Avenue, Suite 502 Huntington Beach, CA 92646

888.647.9595 - 714.593.9262 fax



www.CoastlineTeez.com

clteez@socal.rr.com

The deadline for placing orders with Coastline Teez is Friday, September 16 at 5 p.m.

To place an order, contact Anita Garcia at 714.593.9242 or visit www.coastlineteez.com.

See order form on page 19 of this kit.

Coastline Teez Team T-shirt Order Form

Deadline for placing orders is September 16, 2011

The listed prices include film & set-up on a White 100% Cotton T-shirt (S-XL) and your custom one or two color design on the back with the "AIDS Walk Los Angeles" logo (located at aidswalk.net) on the front.

<u>QUANTITY</u>	<u>1 COLOR</u>	<u>2 COLOR</u>
12 - 23	\$8.25	\$8.75
24 - 71	\$7.15	\$7.45
72 - 143	\$6.00	\$6.60
144 - 199	\$5.20	\$5.70
200 - 499	\$4.70	\$5.20

S ___ M ___ L ___ XL ___ XXL ___ XXXL ___ Total: _____

Ink Colors: _____

**(Additional colors & locations are available, please call for pricing.)*

Additional Costs: XXL \$1.50 ** XXXL \$2.50 ** Screen Charges \$20 per color ** Shipping is additional.

*Artwork: E-mail your camera ready art, created and saved as an .eps file to: clteez@socal.rr.com **OR** call for other options.

Company Name: _____

Date: _____

Contact Name: _____

Phone Number: _____

Ship To: _____

Fax Number: _____

Email: _____

Credit Card Number: _____

Exp Date: _____

Name on Card: _____

3 Digit Code on Back: _____

All orders must be Pre-Paid by Money Order, Cashiers Check or Credit Card. Corporate P.O.'s accepted!

***Submit Order:** Fax order to Anita Garcia @ 714.593.9262 **OR** e-mail clteez@socal.rr.com. Place team name in subject line of e-mail.

Example: "AIDS Walk Los Angeles Team ABC."

As a Coastline Teez team member, we are very excited to work with you. We are confident that you will be happy with your AIDS Walk Los Angeles 2011 Team T-shirts as we are very proud of the products and service we provide.