



**Team Leader Packet**  
**2nd Annual**  
**A WALK IN THE GARDEN**  
**Saturday October 8, 2011**

**Garden of the Gods Park - Colorado Springs, Colorado**

Each year, thousands of teams, guided by community leaders, like you, come together to raise millions of dollars for AIDS Service Organizations throughout our country.

Your involvement and efforts in AIDS Walk 2011 will have a direct impact on individuals and families living with HIV/AIDS in southern Colorado, as-well-as support vital prevention programs which reach more than 4,000 area students each year.

AIDS Walk 2011 is organized and implemented by volunteers just like you. Please take a few minutes to review the Packet and sign up for a Team Leader Meeting.

We look forward to incorporating your energy and enthusiasm!





## **A WALK IN THE GARDEN**

Saturday October 8, 2011

Garden of the Gods Park, Colorado Springs

### Index

- Page 3 - Frequently Asked Questions
- Page 4 - Overview - S-CAP and HIV/AIDS
- Page 5 - 2010 Top Teams
- Page 6 - Start Building your Team
- Page 7 - Event Timeline
- Page 8 & 9 - What kind of Fundraiser Are you?
- Page 10 - Facebook Tweet & Blog - Matching Gifts



## Frequently Asked Questions

### When is "A Walk in the Garden"?

The AIDS Walk will be held Saturday October 8, 2011

### Who benefits from the AIDS Walk?

The AIDS Walk supports more than 500 people living with HIV/AIDS and thousands of youth and young adults through education and prevention programs.

### Where will the Walk take place?

In the historic Garden of the Gods Park in Colorado Springs.

- Take Exit #146 (Garden of the Gods Road) off of I-25
- Go West (towards the mountains) for 2.5 miles
- Turn Left onto 30th Street
- The park will be on the right (a little over a mile)

### How long is the Walk route?

Three (3) miles.

### Will refreshments be available at the AIDS Walk? What about Restrooms?

Water and other complimentary items will be provided at the venue and at designated checkpoints located throughout the route. Portable toilets will also be available at the venue.

### How Do I sign Up for regular Email updates?

Send an email to [aidswalk@s-cap.org](mailto:aidswalk@s-cap.org) - with **AIDS Walk** in the tag line.

### What is the schedule of the AIDS Walk?

Registration begins at 9:00 a.m. The Opening Ceremony will be at 9:45 a.m. and the AIDS Walk begins at 10 a.m.

### 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 A Walk in the Garden. Teams can range in size from two to more than 100 walkers.

### Are there any incentives to raise money?

Incentive Awards will be available to fundraisers who collect and turn in contributions. Event T-shirts will be given to students who raise \$25 or more and \$40 or more for adults.

Registered members will also be eligible to participate in weekly competition for restaurant certificates and more!

Grand prize winners will be eligible for a new mountain bike and more!

### What if I can't attend? How can I help?

If you can't physically be at the event, you can still register and collect online donations. On the day of the AIDS walk, wear a **red ribbon** wherever you are.

### Is there a gift match this year?

We are delighted to have the support of the Gill Foundation in matching dollar for dollar the first \$12,000, in new or increased donations!





# S-CAP HIV/AIDS Epidemic

**Southern Colorado AIDS Project**

1301 South 8th Street, Suite 200  
Colorado Springs, CO 80905  
719-578-9092

635 Corona Ave, Suite 209  
Pueblo, CO 81001  
719-924-8925


[www.s-cap.org](http://www.s-cap.org)

The Southern Colorado AIDS Project is a 501(c)(3) charitable organization. It is volunteer-supported agency, committed to the fight against AIDS. S-CAP provides prevention and care services to men, women and families that are living with, or affected by HIV/AIDS throughout a 25 county area of southern Colorado.

*Our mission is to meet the evolving needs of those persons living with HIV/AIDS and their families as well as providing education and prevention programs to the S-CAP service area that will help eliminate new infections.*

**National & World Wide Statistics**

- Over one million people in the United States are infected with HIV
- An estimated 50,000+ new infection occur each year
- In southern Colorado, more than 1,200 people have been documented living with HIV/AIDS. Hundreds more are estimated to be infected with HIV and are unaware of their health status.



For the past 25 years, S-CAP has been a constant presence in the fight against HIV in southern Colorado, playing a leadership role at the local and state level. Today, S-CAP provides a complex and comprehensive array of services and interventions including,

Prevention

- Volunteer Speakers Bureau Program
- Free HIV Testing Counseling and Referral Program
- Free Hep C testing to qualified individuals
- MPACT

Client Services

- Medical Case Management
- Assistance in accessing Medical Care
- Housing Support
- Insurance Assistance
- Medical Transportation Assistance
- Oral Health Care
- Psychosocial support
- Emergency Financial Assistance



## A Walk In the Garden 2010 Top Teams



- Pine Creek High School
- Peterson Air Force Base Airman Leadership School
- Team Pueblo
- Bacchus
- Gary & Karen
- S-CAP Board of Directors & supporters
- Team WestBerry

All walkers and teams will have an opportunity to have their photograph taken by a professional photographer in the historic Garden of the Gods Park.





## Start Building Your Team

Your most important responsibility as a Team Leader is to recruit and register walkers for your team!

**Contact everyone at your office, school, church, sports team, or civic association and invite them to join your team. Or just put together a team of your friends and family.**

Each member of your team must register with us either at [www.s-cap.org](http://www.s-cap.org) or by calling 719-578-9092 or 1-800-241-5468. The more people you recruit for your team, the more money you can raise, and the more you can contribute to help support individuals living with HIV/AIDS.

**Keep in Touch:** You are the communication link between S-CAP and your team. As soon as you are ready to start a team, contact S-CAP at 719-578-9092 CS or 719-924- 8925 Pueblo. We will keep you up-to-date on what's happening with the Walk—i.e. upcoming deadlines and news—and you keep your team in the loop.

**Attend the Team Leader Workshop:** This is a must for successful leadership. At the workshop you will meet key member of the walk and have the opportunity to learn about helpful recruitment and fundraising tips.

**Be a Motivator:** The Team Leader plays a crucial role in being the motivator for the team. From time to time, you will check on your team's progress. Are team members getting donations? Are they reaching or exceeding their goals? Are they getting the word out to family and friends? All of us need that extra boost now and again, and every little bit helps!

**Build Team Spirit:** Make your team stand out. All teams are welcome to walk with signs or banners with their team's name and/or corporate/school/religious affiliation. Teams are welcome to also wear their own matching t-shirts, hats or signs to help make their group stand out. Bring your group together and help make the event memorable for everyone who participates.

**Help Team Members Sign Up & Collect Contributions:** A Walk In the Garden is not a pledge walk, so your team must collect contributions from sponsors in advance. Team members can collect contributions as cash or checks made out to S-CAP or have their sponsor donate funds on line by use of a credit card. Bring all cash and checks to the registration tent on October 8th to turn in all contributions.

**Day of Event:** On Saturday, October 8 you will be in charge of:

- Bringing your team's banner/sign
- Ensuring that your team knows where to gather
- Making sure that all contributions are turned in
- HAVING FUN!!





# Event Timeline

## August

- Thursday August 11  
5:30 p.m. — 6:30 p.m. **Team Leader Workshop:** Learn helpful recruitment and fundraising tips from Veteran walkers and other team leaders. We will also cover communication techniques and how to plan a fundraising party. Learn about setting goals, corporate matching gifts programs and more!
- Wednesday August 17  
5:30 p.m. - 6:30 p.m. **Team Leader Workshop:** Learn helpful recruitment and fundraising tips from Veteran walkers and other team leaders. We will also cover communication techniques and how to plan a fundraising party. Learn about setting goals, corporate matching gifts programs and more!
- Friday August 26 **Weekly Individual & Team Incentive Awards** Recognition of individuals and teams

## September

- Friday September 2 **Weekly Individual & Team Incentive Awards:** Recognition of individuals and teams
- Thursday September 8  
5:30 p.m. - 6:30 p.m. **Team Leader Workshop:** Learn helpful recruitment and fundraising tips from Veteran walkers and other team leaders. We will also cover communication techniques and how to plan a fundraising party. Learn about setting goals, corporate matching gifts programs and more!
- Friday September 9 **Weekly Individual & Team Incentive Awards:** Recognition of individuals and teams
- Friday September 16 **Weekly Individual & Team Incentive Awards:** Recognition of individuals and teams
- Tuesday September 20  
7:30 a.m. - 8:30 a.m. **Team Leader Workshop:** Learn helpful recruitment and fundraising tips from Veteran walkers and other team leaders. We will also cover communication techniques and how to plan a fundraising party. Learn about setting goals, corporate matching gifts programs and more!
- Friday September 23 **Weekly Individual & Team Incentive Awards.** Recognition of individuals and teams
- Friday September 30  
5:30 - 7 p.m. **Weekly Individual & Team Incentive Awards.** Recognition of individuals and teams  
**Team Leader & Volunteers Pre Event Reception:**

## October

- Friday October 8th A Walk In the Gardens  
9:00 a.m. - Registration  
9:45 a.m. - Ceremony  
10 a.m. - noon - Walk



## What Kind of Fundraiser Are You?

Whether you are a techy geek or a social butterfly, working 9 a.m.—5 p.m. in a corporate office or still in school, we have great suggestions to help you raise the most money you possible can! You can also mix and match! Just let us know what kind of fundraiser you are, and share your tips with us too!



### Computer Savvy

**Blog your way to fundraising success:** Keep an online journal of your fundraising progress and announce fundraisers!

**YouTube:** record a personal message asking for support of your fundraising efforts, keep a video diary of your AIDS Walk Experience or thank people who sponsor you by video.

**Virtual Walker:** If you can't physically be at the event, you can still register and collect online donations. On the day of the AIDS walk, wear a red ribbon wherever you are.

**On Facebook, give thanks & get sponsors at the same time:** Thank sponsors by writing on their Face Book 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 with HIV/AIDS facts:** Include statistics and HIV/AIDS related news in your status update and emails.



### Corporate

**Email signature:** Add a link to your fundraising web page in your signature. Each time you send a message, the recipient will be provided with a reminder to sponsor you.

**Sell goodies to your co-workers:** Pick up the most sought-after sweets and set up a snack area near the photocopy machine. Put a sign up that reads “suggested donation \$1.”

**Corporate Matching Gift:** As your Human Resources department if your company has a matching gift program. If not, suggest an employee match or get your boss to match the proceeds collected raised at your next fundraiser. Just ask!

**Office Lunch Fundraiser:** Get food donated or have co-workers bring in their favorite dishes! Charge \$5 per plate—charge more for additional side dishes!





## Social Butterfly

**Guest bartending:** Ask your local bar if they'll allow you to be a guest bartender for a night. All the tips go toward your AIDS Walk fundraising total!

**Raffle it off!** Use your connections and fabulous social skills to get prizes donated for a raffle. You can ask businesses that you frequent (restaurants, spas, hair salons, etc.) to donate.

**Use incentives:** From a free dinner to tickets to a football game, entice people to donate by giving them a chance to win a prize they can't resist!

**Dinner with Friends:** Ask your local restaurant if they will donate a portion of one evening's proceeds to your AIDS Walk fundraising total. Make flyers with the information and invite everyone you know to dine there on that evening. You'll bring in more business to the restaurant and more money to your AIDS Walk fundraising total.

**Benefit Concerts/Gigs:** If you know a rock band, jazz group, DJ, comedian, or string quartet, ask them if they will do a benefit evening for the AIDS Walk at the local club or coffeehouse.



## Still in School

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

**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!

**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 team.

**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 A Walk In the Garden! Students or classrooms try to out-bid each other for the privilege of throwing the first pie!

**Get parents involved:** Send out a memo to all parents and include a sponsor form and AIDS Walk Fact Sheet. Parents have friends and co-workers who can be great potential donors!



# Facebook, tweet & Blog to Raise Money Matching Gifts

## Facebook Page



Link to your page  
create a face book event  
Pictures

## Blog Your Heart Out

Use popular blogging sites to promote HIV education  
and discuss The Walk In the Garden



## Tweet!

Link to your page  
create a face book event



### Matching Gift Information

Many employers sponsor matching gift programs and will match charitable contributions made by their employees. Checking with your Human Resource Department is a good start to request copies of all forms required.

**The impact of your gift may be doubled or possibly tripled!**

Some companies match gifts made by retirees and/or spouses.

**Don't forget the Gill Foundation is matching new and increased donations up to \$12,000!**

