



## Forming an AIDS Walk Colorado Team

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### What is a team?

A team is a group of co-workers, fellow students, church members, friends and families that pre-register, raise money and walk together on the day of AIDS Walk Colorado. This year's event will take place on **Saturday, August 13, 2011**.

### Why form a team?

FUN, FELLOWSHIP, FUNDRAISING!

Walking as a team is fun and is a morale builder for all types of companies, schools and organizations. It's a time for fellowship outside the work or school environment, and it's a great reason for friends and family groups to get together! It is also a way to show support for loved ones who are fighting the disease or walk in memory of those who have been lost.

Raising funds for those affected by HIV/AIDS is extremely important and easy to do as a group. You can motivate each other and challenge each other (or other teams) into a fundraising frenzy! It can also be excellent exposure for your company, school or organization. Many teams wear t-shirts and carry banners with their names and logos proudly displayed.

### How do you form a team?

IT'S EASY!

1. Log on to [www.aidswalkcolorado.org](http://www.aidswalkcolorado.org).
2. On the homepage, click the "Register" button on the right side of the screen. A new window will open.
3. From the 3 options in the new window, select "Start A Team".
4. Enter a Team Name and a Team Fundraising Goal. Click continue. A registration form will open.
  - a. If you have never registered for AIDS Walk Colorado in the past, go ahead and fill in the form.
  - b. If you have registered for AIDS Walk Colorado at any time in the past, click the link in the bolded text at the top of the page. A new small window will open at the top of the page where you can enter your username and password from the last time you registered. (There is also a link included in that new window for you to retrieve your previous year's information in case you forgot it.) Enter your username and password and click continue. The registration form will auto-fill.
5. Click the dot next to "Walker Registration (free)". **There is no fee to form an AIDS Walk team.**
6. Complete the registration process by clicking Continue under the registration form. A confirmation will appear congratulating you on registering for the 24<sup>th</sup> annual AIDS Walk Colorado.
7. You can now set up your personal fundraising webpage and begin collecting donations! Be sure to explore the tabs at the top of your personal fundraising webpage to see how you can use various emailing, social networking and fundraising tools.
8. From your personal fundraising webpage, you can send invitations to your friends, family and colleagues to join your team using the pre-written invitation e-mail!

### **Then what?**

1. Team participants should register themselves online by clicking "Register" on the AIDS Walk Colorado homepage, selecting "Join A Team" and then selecting your team name from the drop down menu. (A link to your team page will also be included in e-mail invitations that you send out from your personal fundraising webpage inviting people to join your team.) Once your team members select your Team Name from the drop down menu, the registration process for your team members will be the same as the process above.
2. Encourage the involvement of your group by utilizing newsletters, e-mails, incentives and by planning group activities. Put up posters, send out flyers, change your answering machine message to let people know you are walking and you want them to join your team. We want you to be successful!

**Be sure to download a Team Leader kit from [www.aidswalkcolorado.org](http://www.aidswalkcolorado.org) by clicking the Teams tab. The Team Leader Kit includes pledge forms, posters, Fundraising Tips and more!**

### **Raise funds!**

Ask everyone you can think of to make a pledge. No amount is too small. People can donate \$10, \$25, \$50, \$100 OR MORE! There are great fundraising awards for participants who raise \$52.80 or more. Collect all pledges *before* the event day so that you can turn them in at the Registration tent on the morning of AIDS Walk Colorado and can collect your fundraising incentives.

### **Matching Gifts**

Many companies offer a matching gifts program for their employees who make charitable donations. By checking with your employer's Human Resources department (and having people who are donating to you check with theirs too) you can double or even triple the amount of funds you raise for AIDS Walk Colorado.

### **Lace up your sneakers - let's walk!**

On Saturday, August 13<sup>th</sup> join more than 8,000 other caring and compassionate individuals in Denver's beautiful Cheesman Park for the Rocky Mountain region's largest and most successful HIV & AIDS fundraiser.

Thousands of people from throughout the state come together as a community, fueled by donations from more than 13,000 individuals, to raise awareness in our community for HIV & AIDS, and to raise funds for vital services for HIV/AIDS clients of Colorado AIDS Project and more than 20 other outstanding AIDS service organizations throughout the state.

The event serves as a day to remember those we have lost to the disease with a morning 5K Walk and Run, prominent speakers and panels of the AIDS Memorial Quilt on display. The Celebration of Life Festival follows the conclusion of the 5K Walk & Run and includes live music, the AIDS Walk Colorado Volleyball Tournament, The Diva Dash Stiletto Fun Run, The Cheers Beer Garden, vendors, food, beverages and more!

### **Contact Us**

The AIDS Walk Staff is always available to help with your team building and fundraising efforts. You can reach us at 303.861.9255 (WALK) or [info@aidswalkcolorado.org](mailto:info@aidswalkcolorado.org).

*[www.AIDSWalkColorado.org](http://www.AIDSWalkColorado.org)*