

# **WALK 8 & 5K TO END HIV**

**OCTOBER 28 - 2017**

## **Team Captain Toolkit**

WalkToEndHIV.org



WHITMAN-WALKER HEALTH  
[www.whitman-walker.org](http://www.whitman-walker.org)

*Dear Team Captain:*

*Welcome to the Walk & 5K to End HIV!*

*Thank you for your participation in the Walk to End HIV, benefiting and produced by Whitman-Walker Health, a community-based provider of HIV and AIDS services in the Washington, D.C. metropolitan area. The funds raised by teams like yours contribute significantly to Whitman-Walker's ability to provide these services to the community.*



**You have already taken the first step. We now encourage you to continue raising funds and recruiting team members for your team. Remember, a team consists of any number of family members, friends, co-workers, or others who want to walk with you and lend a helping hand.**

# About the Walk & 5k to End HIV

## What is the Walk & 5K to End HIV?

The Walk & 5K to End HIV, formerly AIDS Walk Washington, is a fundraising walk and 5K timed run benefiting and produced by Whitman-Walker Health, a community-based health organization, which provides high quality, comprehensive and accessible health care to those who face barriers to accessing care, with special expertise in LGBT and HIV care.

## Teams: The Driving Force for the Walk & 5K to End HIV

Teams are a key component of the Walk & 5K to End HIV! In 2016, team fundraising accounted for more than 80% of total event revenue. By forming a team, you help to ensure the success of AIDS Walk Washington 2013 and allow Whitman-Walker Health to provide quality care to those most affected by HIV and AIDS.

## Registration Details

**When:** Saturday, October 28, 2017

**Location:** Freedom Plaza (Pennsylvania Avenue and 13th Street, NW)

**Registration Fees:** General Walker \$25.00

Student / Senior Walker (discount not valid for timed run) \$15.00

Sleep Walker \$40.00

Runner \$35.00

**Start Times:** **8:15 am** Rally at Freedom Plaza

**9:15 am** Timed Run begins

**9:20 am** Walk steps off

**10:00 am** Post walk celebration

**Team Signs:** All teams must have a minimum of 10 registrants by **October 17, 2017** to receive a team sign.

Signs will be available for pick up on-site the morning of the Walk.

\*All sponsors will receive one team sign regardless of the number of registrations.

## Packet Pick-up:

Walkers & runners are encouraged to pick up their t-shirt during our early distribution:

Friday, October 27

11 AM - 7 PM

Pacers

1821 14th Street, NW

Washington DC 20009

<https://www.runpacers.com/location/14th-street/>

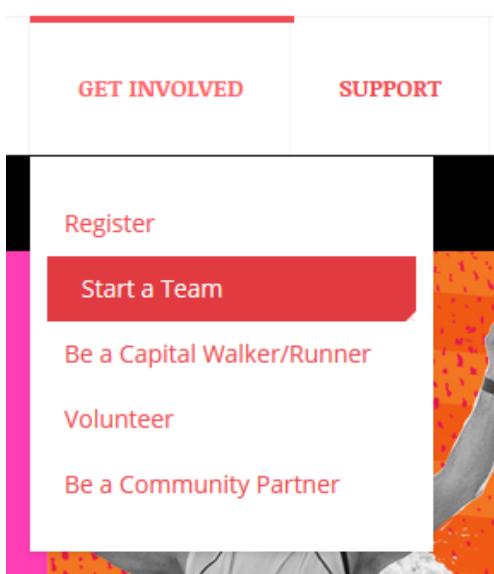
\*Team captains are encouraged to pick up t-shirts for all of their Walk registrants during the early distribution. (Please come knowing t-shirt sizes for each registrant on your team)

If you're unable to pick your t-shirt up in advance, you can pick it up on-site the morning of the event beginning at 7 AM.

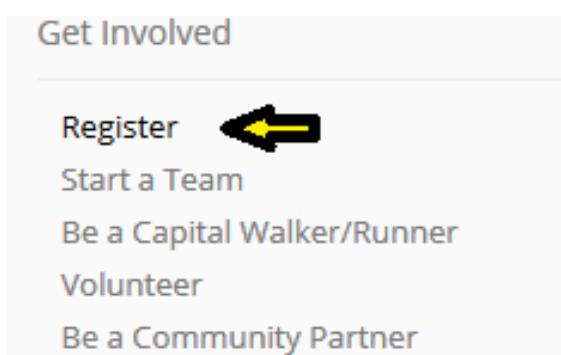
## How do I form/Join a team?

1. Go to [www.walktoendhiv.org](http://www.walktoendhiv.org)

2.



3. Get Involved



4. Create a team

Team name:

**CREATE**

Join a team

Team name:

Show All **SEARCH**

### HAVE A PROMO CODE?

BE SURE TO ENTER YOUR CODE AND CLICK  
APPLY BEFORE YOU SUBMIT YOUR PAYMENT!

Promo Code

**APPLY**

## Managing your team

1. Go to walktoendhiv.org
2. Click on login in on the RIGHT side of the "Home" page tool bar
3. Once inside your HQ, you can:
  - Send your team messages
  - Import contact lists
  - View your team's rank
  - Post to social media
  - Send thank you notes to donors

## Sending a message & Importing Contacts

Click "Communications" and select Email

Through this function you can:

- Ask a Friend to donate
- Give your team a fundraising update
- Ask a Friend to join your team
- Give your team a general update
- Import Contacts

The screenshot shows a navigation bar with four tabs: Overview, Personal Page, Communications (which is highlighted in blue), and Change Team. Below the navigation bar, a question asks, "Which of the following do you use to communicate with your friends and family?" Two options are shown: "Email" (represented by an envelope icon) and "Facebook" (represented by a 'f' icon). Underneath each icon is a small link: "Email History" under Email and "Email" under Facebook.

The screenshot shows the "Address Book / Recipient List" section. It includes an "Import from:" section with icons for Gmail, Yahoo!, and Outlook. Below that are fields for "First Name", "Last Name", and "Email Address". A large green "ADD TO ADDRESS BOOK" button is centered below these fields. At the bottom, there is a "Select recipients:" dropdown menu set to "Main Address Book".

# Fundraising Using Social Media



Using social media to fundraise is the most powerful tool besides peer-to-peer fundraising. Each social media platform has its own unique ways to boost your fundraising goal. Below are some examples and tips to remember:

**1. Include a Call to Action.** Don't forget to add a call to action in some of your social media posts asking your followers to take the next step. Chances are, they want to help share your story, but they might need a reminder such as "click here to donate now", "share this", "help spread the word", or "get your tickets here".

**2. Pictures say 1000 words.** Sharing a photo is proved to be more effective than writing a post on social media. So, share the picture of the Walk & 5K to End HIV logo.

**3. Convey Urgency.** Social media is all about the present. Provide updates on the progress of your campaign and how far away you are from meeting your goals. If your followers see that you are only a few hundred dollars away from meeting your goal, they probably will be more apt to donate to your team.

**4. Tell your story.** Create and share a video that gives your audience some context to your fundraising efforts. Share why the Walk & 5K to End HIV is so important to you. The more personal and passionate it is, the better.

## Example Facebook Updates

Creating an AIDS-free city and moving towards ending HIV is an achievable goal, and with your support of @Whitman-Walker we can reach the #finishline. Register today! [www.walktoendHIV.org](http://www.walktoendHIV.org)

Join me in raising funds for #HIV service providers in D.C., including @Whitman-Walker Health. Walk or run in @The Walk to End HIV and let's get to the #finishline of the epidemic! [www.walktoendHIV.org](http://www.walktoendHIV.org)

## Fundraising at Work

How much do you think you could raise between 9 to 5? It can be amazing how much can be achieved in a single day at work.

**1. Piggy Bank.** Keep a jar at your desk and ask your coworkers to drop in any loose change they have. By the end of the fundraising season, you could have a large chunk of change!

**2. Dress Down.** Ask your coworkers to donate \$10 to your fundraising in order for them to dress down.

**3. That Coveted Parking Space.** Ask your CEO or boss to give up his or her parking space for a month. Auction off the parking spaces.

Questions?

Call the help line

**202-332-WALK**