



MN AIDS WALK

— 25th YEAR —

TEAM KIT



THANKS FOR STEPPING FORWARD

New HIV infections are on the rise while funding is getting scarcer. Now more than ever, the Minnesota AIDS Project (MAP) thanks you for stepping forward in the fight against HIV. As a Minnesota AIDS Walk Team Leader you can help generate tremendous participation and support for the Minnesota AIDS Walk and Minnesota AIDS Project.

Your enthusiasm and efforts help MAP support people affected by HIV while fighting to prevent the virus from impacting even more lives. Every dollar you raise stays in Minnesota to continue the fight against HIV.

Your leadership makes it possible for your friends, family and coworkers to support those affected by HIV and help us work to prevent it. In the next few pages, you'll learn some simple, proven strategies for organizing a team, generating donations, and making the most of your experience in the Minnesota AIDS Walk.

LET'S GET STARTED

STEP ONE: BUILD YOUR TEAM

As a Team Leader, your first question is probably, "Who should be on my team?" The simple answer is everyone you know and anyone you'd like to know better. You'll find that the more people know about the AIDS Walk and MAP, the more they will want to help.

Over the years we have seen Walk Teams made up of the most diverse groups of people, organizations and interests – each motivated by their own unique reasons. Here are a few Team suggestions to get you started:

Family Teams

Ask your mom, dad, sister, brother, cousins, and even your kids to walk with you. Walking together for a great cause lets you spend time with family and accomplish an important goal together.

Friend Teams

Send an invitation to everyone in your email address book or on your holiday card list. Ask your neighbors and acquaintances to get involved. Use your online social networks like Facebook, LinkedIn and Twitter to reach out to people you know.

Work Teams

The Minnesota AIDS Walk is an incredible team-building opportunity and a great reason to get together outside of the office. Think about the positive impact an AIDS Walk Team can have on your company.

Faith-Based Teams

Faith-based organizations of all denominations are caring communities. An AIDS Walk Team can help start a dialogue about HIV in your congregation and bring people together for a worthy cause.

School Teams

Each year, dozens of teams made up of high school and college groups join the fight against HIV by showing their support at the AIDS Walk. School teams have been some of the most successful fundraisers.

Teams by Town, City, or County

If you live outside of the Twin Cities metro area, make the Minnesota AIDS Walk a community event. Take an ad out in the local newspaper and lead your town, city or county to the Top Ten Walk Teams list.

Teams by Vocation

Professional associations are among the strongest networks for bringing together an AIDS Walk Team. Raise the profile of your profession and give back to your community.

Teams by Interest

Ask members of your softball team, dance class, book club, soccer team, ultimate frisbee group, or any other club, team or group that you are part of to join your Walk team.

Walk Teams have raised more money for the Minnesota AIDS Walk than the same number of individuals walking alone.

STEP TWO – REGISTER YOUR TEAM

There are two ways to register your Team for the Minnesota AIDS Walk: online and offline.

Online Teams

To register online go to www.mnaidswalk.org

The Minnesota AIDS Walk website provides you with tools to show the world you are walking and makes it easy

for your Team to solicit and collect donations. You can personalize your web page with your story and photos, telling everyone why you are walking and why they should join you or make a pledge.

MAP strongly recommends that you register online. It helps us conserve paper and save on postage costs. And more importantly, we've found that sending emails and creating posts on social network sites like Facebook, LinkedIn and Twitter with a direct link to your personalized web page is one of the fastest and most effective ways to secure pledges and raise money.

Pledges made online will receive an electronic receipt. After the Walk, those who donated \$50 or more will receive a letter of thanks with the amount of their pledge by postal mail. Both documents can be used for the donor's tax files.

Offline Teams

If you registered your Team offline (by phone or mail) and did not provide an email address, you are leading an offline Team. Therefore, your Team name will not appear on the Minnesota AIDS Walk website and members will not be able to join your team online.

Team members may register by calling the AIDS Walk hotline at 612-373-2410. If you did provide an email address when registering offline, we will email information on how to use the optional online tools.

If you'd like to change your offline Team status to online in order to use the AIDS Walk website for team building, soliciting and collecting pledges, email events@mnaidsproject.org to get set up as an online Team.

Each time you add a new member to your Team or direct someone to pledge for your Team – on or offline – make sure they know the name of your Team.

STEP THREE – SET A GOAL

Setting a challenging, yet reachable goal will help you move forward. Talk with your Team members and make sure each member is comfortable with the goal you've set. Your team goal is automatically calculated as the sum of your individual team member goals.

Promote the Walk and Your Participation

Make sure people know that you are a Team Leader for the Minnesota AIDS Walk. Here are some ways to promote your Team and your participation in this year's Walk:

- Voicemail greeting: Let everyone who calls you at home or on your cellular phone know that you're raising funds for the AIDS Walk and need their support.
- Include a link to your AIDS Walk web page as part of your automatic signature in your email. Each time you send a message, the recipient will be reminded to support you.
- Accessorize: Wear a red ribbon, or print up Minnesota AIDS Walk t-shirts for your team.
- Decorate your workspace with AIDS Walk posters. Hang up your AIDS Walk thermometer poster with your Team or personal goal and fill it in as you raise money. If you did the Walk last year, hang up your Team or personal photos. Or get creative and design your own poster.

- Invite MAP to visit your company or group: The Minnesota AIDS Project is available to visit your school, place of worship, work or Team meeting. We will get your Team members excited about their participation in the Walk. If you'd like, we can give a short HIV 101 presentation and explain what services the Minnesota AIDS Project offers. Just email events@mnaidsproject.org to arrange a time and place for us to visit your team.

STEP FOUR – START FUNDRAISING

Asking people to support you and your team for the Minnesota AIDS Walk doesn't have to be a big production. In fact, keeping it loose and relaxed helps put people at ease.

Think of it as a conversation about something that's important to you. Tell people why you're participating in the AIDS Walk, explain why fundraising is so important to the fight against HIV in Minnesota, and ask them to support you. That's all there is to it.

Talking Points

Asking people to join your Team or contribute to your efforts is easier if they understand why you're involved. Be prepared to discuss why you support the work of the Minnesota AIDS Project and why you're participating in the Minnesota AIDS Walk. Here are some facts that can help you do this:

- The Minnesota AIDS Project serves as a simple, single point of contact to Minnesotans seeking information or services related to HIV.
- MAP annually works in partnership with more than 1,000 volunteers provide compassionate, confidential and non-discriminatory services, including practical, emotional and social support.
- The funds you raise for the Minnesota AIDS Walk stay in Minnesota, going directly to prevention efforts and to serving Minnesotans affected by HIV.
- HIV prevention is a process, not an event. The status of HIV in Minnesota continues to evolve and our community needs to understand the current situation and how they can continue to make safe choices for themselves and those they care for.

When talking to a potential donor, "I'm going to raise \$300 for the Minnesota AIDS Walk," is a pretty good start to a conversation that should end with a request for a pledge. Explain your personal reasons for raising money to stop HIV in Minnesota.

Successful Fundraising Starts Online

Email is one of the simplest and most effective ways to start fundraising. Upload your address book to your personal web page and send us as many emails as you can. Just write up a short message asking people to support you and your team and include a link to your personal web page.

As we've mentioned previously, posting this link on social networking websites and services such as Facebook, Twitter and LinkedIn is a great way to reach out to your personal and business networks.

Solicitations are also effective given the ease of payment. If someone wishes to contribute to your goal, they can do it all instantly online.

Team Fundraising Ideas

- Talk to your grocer, doctor, nurse, dentist, etc. Ask them if they would be willing to support your Team's effort.
- Bring pledge forms with you wherever you go. You never know when inspiration might hit. Keep pledge forms in your car, at your office, and in your gym bag so you'll be ready to take advantage of chance encounters with people you think will support your efforts.
- Hold a silent auction. Ask your family, friends, coworkers and local businesses to donate items with all proceeds to go to your Team fund.
- Host a bake sale or craft sale. Do you make the most fabulous brownies ever? What about designing T-shirts or knitting hats? Use your creativity! Sell to your family, friends and coworkers with proceeds to your Team.
- Collect loose change. Everyone has a stash of loose change sitting around. Ask people to donate their change toward your Team goal. It adds up fast.
- Sandwich runs. Your coworkers would be thrilled to donate a few dollars to have a trusty runner fetch a great lunch for them.
- Help your neighbor. Do your neighbors need a dog walker or plant sitter while they are on vacation? Consider asking for a Walk donation instead of charging them a fee.

Remember to Thank Your Donors!

Donors appreciate and deserve recognition for their gifts. Let the people who have supported your Walk know how grateful you are and how their contributions truly make a difference in your community. Acknowledge them in personal and creative ways.

QUESTIONS YOU MAY ENCOUNTER

If I pledge money for the Minnesota AIDS Walk, where does that money go?

All of the money raised stays here in Minnesota and supports the Minnesota AIDS Project's mission of stopping HIV through prevention education, services and

advocacy. The Minnesota AIDS Project consistently meets the fundraising standards set by the Minnesota Charities Review Council. For more information on the Minnesota AIDS Project, visit www.mnaidsproject.org

How is the Minnesota AIDS Project funded? MAP receives funding from government grants, but also depends greatly on private contributions and the money raised at special events such as the Minnesota AIDS Walk.

What does the Minnesota AIDS Project do in my community? Over 6,000 people are known to be living with HIV in Minnesota. It is estimated that another 2,500 are HIV-positive and unaware of their status. MAP is committed to providing critical services for HIV-positive Minnesotans including housing, case management, information and referrals, legal assistance, and emergency financial assistance. MAP also provides prevention education to thousands and continues to promote the importance of HIV testing. In addition, MAP offers the MAP AIDSLine, a free statewide HIV information and referral resource available by phone or online.

Is the Minnesota AIDS Project a 501(c)(3) organization? Yes, the Minnesota AIDS Project is exempt from the payment of federal income taxes and is entitled to receive tax-deductible donations. Minnesota AIDS Project's Federal Tax ID # is 41-1524746.

How much of my donation to the Minnesota AIDS Walk can I deduct from my taxes? Your donation to the Minnesota AIDS Walk is fully tax-deductible as long as no goods or services were provided by the Minnesota AIDS Project as part of the contribution.

Are there other ways to give to the Minnesota AIDS Walk besides money? Yes, financial donations are only one way to give to the Minnesota AIDS Walk. You may volunteer to work at the Walk or in our offices anytime during the year.

You may also donate products, goods, or services that help us do our work. Visit www.mnaidswalk.org for more information.

Sample Fundraising Letter

Dear Julie,

In May, I will join thousands of others walking in the Minnesota AIDS Walk. By making a pledge on my behalf, you are helping the Minnesota AIDS Project in the fight to stop HIV through advocacy, education and service.

The most recent statistics show that there is a new case of HIV diagnosed every 27 hours in Minnesota. New cases among women of color and young people continue to rise. An AIDS-free generation is achievable if we concentrate our efforts on prevention and education.

My goal is to raise at least \$xxx this year. Please help me reach my goal with your pledge. Remember: your donation is tax-deductible! You may mail your payment to me today in the enclosed self-addressed, stamped envelope. Please make all checks payable to the Minnesota AIDS Project.

Thank you in advance for your support. Please feel free to call me with any questions about HIV, the Minnesota AIDS Project or the Minnesota AIDS Walk. You can reach me at xxx-xxx-xxxx. You may also find out more about the Minnesota AIDS Walk online at www.mnaidswalk.org

Sincerely,
Greg

Sample Thank You Letter

Dear Julie,

Thank you for supporting my commitment to the Minnesota AIDS Walk. Thank you for recognizing that the fight against HIV in Minnesota continues. Thank you for your generous donation of \$_____! You can learn more about the Minnesota AIDS Walk and the important work your donation supports to stop HIV online at www.mnaidswalk.org.

So far I've raised \$xxx - only \$xxx more until I reach my personal goal!

Thank you again for your generosity and support.
I greatly appreciate it.

Sincerely,
Greg

MATCHING GIFT GUIDE

Matching gifts are an increasing source of revenue for the Minnesota AIDS Walk. More than 100 companies and corporate foundations have matched their employees' donations to MAP.

Under a corporate matching gift program, gifts made to nonprofit organizations by eligible employees are matched by the company as long as they meet the company's stated guidelines.

Corporate matching gifts are a very important source of funds. In most cases, the Minnesota AIDS Walk receives dollar-for-dollar matches from participating companies.

Here's how to make a matching gift:

- Each employer has different requirements, so you will need to check with your company's human resources department to find out about your company's matching gift policy.
- Complete the matching gift form (unique to your employer) and bring it with you to the AIDS Walk or mail it to:

Minnesota AIDS Walk
Attn: Development Department
1400 Park Ave., Minneapolis, MN 55404

- We will verify your gift and return the form to your company, which will then issue a matching gift contribution to the Minnesota AIDS Walk.
- Thank you in advance for your efforts!

WANT MORE INFORMATION ABOUT HIV?

The MAP AIDSLine

Always just a phone call or web search away. Contact the Minnesota AIDS Project AIDSLine for answers to questions about HIV or services available in your community.

Visit www.mn aidsproject.org or call 612-373-2437 or 1-800-248-22437.

IMPORTANT DATES

Early Pledge Drop-Off

You may drop off any offline pledges at Minnesota AIDS Project, 1400 Park Avenue in Minneapolis, from 11 a.m. – 2 p.m. on Saturday, the day before the Walk.

Meeting Spot Deadline: Monday prior to the Walk

If you have ten or more registered members on your Team by this date, we'll reserve a meeting spot for you in the park on Walk day.

WALK DAY:

Arrival at the Park

Be sure to arrive early and turn in any final pledges you may have collected and get a great parking spot. If you'd prefer to ride to the park, be sure to visit www.mn aidswalk.org to download a free ride pass from Metro Transit to get you to Minnehaha Park and back home.

Check In

If you didn't turn in your pledges early, head to the Pavilion when you arrive in Minnehaha Park. Turn in your contributions to one of the registration volunteers. Be sure your Team name is on your pledges individually or as a Team.

Smile

Check in at the Team Meeting Space to receive your Photo Pass to have your Team Photo taken against a scenic park background. If you've earned a Team Meeting Space by recruiting ten or more Team members, find your Team's sign and wait for the rest of your Team to gather. This is a great place to make memorial signs, write encouraging messages to fellow Walkers and socialize with other Teams. Enjoy your morning in the park – and remember to join us for the program at 10 a.m.

Walk!

Get going! THANK YOU in advance for all your hard work and dedication.

RUN FOR THE RIBBON

Prefer to Run?

Join us for the annual Run for the Ribbon prior to the Walk. Run for fun or help stop HIV in Minnesota by joining/creating a Team to raise money for Minnesota AIDS Project. For details, visit www.runfortheribbon.org

DIRECTIONS TO MINNEHAHA PARK

Minnehaha Park is located in South Minneapolis on the west bank of the Mississippi River, north of Highway 612/Crosstown and south of Lake Street.

From St. Paul or East:

Take 94 West to the Hiawatha Avenue (Highway 55) exit. Go south on Hiawatha Avenue (Highway 55), cross over Lake Street, continue to 46th Street and take a left. Minnehaha Park is one block south of 46th Street between Minnehaha Avenue and 46th Avenue.

From South:

Take 35W North to Highway 62/Crosstown and go east. Travel to stoplight at Hiawatha Avenue (Highway 55), turn left and continue north to 46th Street, take a right. Minnehaha Park is one block south of 46th Street between Minnehaha Avenue and 46th Avenue.

From North:

Take 35W South to the Hiawatha Avenue (Highway 55) exit. Go south on Hiawatha Avenue, cross over Lake Street, continue to 46th Street and take a left. Minnehaha Park is one block south of 46th Street between Minnehaha Avenue and 46th Avenue.

From West:

Take 394 East, toward downtown Minneapolis. Get onto 94 East. Take the Hiawatha Avenue (Highway 55) exit. Go south on Hiawatha Avenue, cross over Lake Street, continue to 46th Street and take a left. Minnehaha Park is one block south of 46th Street between Minnehaha Avenue and 46th Avenue.

Metro Transit is also generously donating passes for transportation on Walk day. Please visit www.mn aidswalk.org to download and print your passes for all public transportation to and from Minnehaha Park.

WALK FAQ

How long is the AIDS Walk?

10 kilometers, or 6.2 miles. The Walk begins and ends in Minnehaha Park, and follows the Mississippi River. The Walk takes roughly 2.5 hours to complete. Rest stops are available along the route with restrooms, refreshments,

and entertainment for Walkers. First aid will be available, as well as vans to pick up tired Walkers.

Where does the money go?

All proceeds stay in Minnesota and support the Minnesota AIDS Project and the work we do. The Minnesota AIDS Project consistently meets the fundraising standards set by the Minnesota Charities Review Council. For more information on the Minnesota AIDS Project, visit www.mnaidsproject.org

Where should we turn in our money?

All money should be turned in on Walk day at the Pavilion near the Minnehaha Avenue entrance. You can also turn in money prior to the Walk at several Wells Fargo branch locations as well as at MAP. Please visit www.mnaidswalk.org for times and locations. In addition, you can drop off your pledges at Minnesota AIDS Project, 1400 Park Ave. in Minneapolis, from 11 a.m. – 2. p.m. on Saturday, the day before the Walk.

I registered offline. How do I get my Team online?

If you registered through the mail or over the phone, we'd be happy to switch your Team from offline to online. Please contact us at 612-373-2410 or email events@mnaidsproject.org. Our website allows you and your Team members to create a Team web page, recruit Team members using email, and collect pledges online.

If someone registered for the AIDS Walk as an individual, can he or she still join our Team?

Yes! Call 612-373-2410 or send an email to events@mnaidsproject.com at any time to transfer registered Walkers to your Team. Please make sure you have your Team name as well as the person's name, address and phone number.

Can people register at the park during the Walk and still be added to my Team?

Absolutely. Just make sure their pledge form includes your Team name. It's never too late – except when the Walk is over, of course.

Is there a drop-off area for disabled participants?

Yes, all disabled participants may be dropped off in the turn-around area located near the Pavilion (just off Minnehaha Avenue) on Walk day.

Schedule of Events

Run for the Ribbon

Begins at 9 a.m.

Opening ceremonies

Begin at 10 a.m.

Walk

Begins at 11 a.m.

Check out www.mnaidswalk.org for more details, including check-in times.