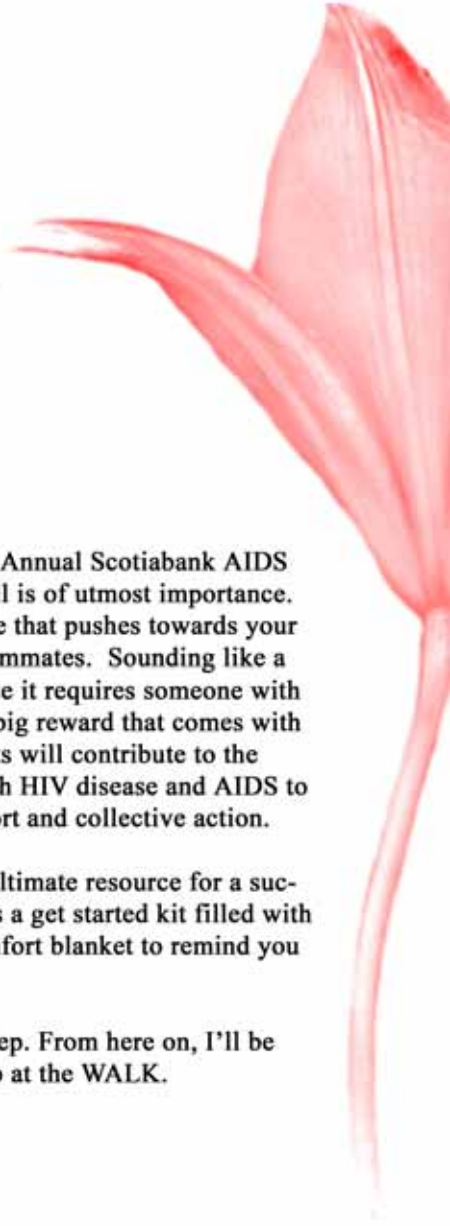




Team Captain's Toolkit 2009



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Dear Team Captain!

Congratulations on signing up for the 24th Annual Scotiabank AIDS WALK for LIFE! As team captain, your roll is of utmost importance. You are the fire behind the team, the engine that pushes towards your goal, and a shoulder to lean on for your teammates. Sounding like a big task? Well, it is! It's a 'big' task because it requires someone with a big heart. It's a 'big' task because of the big reward that comes with giving. It's a 'big' task because your efforts will contribute to the bigger picture: to enable persons living with HIV disease and AIDS to empower themselves through mutual support and collective action.

Below you'll find the Team Toolkit, your ultimate resource for a successful WALK fundraising experience! It's a get started kit filled with ideas to help your team flourish, and a comfort blanket to remind you how simple it can be.

I sincerely thank you for taking this first step. From here on, I'll be here to help you along till the very last step at the WALK.

Your WALK Fundraising Coordinator,

- Monica -

Resources to help you raise awareness and funds!



* Scotiabank AIDS WALK for LIFE posters, brochures, and leaflets: post it up, drop it off, hand it out wherever you see appropriate!

* Scotiabank AIDS WALK for LIFE “jingle jar”: great for collecting small change, and the monies raised from these are greater than you can imagine.

* Team T-shirts: official WALK T-shirts can be ordered and picked up on WALK day with your company logo on the back!

* Scotiabank AIDS WALK for LIFE red ruby rhinestone pins: sell these red sparkly pins to raise funds and awareness for the WALK!

* Your own personal website: great tool for getting others involved, recruiting, telling your story, collecting online pledges, setting goals, and much more!

* The Red Movement: this team-only event is designed to motivate your team members into raising more funds faster! If your team raises \$1000 by August 20th, you'll be eligible to enter in this scavenger hunt that's guaranteed to work out your ab muscles from all the laughing you'll be doing on that day. For rules and information about the event, please visit our website www.aidswalkforlifevancouver.ca.

* ME! If you ever require more information about the WALK that is not available on the website, feel free to contact me at 604.646.5351 or at monicac@bcpwa.org.



3 Easy Steps to a Successful WALK Team Experience!

The how-to for having a great WALK Experience is here in three easy steps. The whole BCPWA organization is committed to your success! With each step below are sound suggestions and ideas coming from our very own BCPWA Staff members:



1 Spread the word

Letting people know about the WALK is the first step after signing up for a team. Not only should people be aware of your awesome contribution, spreading the word can spark interest in friends, families, and co-workers to support you.

“Search and join the Scotiabank AIDS WALK Facebook group! You can create a group for your team specifically and invite others on your friends list to join and to pass on the news.”

- Fleur Cooper, FD Admin Assistant

“Many companies send out employee group emails. Talk with your HR Department about getting a blurb in there about the WALK! Do this as many times as they would let you, and you can update the blurb with information on funds raised or days left till the WALK.” – BCPWA Volunteer

“Have a information relay! Take a stack of info cards and WALK stickers and put it in a bag to form a WALK bag. Let everyone in the office know ahead of time of the relay and the instructions: 1) when you get the WALK bag, take an information card and a sticker 2) wear the sticker visibly 3) pass the bag on to a stickerless employee 4) by 5pm, stickerless employees needs to make a \$5 donation to the WALK. It's a great interactive way to get information around!” – Monica Chan, Corporate Team Coordinator

“Get the word out by wearing a red ribbon to work, parties, concerts – anywhere you go where you may meet people who are interested in becoming involved. Folks will ask you, about it, which provides an opening for you to talk to them about the WALK. Ask them to join your team, or ask them for a donation!”

- Past Team Captain



2

Recruit Teammates

The word is out and people have stopped by to congratulate you for doing the WALK. Now it's time to ask around for additional team members to join you in supporting a great cause! Ask friends, families, co-workers, neighborhood members, fellow gym go-ers, anyone and everyone!

"If you work in an office, get help and approval from the IT Manager to set the internet browser's homepage to the Scotiabank AIDS WALK for LIFE signup webpage. That way, it will remind your colleagues that you are participating in the WALK and make it more convenient for them to join!" - Robert Tucker, Special Events Coordinator

"Attach a WALK information card onto employees' paychecks as soon as you can! Make sure you put your team number on it so they know which team to join. Now they have all the information they need sign up!"
- Fleur Cooper, FD Admin Assistant

"Utilize the personal website: upon registering as a team, you are given your very own personal website for the WALK! Put up pictures and write a note on why you're choosing to lead a team at this year's WALK. Then simply send an email to everyone you know directly through your personal website to ask them to join your team!"
- BCPWA Volunteer

"Put up a "Jump on Board" board in the common room or lunch room. Post an information sheet and a sign up sheet so that interested individuals can sign up right when they see the information. Then start posting up names or pictures of those who are already on the team, and keep adding as the team grows. Make it one of your goals to fill the board with teammates. Make sure you put your fundraising goal on there too for encouragement! - Monica Chan, WALK Fundraising Coordinator

“Get a large see-through empty water jug and turn it into your WALK Fundraising Jug! Make it one of your team’s goals to fill the jug. Place it in the lunch room along with signs, posters, and information cards, and start collecting loose change. It’s encouraging to see where you’re at and how much more until you’ve reached your goal! No time to count change? Take it to a local grocery chain store to have it counted for a small fee.” – Dena Ellery, Director of Funds Development

“Have a fundraising Karaoke Night! Teammates or coworkers can request a song be sung by another in the group, and say how much money they will donate to hear it sung. Counter offers can be made to get out of singing that song. Watch the money in your collection bin skyrocket while having a great time!” – BCPWA Volunteer

“If you know another team that’s also participating in the WALK, post a friendly Team Challenge to them. Challenge them to a race your team to the first \$1000, or race to the very end to see who’s collected the most donations. It is super fun, builds teamwork, and kick starts the competitive side we all have in us.”

- Past Team Captain

“Get your company involved! A lot of companies are big advocates of getting involved with community events, especially those supported by the employees. Check if your company has a matching gift program that will match dollar for dollar of the money you’ve raised to give to the WALK. Make sure you know what the procedures to follow to get maximum advantage of this program!” - Past Team Captain

3

FUNDRAISE!

Now that you have a team behind you, it's time to start raising funds! The methods of how to raise funds have no limit. Be as creative and innovative as you can be.

The WALK is meant to celebrate life. It is a time and place to remember those who have lost the battle against HIV and AIDS, and to encourage those with the disease to keep fighting. You and your team have worked hard up to this point to help a great cause. WALK day is your team's day to relax, relish in the good you've done, and WALK for life.

Break down of WALK day and the REGISTRATION process.

WHEN: Sunday morning - September 20, 2009

WHERE: Stanley Park – Vancouver

WHAT: A 10K walk route around the Seawall or a 2K walk around Lost Lagoon

ITINERARY:

- 8:30 am Registration opens. Coffee and snacks are available on-site!
- 9:00 am Onsite festival entertainment begins
- 10:00 am Opening ceremonies
- 11:00 am Scotiabank AIDS WALK for LIFE begins
- 12:00 pm Post-WALK festival entertainment and presentations

Things to bring to the WALK:

- * Pledge forms and money
- * Any Jingle Jars you've used to help raise funds
- * Any matching gift program paperwork
- * Team/company banner or signs
- * Proper walking gear (remember, the WALK goes on, rain or shine!)



TEAM REGISTRATION

Things you need to do on WALK day:

- 1 - **Meet:** Arrive onsite with your team or arrange for a place to meet. All teams should be registered before 10:30am. Please take into account that parking is very limited. Public transportation is your best bet (and it's much better for the environment!)
- 2 - **Register:** Once onsite, each team member should hand in their pledge package (pledge form and money collected) to the Team Captain. The Team Captain then takes all the packages to the Registration Tent to sign in their team. Please send only your Team Captain to avoid congestion at the tent. *TIP: past teams have told me that they find it much easier to have everyone hand in their pledge package the Friday before the WALK! You might want to try that.
- 3 - **Have Fun:** After you've registered, there are lots of fun things to do before the WALK begins, including onsite entertainment, coffee & snacks available, a massage tent, face painting area, and much more!
- 4 - **WALK!** Both the 2K and 10K walk will have entertainment on route, along with water stations and cheerleaders to motivate you. TIP: remind your team to bring some sunscreen!
- 5 - **Post-WALK Celebration!** : Congratulations and thank you for walking with us this year! Let your team know to stick around because there are still a lot to see and do. Check out our website closer to the WALK to see a list of entertainment available to your team.



F.A.Q.



Q. The login site doesn't load properly when I try to access it; what's happening?

A. Check the browser you are using. The site works best in Internet Explorer. Using Mozilla Firefox or Netscape is not recommended.

Q. One of my teammates forgot to sign up under my team. How do they join now?

A. Get your teammate to login via the WALK website, then click on the "My Team" tab. Enter in the information to do a search for your team, click on the team's name when it comes up, and click on the "Join Team" button.

Q. A teammate accidentally joined the wrong team! Can we change that?

A. Send an email to me with the person's name, username, email address, and the team that they intended to join. I will then be able to add them to the right team.

Q. I need to change my contact information, how do I do that?

A. Login via the WALK website, then click on the "My Profile" tab. You can change your personal information accordingly at that location.

Q. How do I enter offline donations so that I can keep a record of all my funds raised?

A. Login via the WALK website, then click on the "My Fundraising" tab. Here you can enter offline donations.

Q. Can I change my username?

A. Unfortunately, once it is submitted, you cannot change your username.

Q. How do I join the team-only scavenger hunt?

A. You need to notify Monica, the WALK Fundraising Coordinator as soon as possible and let her know that your team is interested in participating. Then you'll need to raise at least \$1000 by August 20th. If you require more information, visit www.aidswalkforlifevancouver.com or call us at 604.915.WALK.