



2018 AIDS Walk Team Packet

SIGN UP TODAY  
AIDS WALK/5K OR 10K RUN  
STEP TOGETHER  
SEPTEMBER 23, 2018  
OKC FARMERS MARKET

Show your support. REGISTER TODAY  
[www.aidswalkokc.org](http://www.aidswalkokc.org) 405-673-3786

## ***Welcome Team Captains***

Dear Friends,

Thank you for our interest in organizing a Walk Team for this year's AIDS Walk on **Sunday, September 23, 2018** at the OKC Farmer's Market.

Participating in the AIDS Walk is a great way to publicly demonstrate your organization's support for the fight against HIV disease and it allows your business or organization an opportunity to educate its employees or members. Your organization will receive recognition at the Walk on September 23, 2018. You may use your organization's banner to increase your visibility.

Everything you need to coordinate a Walk Team is in this packet. Should you require additional information visit, our website at [www.aidswalkokc.org](http://www.aidswalkokc.org). Should you need to contact us directly we have included that information in this informational packet.

We have a variety of other ways for you to get involved. Event day volunteers for the 5K Run, 10K Run and the AIDS Walk are always in demand. Also, we host a variety of fundraising events throughout the year.

We look forward to seeing you and your team on September 23rd!  
Thank you for supporting the AIDS Walk,

AIDS Walk of Oklahoma City Walk Team Committee

# Event Details

## WHO

AIDS Walk of Oklahoma City, Inc. is a 501 (c)(3) nonprofit organization. Since 1998, AIDS Walk of Oklahoma City has distributed more than \$685,000 to HIV/AIDS non-profit organizations serving the greater Oklahoma City community through direct health services, HIV/AIDS education and prevention, and community awareness. Thousands of people living in our community have benefited from the funds raised through the AIDS Walk of Oklahoma City. Donations are tax deductible to the extent allowed by law.

## WHEN

Sunday, September 23, 2018

Walk Registration begins at  
12:30p.m.

Walk begins at 2:00 p.m.

## WHERE

OKC Farmers Market

## WHY

Over 5,610 Oklahomans are currently living with HIV or AIDS.

HIV Infection: An estimated 1.2 million persons in the United States are living with human immunodeficiency virus (HIV), including 13% (1 in 8) who do not know they are infected.

AIDS Cases: The cumulative estimated number of diagnoses of AIDS in the United States is 1,142,714. In the 50 states and the District of Columbia, 878,366 cumulative AIDS diagnoses were among adult and adolescent males, 220,795 were among adult and adolescent females, and 9,448 were among children under 13 years of age.

## 5K RUN DETAILS

The AIDS Walk Board of Directors present the 9th annual AIDS Walk 5k and Inaugural 10K Run benefiting AIDS Walk of Oklahoma City. The AIDS Walk 5k Run is the morning of the annual walk. Run registration begins at 8:30a.m. and the race start time is 10:00a.m. The AIDS Walk 5k and 10k run is sanctioned and certified by USA Track and Field. It will start and end at the intersection of 4<sup>th</sup> and Klein

For complete details about the AIDS Walk & 5k Run visit [www.aidswalkokc.org](http://www.aidswalkokc.org)

# Building Your Team

## TIPS ON RECRUITING TEAM MEMBERS

Start by gaining the support and commitment of the top executive or key officers in your group or company. Ask the top executive or key person write a memo to employees or members explaining the event and encouraging participation. Ask executives, managers or supervisors to support perks and incentives for Walkers.

Get your team together and set a goal. Recruit others from your group or company to help you. Create enthusiasm by challenging other organizations, departments or divisions to participate. Stay in touch with your team members; keep them excited by offering perks or incentives. Have a competition to design your own team T-shirt.

Promote the Walk with a lobby display, display posters in all public places and common areas (cafeterias, elevators, entrances and bulletin boards), hand out pledge sheets, brochures, write an article for your organization newsletters, use e-mail and web pages, use Walk information as payroll stuffers and on employee bulletin boards. Include the name, number and e-mail of the team captain so interested walkers can contact him or her.

Give each walker a pledge sheet and help them fill out the registration portion. Make sure they include your team name. If your organization offers a matching gift program, inform your team. Tell them how to raise pledges. Additional registration forms are available to download at [www.aidswalkokc.org](http://www.aidswalkokc.org). A registration form is included in this packet which you may make as many copies as needed.

Tell Team Members to walk on September 10th. Only Team Members who turn in their forms **AND** walk on September 10th will be recognized as part of the Walk Team.

Encourage those who can't participate to sponsor someone who is walking.

To register your team, gather the registration forms and money from team members and give the information at the Team Registration Table the day of the walk. Registration begins at 12:30 p.m.

If you have a question and can't find the answer on our website or this packet please e-mail us at:  
[info@aidswalkokc.org](mailto:info@aidswalkokc.org)

# Fundraising Tips

## TELL YOUR STORY

When you ask for contributions, share your personal reasons for getting involved with the fight against AIDS.

- You may know someone who is living with HIV or has died of AIDS.
- A personal hero of yours may have died of AIDS.
- You believe in the cause. Many of us want to preserve the future for our children. Many of us want to put an end to human suffering. Many of us are concerned by the impact the unchecked spread of AIDS could have on our world.

## KNOW THE BASICS. QUOTE THE FACTS

- The numbers say the fight against AIDS is far from over. Use the information in this packet to demonstrate the need to support HIV/AIDS programs in Oklahoma.

## SET A GOAL AND STAY FOCUSED

- Set a challenging but achievable goal and stick to it. You will be amazed at how great you feel when you reach it! Just \$125 (five \$25 contributions) can feed a family of five for a week.

## CARRY YOUR SPONSOR SHEET WITH YOU AT ALL TIMES

- Remember; it really doesn't hurt to ask ... you will find donations and generosity in some unexpected places
  - Your family - parents, grandparents, siblings, aunts, uncles and cousins
  - Your friends - old and new. Raising funds for AIDS Walk of Oklahoma City could be the excuse you were looking for to make that long overdue phone call
  - Your Boss, Your Co-Workers, Your Significant Others' Boss And Co-Workers
  - Your Neighbors, Your Doctor, Your Real Estate Agent, Your Accountant
  - People at your place of worship
  - People you take classes with, play sports with, share hobbies with or who are members of a club you belong to
  - That person you have been trying to introduce yourself to
  - Set a good example and sponsor yourself with a generous donation!

## ORGANIZE A FUND RAISING EVENT

- Get together with your team and host a silent auction
- Ask your church choir to host a benefit concert
- Have a car wash
- Set-up a piggybank at your company or the place where your organization meets and help everyone get rid of that annoying spare change!

# CONTACT US

## E-MAIL

[info@aidswalkokc.org](mailto:info@aidswalkokc.org)

## POSTAL MAIL

AIDS Walk of Oklahoma City, Inc  
PO Box 60778  
Oklahoma City, OK 73416

## PHONE

405-673-3786

## 2018 Board of Directors

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# Resources

## REGISTRATION FORM

Each member of your team must complete a registration form **AND** sign the waiver. The Walk Team name **MUST** be included on each of your team member's forms.

## PROMOTIONAL PRODUCTS

A Team Captain Poster is available to download and print from our website at [www.aidswalkokc.org](http://www.aidswalkokc.org). The poster size for Team Captains is a standard legal paper, 8.5 inches wide and 14 inches tall. There is both a color and a black and white version of the poster.

Feel free to use the provided materials or create your own ways to encourage people to join your team or to donate to one of your team members.

## REQUESTFORSPEAKERS

Would you like someone to come speak to your team or potential team members about AIDS Walk and/or the current state of HIV/AIDS in Oklahoma? Please e-mail us if you are interested and we will help you arrange someone to come and give a short presentation. This is an excellent addition to your fund- raising kick-off event.

## FUNDRAISING EVENT PROMOTION

If you are holding a car wash or a neighborhood garage sale or any other type of event to get donations, please let us know and we will gladly include your event