



Team Information Kit

Sunday, Sept. 23rd, 2012

Pioneer Courthouse Square

■ Register Online ■

aidswalkportland.org | 503.223.WALK

Cascade AIDS Project



Talk the Walk



General Information

Date: Sunday, September 23, 2012

Attendance and Results: Nearly 9,000 attended AIDS Walk Portland 2009, raising over \$470,000.

How it Works: Walkers register online, then solicit pledges and donations from friends, family and co-workers. Donations may be made online or in person. There is no registration fee and you can participate even if you can't make it to the Walk.

The 26th Annual AIDS Walk Portland raises critical funds and awareness for HIV/AIDS prevention, care and support services throughout Oregon and SW Washington. Over the past 25 years, the Walk has raised over \$4.9 million.

Your contribution makes CAP's work possible. By joining AIDS Walk Portland you will directly reduce the impact of HIV/AIDS on our community.

Highlights of Programs and Services Provided by CAP

Camp Starlight

In 2011, Camp Starlight gave 44 children and youth affected by HIV/AIDS a caring, safe, spiritual, and fun camping experience through the support of sixty volunteers. We plan reunions all year long for our camp families. Bowling nights, camp reunions, family picnics and zoo days foster ongoing community support for our families.

Pivot

Our community space Pivot (formerly the Men's Wellness Center) has served more than 2,000 gay, bisexual and transgender male communities. Our programming extends to HIV and STI testing, +alk (a program to reduce stress and stigma around HIV status), social events (such as movie and bingo nights), community and educational programming, and safer sex supplies.

Latinos United Confronting AIDS (LUES)

LUES provides culturally driven HIV prevention education in the Latino community. With the support and guidance of CAP staff, Latino youth produced six short radio novellas. They were broadcast on the radio in Spanish, reaching thousands of listeners with messages about HIV prevention.

Teen2Teen

Teen2Teen rallies passionate youth aged 15 to 19. Our volunteers are trained as peer educators on HIV/AIDS, sexuality, gender expression, healthy relationships and much more!

Housing Programs

CAP has 76 units of long-term affordable housing for people living with HIV/AIDS and their families. We help house over 500 people living with HIV each year.

Prevention Services

We have distributed over 350,000 condoms throughout our community to promote safer sex and screened over 1,000 individuals for HIV and STIs.

Some of this year's proceeds will also go to benefit community partners. Our partners are Our House of Portland, Partnership Project, The HIV Day Center, Quest Integrated Services and Martha's Pantry.

Talk the Walk

Registering for the Walk



Join 11,000 others in AIDS Walk Portland at 10:00am on Sun. Sept. 23, 2012.

You can register online at our website, www.aidswalkportland.org (click on **Register for the Walk** or **Login for Walkers**), or by calling **503.223.WALK**.

Thank you so much for choosing to walk with a team. Teams are the backbone of the Walk. In 2011, 353 teams raised over \$340,000 in pledges!

To start a team:

- Check **Start a Team** on the registration page.
- Enter in your personal information
- Enter your team name and your contribution and recruiting goals

To recruit family, friends, co-workers, and other loved ones, have them:

- Click **Join a Team**
- Enter in their personal information
- Choose your team from the dropdown menu, and enter their fundraising goal

Then you can start raising funds— it's as easy as that!

Frequently Asked Questions

Q: How long is the Walk? Is the route accessible?

A: The Walk is 2.5 miles. Our route is flat and accessible to strollers and wheelchairs.

Q: What does it mean to be a team captain?

A: First, rest assured that it does not take a lot of time. A team captain is the main point of contact for a team. You may want to share updates with your team, offer prizes to encourage them or check in with them to lend support. Make the Walk an opportunity to catch up with co-workers, friends, and loved ones. CAP staff is always available to support you any way we can.

Q: Who comes to AIDS Walk Portland?

A: This is a welcoming, inclusive event. We encourage everyone to attend, especially those representing diverse communities of race, color, gender, gender expression, sexual orientation, faith, age, national origin, citizenship status and physical or mental disability.

Q: What if I don't make my fundraising goal?

A: No sweat! Set an ambitious goal so your friends and family will be encouraged to support you. We can work with you to reach it, but there are no penalties if you do not.

Q: Can I bring my dog?

A: This is a dog-friendly event. All well-behaved, leashed dogs are welcome. Water is available along the route. Dogs must have all necessary shots.

Q: I'll be out of town on September 23. Can I still help?

A: If you cannot make the Walk, register online as a **Sleep Walker** and help us reach our goal of fundraising \$450,000.

Q: Is there a fee to register?

Nope!

Talk the Walk



Fundraising Tips

Fundraising may seem hard at first, but it can be really easy.

Here is a 7 day plan to help you reach- or even exceed- your goals:

- Day 1: Start by sponsoring yourself for \$25
- Day 2: Ask 5 family members to sponsor you for \$25
- Day 3: Ask 5 friends to contribute \$20
- Day 4: Ask 5 co-workers to contribute \$10
- Day 5: Ask 5 neighbors to contribute \$10
- Day 6: Ask your boss for a company contribution of \$50 - Or better yet, find out if your company will MATCH what you raise!
- Day 7: Ask 5 businesses you frequent to contribute \$20 - This is easier than you may think—ask your hairdresser, dentist, doctor, dry cleaner, etc.

That can add up to \$500– or more! If you ask a small amount from every single person you know, their contributions can really add up fast. Here are some other tips to really help you put the FUN in fundraising:

◆ Create a Facebook event page for your team and invite all of your friends



◆ On Twitter, tweet your AIDS Walk homepage URL



◆ Use an existing blog to discuss your participation in the walk. Talk about your fundraising goals and thank those that support you. Include a fundraising thermometer in your sidebar so readers can see your progress

◆ Establish a spare change jar in your office—encourage people to donate spare change or contributions from their home money jar

◆ Ask your company/ organization president, department head or HR department to sign a memo or send an email to all of your employees/members asking them to register and raise funds

◆ On Facebook, use the Attach A Link feature of the status bar to post a link to your personal webpage

◆ Hang a donation sheet and AIDS Walk Portland poster by a copier or water cooler at your job



◆ Remind potential sponsors that their company may offer gift-matching for donations



◆ Give up coffee, smoking, or chocolate and instead donate the money you would have spent to AIDS Walk. Your small sacrifice could help make a huge difference to people living with HIV/AIDS

◆ Share your reason for Walking, such as details of a loved one affected by HIV or someone you know who is living positively

◆ Get a great prize donated for the top fundraiser on your team. Many businesses find it easier to contribute products or gift certificates versus cash

◆ Create a YouTube Account and then make videos talking about your involvement with AIDS Walk. Share your favorite fundraising idea or some clips of your group at a team fundraising event.

◆ Build and maintain momentum with your team- if someone on your team quickly meets or exceeds their fundraising goal- share it with the group in an e-mail or on Facebook

◆ Share occasional email updates with team members with news about dollars raised, new prizes, team recruitment, etc. Make your enthusiasm contagious



◆ Go door-to-door with your team or compete with each other to raise the most money



◆ Place one jar per team in a high-traffic area. Participants drop extra change into any jar. Pennies = 1 point in favor of the team
Silver coins = negative points for that team

Talk the Walk



Building a Team

The larger your team is, the more money you can raise to help support CAP and its Wonderful programs. Here are some ideas for recruiting:

If it's your first time forming a team for AIDS Walk, consider asking your co-workers, friends or family to join you. Teams can be any combination of people- some family, some from book club, church, the gym, etc.

If you are a returning team captain with an established team, consider asking each team member to return and bring with them one or two new people to join the team.

Use your blog or Twitter to talk about your team, invite folks to join, mention team members and their efforts to raise money, and your progress towards your recruitment goals.

Add a tag line onto your voicemail and e-mail signature, identifying yourself as a Walk Team captain.

If you have a corporate team, ask senior members of your staff at work to endorse- or even join- your team.

Write and print an article about your walk team in your business or organization's newsletter.

Hold a team kickoff party and invite everyone!

Hang posters and fliers encouraging people to sign-up – be sure to include your phone number. Make table tents for use in break rooms or on table tops! Leave personalized invites on the desks of co-workers.

Set a goal of meeting five new people in your company/organization and recruiting them for your team.

Give each person that registers a piece of company memorabilia, last year's Team t-shirt, company hat, etc.

Contact Us

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Matching Gift Companies

Many companies will match donations or pay for volunteer hours that their employees donate to qualifying non-profit organizations. Below is a partial list of companies with Matching Gift Programs. If you do not see your company listed, check in with your Community Relations or Human Resources Department to find out if your company matches gifts. A matching gift company will have its own form to hand to your team captain or AIDS Walk Portland. Don't forget to ask donors to see if their companies will match their donations too!

Albertson's, Inc.	Oregon Portland Cement Company
American Express	PacificSource Health Plans
Aon Corporation	PepsiCo Foundation
Bank of America	Pfizer Foundation
Black & Decker Corp.	Portland General Electric
Blount	Reebok
Boeing Company	Rejuvenation
Cadence Design	Safeco Corporation
Charles Schwab and Company, Inc.	Starbucks
Cisco Systems, Inc.	State Farm Insurance Company
Deloitte & Touche LLP	Stockamp & Associates
Ernst & Young LLPGap	Sun Microsystems
Gartner	Symantec Corporation
GEICO	Tektronix, Inc.
Hewlett-Packard Company	Tyco Corporation
H & R Block, Inc.	UPS
IBM	US Bank
Intel	US Trust Corporation and Affiliates
J. C. Penney Company	Washington Mutual
John Hancock	Verizon Foundation
Mutual Life	Vernier Software & Technology
Kmart Corporation	VTech Communications
Levi Strauss	Washington Mutual
M Financial Group	Wells Fargo Bank
Microsoft	Weyerhaeuser Company
Nike	

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What to do with donations

Once you have a sponsor, the next step is to collect and hand in your donations. Here is how:

- Credit card information may be entered on your AIDSWalkPortland.org profile, called in or mailed to CAP. All online donations should be received by **5:00 pm on Friday, September 21**.
- Checks and cash can either be mailed to CAP or handed in on the day of The Walk with your donation form.

Prizes

Top fundraiser-at-large, top youth fundraiser and top team fundraisers go home not only with the deep satisfaction of their contribution but also with recognition and prizes. Our prizes will be listed on AIDSWalkPortland.org. Check back regularly for updates.

Route

The route this year is 2.5 miles. The map will be posted on the website.