



# STEPS TO SUCCESS

## WEEK 1: JULY 27 - AUGUST 2

- ❑ **Register online** - create your own personal fundraising page at [aidswalkatlanta.com](http://aidswalkatlanta.com).
- ❑ **Set a goal:** How much money do you want to raise? How many people will it take?
- ❑ **Get people to help:** Find a few family members, friends or colleagues interested in participating who can help recruit team members and help organize your team.
- ❑ **See if your company offers matching gifts:** Many companies have matching gift programs that will match donations raised by you and your team. Your human resource department can let you know if your company provides this benefit.

## WEEK 2: AUGUST 3-9

- ❑ **Distribute brochures:** Place AWA5K brochures in high-traffic areas and let co-workers know where they are located. Have interested walkers contact you directly so you can keep track of your team members.
- ❑ **Hang posters:** There are AWA5K posters included in your kit. Hang these in highly visible locations. If you need more posters, please email [walkinfo@aidatlanta.org](mailto:walkinfo@aidatlanta.org).
- ❑ **Email your team webpage:** Send an email with a link to your personal fundraising page to family, friends and colleagues to recruit team members and get donations. Emphasize the steps in the "How to Raise \$250 in One Week" sheet that's in your Team Captain kit in your email.
- ❑ **Use social media:** Communicate to all of your contacts via the social media platforms you use. Be sure to use #AWA5K and tag us in your posts!

## WEEK 3: AUGUST 10-16

- ❑ **Continue to reach out:** Continue to reach out to everyone you know who might be interested in supporting AWA5K. On average it takes three emails to get most people to go online and donate, so don't be shy about asking!
- ❑ **Get creative with recruitment:** Add a team webpage link to your email signature, hang posters, and distribute brochures to colleagues in your office! Reach out through social media by posting often. Encourage your supporters to bring friends and family members.



# STEPS TO SUCCESS

## WEEK 4: AUGUST 17-23

- **Encourage your network:** Encourage everyone you know to create their own AWA5K team and foster competition for the most money raised or most walkers participating.
- **Start a team challenge** Start a team challenge in your workplace or social group and have people hold a friendly competition against one another.

## WEEK 5: AUGUST 24-30

- **Review your goals:** See how you measure up to your original goal for team members. Have you recruited enough team mates? If not, brainstorm with your team about getting more people to join.
- **Identify your team:** Get your team noticed at the Walk! Find a creative way to “stand out” at the Walk by dressing in the same color, wearing the same hats or ordering your own custom T-shirts.
- **Review this checklist:** Review to make sure you haven’t missed any important tasks.

## WEEK 6: AUGUST 31-SEPTEMBER 6

- **Stay in touch:** Keep communicating with your team members. Set aside a few minutes each day to email or call your team members and see how they are doing with fundraising and recruitment.
- **Hold a team meeting:** Get your team inspired with a meeting to coordinate last minute details like where you will meet onsite.

## WEEK 7: SEPTEMBER 7-13

- **Rally your team:** Maintain your team’s inspiration with a motivational message.
- **Maintain motivation:** Re-read “How to Raise \$250 in One Week” and remind your team members of these simple steps for a final push before the Walk.
- **Double check:** Remind everyone to ask if their employer has a matching gift program.



# STEPS TO SUCCESS

## WEEK 8: September 14-20

**Donor check-in:** Do a final check in with family, friends and colleagues who haven't yet donated to you. Everyone likes a friendly reminder!

## WEEK 9: September 21-26

- Final team push:** Inspire your team with a final 'One Week to Go!' message.
- Double check:** Establish a place at the Walk site where your team will meet that day.

## DAY OF EVENT: September 26

- Remind your teammates:** Remind your team where you will meet and that they should bring any donations they have not processed online.
- Have fun!** Enjoy the day, remember why we are doing this and celebrate the people. Be proud of what you've done to help end HIV/AIDS in Georgia!

## POST EVENT: September 27 - November 30

**Thank your teammates:** Collect any donations that were not submitted at the Walk and mail them to: AIDS Walk Atlanta, Attn: Development Department, 1605 Peachtree Street NE, Atlanta, Georgia 30309. Please note the participant's name on the checks or add a note to the envelope.