

STEPS TO SUCCESS

9 WEEKS TO AWAMF:

Register online - create your own personal fundraising page at 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.

8 WEEKS TO AWAMF:

- Distribute brochures: Place AWAMF 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 AWAMF posters included in your kit. Hang these in highly visible locations. If you need more posters, please email 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."
- Use social media: Communicate to all of your contacts via the social media platforms you use. Be sure to use #AWAMF and tag us in your posts!

7 WEEKS TO AWAMF:

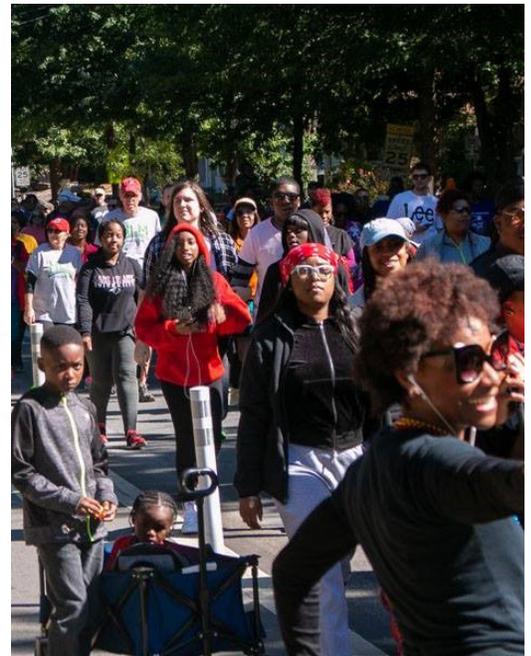
- Continue to reach out: Continue to reach out to everyone you know who might be interested in supporting AWAMF. On average it takes three emails to get most people to go online and donate, so don't be shy about asking!
- Get creative with recruitment: Add a team webpage link to your email signature,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

6 WEEKS TO AWAMF:

- Encourage your network: Encourage everyone you know to create their own AWAMF 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.

5 WEEKS TO AWAMF:

- 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.



TEAM AID ATLANTA'S
STEPS TO SUCCESS



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4 WEEKS TO AWAMF:

- 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.
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3 WEEKS TO AWAMF:

- 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.

2 WEEKS TO AWAMF:

- 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!

1 WEEK TO AWAMF:

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- 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:

- 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!
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