



**Official
Team Captain Kit**



What is AIDS Walk Long Beach?

AIDS Walk Long Beach is a 5-kilometer pledge walk to raise awareness and funds for the fight against HIV and AIDS. AIDS Walk Long Beach was founded in 1988 to help combat the spread of HIV and preserve the health and dignity of people living with the disease.

AIDS Walk has raised more than \$2.3 million dollars for AIDS service and education organizations. AIDS Walk Long Beach is the major fund-raiser for people living with HIV/AIDS in the Long Beach area. Since 1988, AIDS Walk has helped support agencies which provide food, housing, medical services, counseling, HIV testing, case management, and many other vital services.

Be a part in the fight against AIDS by forming your own Walk Team. Your support helps local service organizations to continue to provide these much needed services. You can make the difference.

When you organize an AIDS Walk Team:

- You make sure that people with HIV get services that can improve the length and quality of life.
- You fight the spread of HIV through education and prevention.
- You help people with AIDS have enough to eat and a safe place to live.

What we'll do:

- We can send someone to speak at your company, organization or team about AIDS Walk, or other HIV/AIDS issues.
- We'll give awards and prizes for top fundraising teams.
- We can even get AIDS Walk T-shirts printed for you with your team name and logo (minimum charge applies).

Starting a Walk Team is easy.

- Get a group of people to walk together on Saturday, June 20, 2009.
- Register your team on-line at www.aidswalklb.org or by filling out the enclosed form.
- Keep recruiting walkers and pledges.
- On Saturday, June 20, 2009, bring your team to The Pike at Rainbow Harbor, turn in your funds and walk. (You can even bring your favorite pets and their sponsorships too and participate in Pet Walk!)
- **Registration begins at 7:00 AM**
- **Opening Ceremonies begin at 8:30 AM**
- **10K Run Starts at 7:45**
- **5K Run Starts at 8:15**
- **5K Walk & Pet Walk Starts at 9:30 AM**

AIDS Walk Long Beach

A program of Long Beach AIDS Foundation, Inc.

Federal Tax I.D. 73-1725472

2630 E Fourth Street, Long Beach, CA 90814-1225

Phone: 562-987-5200 Fax: 562-987-5201

Email: teams@aidswalklb.org

Web Site: <http://www.aidswalklb.org>



Thank you for taking this first step!

Please make sure that each team member who is interested in walking or volunteering at AIDS Walk Long Beach registers online, fills out a sponsorship form and includes your designated team number.

YOUR TEAM NAME IS:

Register On-line Your Team So We Can Assign a Team Number



YOUR TEAM NUMBER IS:

Call for your team number after registering

Please use this number on:

1. Any correspondence to the AIDS Walk office
2. All distributed pledge walker forms/paperwork
3. Team member sign-up forms

Don't Forget to Order Your Team Signs!

Dear Team Leader,

Thank you for joining the fight against HIV/AIDS in Long Beach! Your role as a team leader will assist those living with the virus in Long Beach gain access to housing, food, transportation, counseling, case management, legal assistance and other services, as well as educate our community about the disease and how to prevent the spread of the pandemic. Your dedication and enthusiasm are the keys to making AIDS Walk Long Beach a success!

So what exactly does a team leader do? This packet will help you to maximize your team's recruitment and fundraising efforts, as well as make your job a snap! The roles of a team leader are to:

- **Register your Team with AIDS Walk Long Beach.** You can do this by going to www.aidswalklb.org selecting "register" then "start a team," email us at teams@aidswalklb.org or via phone at **562) 987-5200**. (Good news! If you've received this kit, you and your team are already registered!)
- **Register Individual Walkers and Runners.** Team members must be registered **individually**. Register walkers online at www.aidswalklb.org. Be sure to include the team name, walker's name, address, phone, and email address.
- **Get to Know our Online Fundraising Tools.** Go online to www.aidswalklb.org and click "Main Login." Sign in using the username and password you set up when you registered your team for the Walk (call the AIDS Walk office if you have not received it) and go to town! You can set recruitment and fundraising goals, upload photos of your team or those you are walking in memory of, and write your own text about why you are participating in AIDS Walk Long Beach. Make it your own! **Send emails** to family and friends asking them to join your team or to donate by uploading your personal address book and using the templates provided for you.
- **Distribute Materials.** AIDS Walk Long Beach posters are available free of charge. Advertise your team's involvement at your gym, church, or in your office break room.
- **Motivate.** As the team leader, it is your job to encourage and assist your team members in maximizing their fundraising potential. Throw parties, send emails through your online team headquarters, personally phone your walkers, or hold team meetings—whatever it takes to make the most of your and their team experience!
- **Stay Connected**—not only with your team (see above), but with the AIDS Walk staff! You are the point of contact for your team, so don't be shy about sharing information with them and us. We love to hear about the progress of our teams! Share your successes! If you've got a story for us, visit AIDSWALKLB.org.
- **Walk on Saturday, June 20th.** Today's the culmination of all your hard work! AIDS Walk Saturday is a time for fellowship outside the work or school environment, and it's a great reason for family and friends to get together! It's also a special way to show support for loved ones who are fighting the disease, or walk in memory of those who have been lost.
- **Attribution Deadline**-- Remind your teammates to collect any pledges that were not pre-paid and turn them into AIDS Walk Long Beach on the day of the Walk. Now's the time to collect those last-minute pledges and to boost those fundraising bucks!

We hope this packet will prove useful to you in your recruiting and fundraising efforts! If you have questions, please don't hesitate to call the AIDS Walk office at **562) 987-5200**. Thanks again for supporting the largest AIDS fundraiser in Long Beach!

--AIDS Walk Long Beach

The Team Captain Timeline

Use this timeline to help chart a path to success!

Two Months before the Walk

- Create your AIDS Walk steering team, recruit individuals to spread the word.
- Ask your organization's leader to support your team.
- Establish recruitment and fundraising goals for your team.
- Design a marketing and recruitment plan – what's the best way to get the word out?
- Plan your team's kickoff event & think up fun ways to start your recruitment efforts.

One Month before the Walk

- Write and print an article about your walk team in your organizations newsletter.
- Distribute a memo or e-mail about your walk team to your colleagues.
- Post AIDS Walk signs and banners – distribute recruitment pamphlets.
- Develop team incentives and prizes – continually recognize strong performance
- Hold your kickoff event and begin walker sign up.
- Order team t-shirts.
- Keep recruiting walkers for your team and encourage everyone to invite others.
- Distribute regular walk team progress reports.
- Hold a special event to raise additional funds – car washes, yard sales – they work!

One Week before the Walk

- Pick up and distribute your team t-shirts.
- Remind all team members about Walk Day details – meeting spots, carpooling, etc.
- Remind your team members to collect their contributions and turn them in to you.

The Day of AIDS Walk

- Check-in at the team registration table.
- Make sure each walker has turned in his/her money and pledge forms to you.
- Meet your team members in the walk team area and get your team sign.
- Get your team photo taken at the designated walk team photo area.
- Have a great time on the walk – and celebrate your success!

The Month Following the Walk

- Distribute a walk team update congratulating and thanking your team members. Be sure to announce the team's contribution total.
- Ask team members who were unable to attend walk to send in any contributions they have collected.



Important Dates to Remember

Team Captain's Breakfast Saturday

May 30, 2009 – 9:00AM

At

Paradise Bar & Grill

1800 E Broadway, Long Beach, CA 90802

*Team Captain Meetings provide an opportunity to meet other Team Captains and to get and share ideas on recruiting and motivating team members.

Team Captain's meetings are held in different locations and the agenda changes with each meeting covering other topics relating to the Walk.

RSVP for Team Captain Meetings and Breakfasts/Lunch to Andrew Duncan at teams@aidswalklb.org or by calling the AIDS Walk office at 562-987-5200.

Early Pre-Registration

Due to the modification and improvements of our registration system we will no longer have Pre-Registration.

AIDS Walk Long Beach

Saturday

June 20 2009

Registration Team Check-In

Closes at 9:00AM

(Southeast Corner of S Pine Av. & Shoreline Dr.)



WALK DAY INFORMATION

Turning in sponsor sheets and donations

All donations and sponsor sheets should be turned in on Walk day at the Registration area. Each sponsor sheet should be completely filled out and include The Walker's Name and your Walk Team Name and Number.

The AIDS Walk Team Captain Coordinator will ensure that you receive your Walk Team sign with your Team Name.

WHERE'S MY WALK TEAM?

Tips to help gather your team members

Begin by making sure your team members know the exact name and number of your Walk Team. This will help you find your team members at the Walk and if they include your Team Name and Number on their sponsor sheets, it will help ensure that we credit your team with the funds your team members raise.

Prior to the Walk, tell your team members to gather at
The Team Meeting Center no later than **8:00 AM**.

Be sure your Team members know you will be holding a sign with your team name.

Arrive early! Walk team members will look for you and your walk team sign!

Hold up your walk team sign! Team signs are provided to identify your team, let the community know your group is present,
and help your team members find each other.

Remember:

Pick Up Your Team Signs

at the Team Meeting Center no later than 8:00 AM

Day of AIDS Walk Long Beach

Parking

Parking at The Pike at Rainbow Harbor is in the parking structure located at The Pike shopping center. There is a nominal parking fee but part of the cost can be offset with validation from any of the businesses located at the center. Enter the parking structure off Shoreline Drive just west of Pine. There are also Diamond Parking lots close by at reduced rates.

Turn In Pledges

The Registration Tent opens at 7:00AM on the day of the Walk. It is best to get there as early as possible to avoid the crowds. Each Team Captain must turn in his/her entire Team member's paperwork and money. Those walkers without pledges to declare or funds to turn in do not need to go to the Registration Tent. *If you turned in your pledges during the Early Sign-In Days, you do not need to go to the Registration Tent.*

After promptly checking in, secure your team sign provided by AIDS Walk Long Beach. Then, report to Walk Team Area with your sign – this will make it easier for your team members to find you and gather together.

Meet Your Team at the Team Center

The Team Center is arranged in the order based on your team number. We recommend your team meet by 8:00 AM so that in case anyone is lost, they will not miss the opportunity to be included in the team picture. When your team members have all arrived, go to the designated area for the photographer to take your complimentary picture.

In Case of Rain – We walk anyway! We have been very lucky with great weather. If there is a slight possibility of rain, bring a raincoat, umbrella or rain hat. AIDS Walk Long Beach is on – RAIN or SHINE!

AIDS WALK LONG BEACH

FREQUENTLY ASKED QUESTIONS (FAQs)

Q: WHERE DOES THE AIDS WALK TAKE PLACE?

A: The 21st Annual AIDS Walk Long Beach will take place on Saturday, June 20th at The Pike at Rainbow Harbor. The Walk/Run/Pet Walk begins and ends at The Pike of Rainbow Harbor in Downtown Long Beach.

Q: WHAT IS THE SCHEDULE FOR THE AIDS WALK?

A: Runner and Walker Registration will open at 7:00 a.m. The 10K AIDS Run starts at 7:45 a.m., the 5K Run at 8:15 followed by the Walk at 9:00 a.m. Refreshments and restroom facilities will be provided. Even in the unlikely event of rain, please come to the AIDS Walk and sign-in at 7:00 a.m. to turn in your contributions and pledge sheet.

Q: WHERE DOES THE MONEY GO?

A: The money raised by AIDS Walk Long Beach supports the beneficiary agencies that provide education, food, housing, case management, legal assistance and many other support services to thousands of people living with HIV/AIDS in the Greater Long Beach and South Bay area.

Q: WHAT IS A TEAM?

A: Teams are comprised of walkers representing a variety of companies, schools, churches, or organizations in Long Beach. There are also many family and friends teams that participate, some of whom walk in memory of those they have lost. Teams can range in size from five to hundreds of walkers and runners.

Q: WHAT ARE MY RESPONSIBILITIES AS A TEAM LEADER?

A: A team leader's role is to recruit, inspire, and motivate people to register as well as raise funds. To promote team participation, a team leader's first task is to distribute materials to all potential walkers as quickly as possible. After walkers begin to register, following up is the key to fundraising success.

Q: HOW CAN I PROMOTE THE AIDS WALK AT MY COMPANY/ORGANIZATION?

A: We suggest doing one or all of the following:

- Form an AIDS Walk team committee and enlist co-leaders to help get the word out to more people.
- Send out an e-mail with a link to our website www.aidswalklb.org where walkers can register, create personal Web pages, and send out fundraising e-mails.
- Put up posters in cafeterias, near elevators, on community bulletin boards, etc.
- Schedule an HIV/AIDS Awareness Day at the workplace with an AIDS Walk Long Beach registration table.
- Host an AIDS Walk Team kick-off brunch, luncheon or evening party.
- Find someone in senior management that supports the team and have that person write a personal appeal to all employees urging them to register.
- Send out registration reminders and encouragement in the form of follow-up e-mails, memos, voice-mails, or newsletters.
- Post your current team roster (available online at www.aidswalklb.org), along with a sign asking people to join the team or sponsor a participant from the list.

Q: HOW CAN MY TEAM RAISE MORE MONEY?

A: We suggest doing one or all of the following:

- Setup your team web page at www.aidswalklb.org and encourage your team walkers to create their own. From these pages you may send out emails encouraging friends, family members and co-workers to support your fundraising efforts. Each email contains a link to your web page where people may sponsor you online with a credit card.
- Many employers may support the team by making a team donation or by sponsoring each eligible walker with a matching gift of set amount. Please see the section below for more about organization matching gifts. Some programs match their employees pledge sheet dollar for dollar. Other companies offer a dollar for dollar match on donations of \$25 or more. Investigate your company's Matching Gift Program. And remember to ask everyone who sponsors you if their company has a matching gift program too.
- Offer prizes or incentives for top walkers, such as theatre or baseball tickets, a day of paid time off (PTO), a free lunch or dress-down privileges.
- If you have offices in other cities, ask those locations to sponsor your participants.
- Encourage team members to register family and friends as part of your team. Invite vendors, clients and customers to raise money and walk with your team.

Q: IF SOMEONE REGISTERED FOR THE AIDS WALK AS AN INDIVIDUAL, CAN THEY STILL JOIN OUR TEAM?

A: Yes! Pre-registered walkers can still be part of your team. Call AIDS Walk Long Beach at 562.987.5200 with the participant's name, address, phone number and email address, if available. Ask to have them transferred to your team. It's that easy!

Q: HOW DO I GET AN UPDATED TEAM ROSTER?

A: Team Rosters are always available on your team homepage at our website www.aidswalklb.org. Visit your Team's webpage frequently to view the participants on your team. Rosters are also available by phoning the Walk office at 562.987.5200.

Q: WHAT IS THE DEADLINE FOR MONEY TO BE CREDITED TO THE TEAM TOTAL?

A: Contributions (including corporate matching gifts) should be brought to the AIDS Walk registration tent. We will gladly accept contributions after that date, but they cannot be credited to specific teams.

Q: WHERE DO I SEND IN OUTSTANDING PLEDGES AFTER THE AIDS WALK?

A: Please collect any pledges that were not pre-paid or turned in on the day of the Walk and send to:

AIDS Walk Long Beach
2630 E. Fourth Street
Long Beach, CA 90814-1225

Please be sure your name and address and team affiliation are on the envelope

Q: WHAT IF MY QUESTION IS NOT ANSWERED HERE?

A: Call the AIDS Walk Long Beach office at **562.987.5200** or visit us at AIDSWALKLB.org.

A Team Coordinator is always available to assist you!

Reasons to Walk As a Team

It's For a Good Cause!

The money raised through AIDS Walk Long Beach goes towards HIV education, public awareness and HIV care services for people living with HIV and AIDS here in Long Beach. Every year our beneficiary agencies participate in a grant allocation process. AIDS Walk Long Beach is supporting many organizations in the Long Beach & South Bay area that provide direct care services for people with HIV and AIDS, along with education and prevention to stop the AIDS epidemic.

It's Fun!

Walking with a team is fun and makes the short 5 kilometers (3.1 miles) pass quickly. In less than two hours, your walking for AIDS Walk can make a lifetime of difference. The Walk starts and ends at Long Beach's newest shoreline development, The Pike at Rainbow Harbor, and continues along the beautiful and picturesque shores of downtown Long Beach.

Educate Others About HIV & AIDS!

Participating in AIDS Walk is a unique chance to educate others about HIV and AIDS. Show our AIDS Walk Long Beach promotional video and make copies of the Fact Sheet for your team members and sponsors. Both are excellent tools for raising awareness and pledges. We can provide your organization with speakers to talk about the Walk and the effect of AIDS. Speakers can address your organization's team kickoff, monthly meetings, school assembly or gathering.

Demonstrate Your Commitment!

It is a powerful show of solidarity the day of AIDS Walk to see banners representing businesses, congregations, schools, organizations, neighborhoods and families all committed to raising funds for AIDS prevention, education and direct care services. No one should feel alone in this fight against AIDS.

Better Results!

People who walk as part of a team raise more money. Team members help to recruit additional walkers, which mean more money for the fight against AIDS. When you recruit someone to walk with your team, that person has a lifetime of friends that may donate money or join your team to make it stronger.

Team Captains Can Win Prizes!

All Captains of fundraising teams will receive a Captain's Tool Kit filled with information when they attend a Team Captain's Meeting (one per Team Captain). Each Team will have its photo taken on the morning of the AIDS Walk which will be posted on the website and used during the awards ceremonies (date to be determined). The Team Captain whose team has the largest percentage of fundraising walkers and the Team Captain whose team has the highest number of recruited sponsored walkers will win prizes.

Hero Teams!

Returning fundraising teams from 2008 who turn in 10% more money than last year (minimum \$3000) will be featured in the post-walk edition of the AIDS Walk Newsletter and receive Team Heroes Award. New teams for 2009 that raise \$4,000 or more are also eligible.

Prior to AIDS WALK Long Beach

Attend a Team Captain Meeting

Team Captain Meetings provide an opportunity to meet other Team Captains and share ideas on recruiting and motivating team members. Team Captain Meetings are held at different locations and dates.

Order Materials

Fill out the attached material order form to get posters, display stands, and team t-shirts.

Hold a Kickoff Event

Draft a letter for your boss, principal or CEO to sign to invite everyone to join your team.

Set a Fundraising Goal

Give your team something to strive for. Don't make it too easy but be realistic. If you are a returning team, set a Team Heroes goal of 30% more than last year (min. \$3000) New teams can use this formula: \$175 (average walker sponsorships) multiplied by the number of walkers on team = Goal!

Publicize

Use the enclosed sample article to place in your business or community newsletter, leave an outgoing message on your answering machine, and send an e-mail, letter or invitation to your list. Let them know that you are walking. You will be surprised how many will ask what they can do to help raise money to fight HIV and AIDS.

Call – Fax – E-Mail – Surf

Whatever way is the easiest. Ask your friends, family, co-workers or classmates to join your team. To save postage, your team's walkers may register online (Note: they will need to know your team name and number). Have your team members go to our website www.aidswalklb.org to register for your team. Use the tools available online to develop an e-mail campaign with personalized greetings. Create an address book, your own webpage with pictures; even add offline pledges to your team's website.

You can also put your team name and number on a blank sponsor form, make copies and hand them to anyone interested in joining the fight against AIDS. Additional sponsor forms can be downloaded from our website at www.aidswalklb.org , contact our Teams Chairperson at teams@aidswalklb.org or call our office at (562) 987-5200.

Collect Pledges

Have each walker collect pledges with his/her own sponsorship form. Encourage sponsors to pre-pay. Checks should be made payable to **AIDS Walk Long Beach** or have them complete the credit card information on the pledge form or our online website.

Make Your Team Visible

Make a banner. Create a custom team logo to be printed on the official AIDS Walk T-shirt and design your own with both logos (call us for the AIDS WALK LB artwork). Make a giant sign that tallies how much your team has raised to date or how many walkers have joined your team.

Brag on the Bulletin Board

Use the Brag/Bulletin Board online to boast your team's tally or number of walkers that have joined.

Building the Team

How to Effectively Recruit Walkers

Employing effective recruitment tactics will be key in building a strong Walk Team. We highly recommend the following steps:

- Recruit a motivated “steering team” to help with developing your team recruitment strategies and goals.
- Hold a team kickoff party and invite everyone! Talk about AIDS Walk, the mission of AIDS Walk Long Beach and how funds from AIDS Walk Long Beach will be used.
- Schedule a guest speaker to talk to your group about AIDS Walk Long Beach, AIDS education or what it’s like to be a person living with HIV. AWLB can assist in providing a speaker for your meeting.
- 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.
- Display a “Look Who’s Walking” poster in a prominent place, featuring the names of those who have signed up – it will encourage others to join! Ask team members to also recruit friends and family members to join you on the walk.
- Have your organization’s leader issue a letter endorsing the walk team’s effort and encouraging everyone to participate.
- Add a “tag line” onto your voicemail and e-mail signature, identifying yourself as a Walk Team captain.
- Use the AIDS Walk Long Beach/ActiveGiving Website to send letters to your friends and family encouraging them to contribute to your team’s efforts.

Tips for Effective Fundraising

Here are some great suggestions to help effectively raise funds for your team!

Secure a large contribution for the first pledge on your pledge sheet or set the pace yourself with an exemplary gift. People are influenced by what others give.

Secure and award team prizes as incentives for your team members to collect pledges. Set a dollar goal and a time deadline and award your own prizes for the team member who secures the single highest pledge, the highest average in pledges or collects the most pledges.

Ask some of your favorite local merchants that you do business with. Many merchants are willing to give you gift certificates, gift baskets, services or products to help you with your fundraising. Their contribution is also tax-deductible. Be sure to give them the AIDS Walk Long Beach Tax I.D. number for their tax records (#73-1725472).

What's Cooking? Hold a Bake Sale or Cook-offs at your office, within your civic group or for the public – donate funds from the sale to AIDS Walk.

Got a Spare? Establish a spare change jar in your office – encourage people to donate spare change or contributions from their home money jar.

Make that a Double! When out to dinner with friends, double the tip on the bill. Leave half for your server and apply the other half as a donation to AIDS Walk Long Beach.

Contests! Hold a contest – have people pay \$1.00 to guess how many jellybeans are in a jar. The person with the closest guess wins the jar! The funds go to AIDS Walk!

Rub a Dub Dub! Get your friends together and hold a car wash! Scrub your way towards your fundraising goal...and get a tan along the way!

Host a Fundraising Party! What a great time to have a Garden Party or Wine Tasting Party! By putting a cozy get-together with your friends it's a great time to ask them to help out in your cause.

Achieve Your Goal! Use the Walk website – ask your friends to donate!
www.aidswalklb.org

And the Winner Is... Get a prize donated – dinner at a local restaurant, a television/radio or a fun getaway. Then, sell raffle tickets for a set fee – the winner gets a great gift and you've expanded your fundraising chest.

Winning Ideas for a Successful Team

Ideas for School Teams

- Set up a Mini AIDS Walk for younger students; 4 times around the football field, 5 times around the building, 10 times around the lunchroom...We can supply certificates of appreciation thanking them for their accomplishment.
- Have a bake sale, car wash or garage sale to raise money. Not all the money you raise needs to be in the form of a pledge.
- Ask your principal or dean to write a letter encouraging parents, faculty and students to support your team by pledging a team member or joining the team themselves.
- Get gift certificates, movie passes or merchandise donated and have a contest for the person raising the most money.
- Volunteer at the AIDS Walk office and learn more about the beneficiary organizations you are supporting with your valuable time and energy.

Ideas for Retail Teams

- Have posters and registration cards in key areas of the store.
- Set up donation boxes at the register for loose change and/or pledges
- Design a window display promoting AIDS Walk Long Beach and your business' involvement.
- Create an incentive for the person(s) raising the most money; an extra discount, gift certificate or bonus time off.
- Design a t-shirt or baseball cap highlighting your business for your team to wear at AIDS Walk. You can even print your logo right on the back of our official AIDS Walk T-shirts.

Ideas for Corporate Teams

- Ask the President or CEO to draft a memo asking people to get involved as a walker or sponsor.
- Keep everyone apprised of how the team is doing. Write updates in your company newsletter, bulletin board or e-mails.
- Organize a dress down Friday when everyone on your team can wear his or her AIDS Walk T-shirts.
- Set up a table in the lunchroom to accept pledges, recruit walkers, hand out fact sheets and show the video. You can take turns staffing it so no one person is too taxed.
- As an incentive, see if you can offer an extra personal day or half day to the person who raises the most money.
- See if your corporation would be interested in taking advantage of any of the Corporate Sponsorship opportunities we have available.

Double Your Money

Find out if your employer will match gifts. Fill out your company's matching gift form and bring it with you when you turn in your money. We will also be able to accept matching gift forms after the Walk.

For additional Information check out, **Does My Company Match Funds** link on the AIDS WALK Long Beach web site home page.

Here Is A Partial List Of Companies That Have Matching Funds:

3Com Corporation	Cooper Tire & Rubber Company	Joseph E. Seagram & Sons, Inc.	Provident Companies, Inc.
3M Foundation	Corning Inc. Foundation	K/P Corporation	Prudential Foundation
Abbott Laboratories Fund	Cowell Foundation	The Henry J. Kaiser Family	Quaker Oats Foundation
Adaptec, Inc.	Cray Research Foundation	Kaplan, Inc.	Quantum Corporation
Adobe Systems, Inc.	Crump Insurance Services, Inc.	W.K. Kellogg Foundation	Raychen
Advanced Fibre Communications	Cultural Homestay International	Kemper Group Corporation	Royal & SunAlliance DPIC
AES Corporation	Danforth Foundation	John S. & James L. Knight	SAFECO Insurance Companies
Aetna Foundation	David & Lucille Packard Foundation	Foundation	Sallie Mae
Air Products & Chemicals Inc.	Del Monte Foods	Kochis Fitz	San Francisco Foundation
Alex Brown & Sons, Inc.	Deluxe Corporation Foundation	Komag, Inc.	SBC Foundation
Alexander & Baldwin Foundation	Deutsche Bank Americas Foundation	Lam Research Corporation	Schwab Corporate Foundation
Allendale Mutual Insurance	Dow AgroSciences LLC	Legacy Marketing Group	Scudder Kemper Investments, Inc.
ALZA Corporation	Dow Corning Corporation	Lend Lease Real Estate Investments	Sentry Insurance Foundation
American Express Foundation	DST Systems, Inc.	Levi Strauss Foundation	Shaklee Corporation
American International Group, Inc.	Duty Free Shoppers Group Ltd.	Lexis Publishing	Silicon Graphics Computer Systems
Ameritech	Ecolab, Inc.	Lithotype	Simpson Manufacturing Company
Anchor Brewing Company	Electronic Arts, Inc.	Logistix	Smart Modular Technologies
Aon Foundation	Eli Lilly & Company Foundation	Lotus Development Corporation	SmithKline Beecham Foundation
ARCO Foundation	Emerson Electric Company	Lucent Technologies	Sonoma County Community
Arkwright Foundation, Inc.	Equitable Foundation	Macromedia	Sony USA Foundation, Inc.
Arthur J. Gallagher Foundation	Ericsson	Macworld Communications, Inc.	Spencer Foundation
Aspect Telecommunications	Everen Foundation	Mal Warwick & Associates, Inc.	Sprint Foundation
AT&T Foundation	ExxonMobil	Marin Community Foundation	Square D Foundation
Autodesk, Inc.	Fannie Mae Foundation	Massachusetts Financial Services	St. Paul Companies, Inc.
Automatic Data Processing, Inc.	Federated Department Stores, Inc.	MasterCard International, Inc.	State Street Bank & Trust Company
Axa Foundation	Fidelity Investments	McGraw-Hill Companies	Stream International
Bakar, Gerson Foundation	Fleet Boston Financial Foundation	McKinsey & Company Inc.	Stuart Foundation
Bank of America Foundation	Flora Family Foundation	Mellon Bank Corporation	Sun Microsystems Foundation
Bankers Trust Foundation	FM Global Foundation	Merck Company Foundation	Susquehanna Partners, G. P.
Barclays Global Investors	Fort James Foundation	Merrill Lynch & Company	Symantec Corporation
Barnes Group Foundation, Inc.	Freddie Mac Foundation	Microsoft Corporation	Tandy Corporation
Baxter Allegiance Foundation	Freedom Forum	Millipore Foundation	Tektronix Foundation
Becton Dickinson & Company	Gannett Foundation	MMI Companies, Inc.	Tenet Healthcare Foundation
Bell Atlantic Foundation	Gap Foundation	Mobil Foundation Inc.	Textron, Inc.
Bell-Carter Olive Company	Gartner Group, Inc.	Monsanto Fund	Thomas J. Lipton Foundation
Berkeley Systems, Inc.	Genentech, Inc.	Moody's Corporation Foundation	Times Mirror Foundation
Best Foods	General Mills Foundation	Morrison & Foerster Foundation	Transamerica Corporation
Blauvelt Demarest Foundation, Inc.	General Re Corporation	Morton International, Inc.	U.S. Bancorp Foundation
Boeing	Georgia-Pacific Corporation	Motorola Foundation	U.S. West Foundation
Boole & Babbage, Inc.	Gillette Company	MRW & Associates, Inc.	UBS Realty Investors Ltd.
BP Amoco Corporation	GMAC Commercial Mortgage	Nalco Chemical Company	Unilever United States, Inc.
Brobeck Charitable Foundation	Guidant Foundation, Inc.	National Semiconductor Corporation	Union Pacific Railroad
Broderbund Foundation	Evelyn and Walter J. Haas Fund	National Starch & Chemical	Union Texas Petroleum
BTW Consultants, Inc.	Hambrecht & Quist Group	NCR Foundation	Uniphase Corporation
Business Wire	Harder & Company	Network Associates	Unisource Foundation
Butler Manufacturing Company	Heublein Foundation, Inc.	New Energy, Inc.	United Defense
Cadence Design Systems, Inc.	William and Flora Hewlett	Norcal Mutual Insurance	United Technologies Corporation
California HealthCare Foundation	Home Depot	Nordstrom Corporation	UPS Foundation
California Wellness Foundation	Honeywell Foundation	Northern Trust Company	US Fidelity & Guaranty Corp.
Champion International Corporation	Houghton Mifflin Company	Norton Company Foundation	Veritas Software Corporation
Chase Manhattan Foundation	Household International	Novartis US Foundation	W. P. Carey Company, Inc.
ChevronTexaco	Hyperion Solutions Corporation	O'Donnell Associates North, Inc.	W. W. Grainger, Inc.
Chubb & Son, Inc.	IBJ Foundation, Inc.	Olin Corp. Charitable Trust	Washington Mutual Foundation
Ciena Corporation	IBM Corporation	Oracle Corporation	West Group
CIGNA Foundation	IKON Office Solutions Foundation	OTA Limited Partnership	Western Payments Alliance
Circuit City Foundation	Illinois Tool Works Foundation	PNC Foundation	Westinghouse Electric Corporation
Cisco Systems, Inc.	International Data Group, Inc.	PBG Matching Gifts	WMX Technologies, Inc.
Clorox Company	InterPacific Group, Inc.	PCW Communications, Inc.	Working Assests Funding Service
CMP Media, Inc.	Intuit	Peninsula Community Foundation	Xilinx Corporation
CNA Insurance Company	Irvine Foundation	Pfizer Foundation	XINET
Colgate-Palmolive Company	J.P. Morgan & Co., Inc.	Philip Morris, Inc.	Yahoo!
Compaq Computer Company	John Hancock Mutual Life Insurance	Pitney Bowes, Inc.	
Compton Foundation, Inc.	John Wiley & Sons, Inc.	PPG Industries Foundation	
Consolidated Natural Gas Company	Johnson & Johnson	PQ Corporation	

Tools – The Sample Letter

Attached is a sample “recruitment” e-mail you can send to company employees one month before the Walk. Messages like this can help to kick off your recruitment efforts.

March 2009

Team

The ABC Company is about to embark upon its latest community outreach effort in support of AIDS Walk Long Beach on **Saturday, June 20th** at The Pike at Rainbow Harbor. I would like to take a moment to personally invite you to join me in this endeavor and help make our team a leader in volunteer recruitment for this very worthy cause!

Here in Long Beach, more than 5,500 men, women and children have been living with HIV/AIDS and many more are infected with HIV/AIDS and do not know it. For the past 18 years, AIDS Walk Long Beach has been raising awareness and much-needed funds for the fight against AIDS and HIV.

Last year, ABC Company employees, their friends and family accounted for 65 walkers at the AIDS Walk Long Beach, raising over \$32,000. This year we are challenging ourselves: 100 Walkers with a total of \$50,000 in donations to help AIDS Walk Long Beach assist those in our community dealing with HIV and AIDS.

For those that have not yet had the opportunity to sign up to participate in this amazing event, please call Community Relations at (562) XXX-XXXX; go to Outlook Public Folders/AIDS Walk or visit one of the sign up tables throughout the office during the month of May. I also strongly encourage you to recruit employees, both hourly and salaried, as well as your family and friends, to join you!

This is our opportunity to make a profound impact on our local community and assist those affected by HIV and AIDS. So with that said, please lace up your walking shoes, gather your family and friend and join me in this worthwhile effort. I look forward to seeing all of you on **Saturday, June 20th!**

Yours truly,

John Smith
Vice President, Marketing and Sales



Team Registration Form

Organization/Business _____

Walk Team Name _____

Walk Team Captain _____

Team Captain's E-mail _____

Team Captain's Address _____

City _____ Zip _____

Work Phone _____ Home Phone _____

Fax Number _____

Co-Captain _____

Co-Captain's E-mail _____

Co-Captain's Address _____

City _____ Zip _____

Work Phone _____ Home Phone _____

Fax Number _____

Did you register team on-line at www.aidswalklb.org Yes No

Do you intend to do all our fundraising on-line Yes No

Are you interested in ordering Team T-shirts Yes No

Are you a returning AIDS Walk Team Yes No

Your company/business has matching funds Yes No

You will need additional Walker pledge forms Yes No

Please return this form by mail or fax to:
AIDS Walk Long Beach
2630 E Fourth St., Long Beach, CA. 90814-1225
Phone: (562) 987-5200 Fax: (562) 987-5201