

# TEAM BUILDING STRATEGIES

**WEBSITE!** Take advantage of the AIDS Hike for Life website at [www.aidswalkcny.com](http://www.aidswalkcny.com). Create your own personal fundraising page! Add an inspirational message and personal fundraising goal. Use your page as a source of attraction for potential teammates and supporters. Contact AIDS Walk Headquarters for website tips.

**NETWORK!** Begin networking with members of your community, co-workers, family, friends and schoolmates. Outreach to local businesses, schools, community organizations, religious affiliations, recreational facilities, interest groups, and ANY other places with individuals who might be interested in either joining or supporting your team. Be prepared to give out your website information, registration forms, and event fact sheet.

**PUBLICIZE!** Put up posters, team flyers, brochures and other AIDS Hike for Life materials in visible and busy spots. Ideas include cafeterias, meeting rooms, entryways and bulletin boards. Be sure to obtain approval from the manager or building supervisor first. Set up a table complete with registration forms and be available to speak to potential participants about the benefits of supporting the AIDS Hike for Life. Offer to give a presentation on the AIDS Hike for Life (contact AIDS Walk Headquarters for a speaker). Speak to your employer about sending an email over your listserv, writing an article for your newsletter, or setting up a link to your team web page on your employer's website.

**SET GOALS!** Set team goals for the number of teammates and amount of money raised. Be sure to post it on your web page for everyone to see. Send out emails and distribute memos, newsletters and articles to your targeted audience describing both your team and personal goals. Follow up with reports on your progress. Offer incentives or promote inter-team competitions to increase participation.

**RAISE MONEY!** Contact potential supporters. Inform them of your goals and direct them to your web page for information or to donate.

**CELEBRATE!** Organize pre-and post-AIDS Hike for Life parties and activities. Generate enthusiasm and team spirit among your teammates. Be creative and make the AIDS Hike for Life experience fun for your team. This will encourage teammates to work harder at recruiting and fundraising. Make the AIDS Hike for Life a yearly tradition!



presents:

**12th Annual  
AIDS  
HIKE  
FOR  
LIFE**  
5K Fundraising Walk  
5K Fundraising Run

*12th Annual AIDS Hike For Life  
Sunday, April 25th*

*For information, sponsor forms/posters:  
[events@aidscommunityresources.com](mailto:events@aidscommunityresources.com)*

*800-475-2430*