



WALKER GUIDE

IT HOPE & HELP

AIDS WALK

ORLANDO

Saturday, April 18th

8:30a - 10:30a

Walt Disney Amphitheatre, Lake Eola Park
195 North Rosalind Avenue

\$25 Registration Per Person | [Register or Donate Now](#)

Preventing HIV transmissions in Orlando starts with *you*!
Thank *you* for taking this responsibility seriously and investing
your time and resources to keep our home healthy.

SIGN UP NOW AT AIDSWALKORLANDO.ORG

FUNDRAISER EVENT DETAILS

WHAT?

AIDS WALK ORLANDO is a fundraiser to help spread awareness about HIV prevention and treatment and to also commemorate the lives of those lost due to complications of living with HIV/AIDS. THE WALK occurs at Lake Eola Park in Orlando, Florida. The sidewalk that circles the lake itself is .9 miles in length. Walkers will walk twice around the lake, which makes THE WALK 1.8 miles.

WHEN?

THE WALK is Saturday, April 18th, 2020. Registration, Check-In, and final Submission of Funds to Hope & Help begin at 8:30a. THE WALK begins at 9:30a.

WHERE?

Walt Disney Amphitheatre, Lake Eola Park, 195 North Rosalind Avenue, Orlando, Florida 32801.

WHY?

Proceeds from THE WALK benefit the Hope and Help Center of Central Florida, Inc. to help prevent new HIV transmissions in Orlando.

WHO?

Hundreds of community members, HIV activists and advocates, friends, families, local celebrities, and elected officials will participate.

HOW?

Teams and Individual Walkers make THE WALK a success. Encourage *your* place of employment, school, and worship to participate by walking with *you* and or donating.

**For the most up-to-date information,
visit AIDSWALKORLANDO.ORG**

FUNDRAISER CHECKLIST

SIGN UP – Register *yourself* and or *your* team for AIDS WALK ORLANDO

SET GOALS – Ensure *you* and everyone on *your* team has an established goal

SEND AN ASK LETTER – Copy and paste the Sample Letter on the next page to help *you* fundraise

GET PERSONAL – Promote *your* team on *your* social media pages and in you circle of influence

SHOW OFF – Ask Hope & Help for display items such as AIDS WALK ORLANDO posters and hang them around *your* place of employment, worship, or school, etc.

MEET UP – Meet with *your* team face-to-face frequently to ensure they have support

FIND A HELPING HAND – Recruit a co-leader to help *you* motivate and build *your* team

THROW IT BACK – Connect with *your* fundraising team last year and re-recruit them for this year

BUILD IT UP – Sign up *your* friends, family, and co-workers; ask them to sign up others

SET A DATE – Organize a fundraiser, happy hour, party, or raffle with *your* team

GET READY – Let *your* team know where to meet on the day of the fundraiser so *you* can all walk together

MARK YOUR CALENDAR – Remind *your* team and supporters of the fundraising deadline

SHOW SOME LOVE – Be sure to thank each of *your* donors and team members for supporting an important cause *you* believe in

WHO TO ASK FOR SUPPORT?

EVERYONE!

MOTHER

FATHER

SISTER

BROTHER

COUSINS

UNCLES

AUNTS

BEST FRIEND

MORTAL ENEMY

BOY/GIRLFRIEND

EX-BOY/GIRLFRIEND

GODPARENTS

CLASSMATES

MANICURIST

TROOP LEADER

FRATERNITY BROTHERS

REAL ESTATE AGENT

TEACHERS

PERSONAL TRAINER

PROFESSORS

GUY/GIRL AT THE DELI

FINANCIAL PLANNER

DRY CLEANER

PEDICURIST

BOOK CLUB

BUS DRIVER

ACCOUNTANT

COACH

PHARMACIST

CHOIR DIRECTOR

DJ

ORTHODONTIST

GROCER

CLERGY

REPAIR PERSON

TEAMMATES

DERMATOLOGIST

ROOMMATES

MECHANIC

DAY CARE TEACHERS

VETERINARIAN

YOGA CLASS INSTRUCTOR

FUNDRAISER SUPPORT SAMPLE LETTER

DIRECTIONS

Asking your friends, family, and co-workers to support AIDS Walk Orlando is easy! Just copy the letter below and add your info to the areas with brackets. Don't forget to remove the brackets before sending the letter. You can send it in email form or via mail.

Dear {NAME},

I am joining the Hope and Help Center of Central Florida, Inc. (Hope & Help) in the movement to end HIV transmissions in Orlando by participating in AIDS Walk Orlando. I need your help. For nearly 25 years, AIDS Walk Orlando has been raising crucial funds to support Hope & Help, which provides much needed health services.

Serving all of Orlando, Hope & Help provides free HIV testing, HIV linkage services, case management, and medical treatment. In addition to its core health programs, Hope & Help employs a well-rounded approach to ensure that people with HIV have little to no barriers to medical treatment. That's why they offer support groups, food assistance, transportation assistance, and medication assistance to all of their patients.

My goal is to raise \${ENTER AMOUNT HERE}. Please support the programs and services of Hope & Help with your donation today! It's very simple—go online to aidswalkorlando.org and make a donation and be sure to tell me when and how much you donated so I can keep track of my fundraising efforts. Or, I can send you a weblink to my direct fundraising webpage for AIDS Walk Orlando. Each donation means people with HIV and those at-risk of contracting HIV in Orlando will have access to life-saving care and medications. What's more is that every dollar stays right here in Orlando!

Thank you for your support and for moving us closer to an HIV-free generation!

Warm regards,

{SIGNATURE}

{NAME}

FREQUENTLY ASKED QUESTIONS 1-2

Q: When is THE WALK?

A: Saturday, April 18th, 2020.

Q: Where does THE WALK take place?

A: THE WALK starts and ends at the Walt Disney Amphitheatre at Lake Eola Park in downtown Orlando on 195 North Robinson Street.

Q: How long is THE WALK?

A: 1.8 miles. Each Walker walks twice around the lake.

Q: How much money should I raise?

A: Every walker, individual or in a team, should aim for at least \$300 in donations. This amount ensures that everyone *you* know who believes in *you* will have the opportunity to give. Setting a large goal makes it much more likely to achieve it! If *you* do not reach the stated goal, that's ok. The awareness *you* create for HIV prevention and treatment is immeasurable. However, every amount matters!

Q: Where does the money go?

A: All funds raised benefit Hope & Help, a 501(C)(3), tax-exempt organization. Each dollar stays in Central Florida to offer free HIV, Syphilis, and Hepatitis C tests; health education; food assistance; case management; and medical care for people living with HIV.

Q: How do I get an updated team roster?

A: After *you* set up *your* team, *your* team roster and contributions will show on *your* team page.

Q: I'd like to participate, but I don't know how to fundraise.

A: We've got *you* covered! Simply share the AIDS WALK ORLANDO Sponsor Letter with *your* friends, family, and co-workers. Also, try setting up a fundraising campaign on *your* Facebook page and ask *your* Facebook friends to donate with *you*. Tell them why *you're* passionate about stopping HIV transmissions.

Q: Where do I park?

A: The nearest parking garage is located on Central Avenue across from the library. When *you* arrive, please report to the registration tables and submit all *your* collected donations. Make sure that *your* donation envelope is completed, signed, and submitted to the Registration team.

Q: What makes up a team?

A: A team is two or more individuals who raise money and walk together. The larger *your* team, the more money *you* can raise and the more fun *you* can have!

Q: Is there a registration fee?

A: Yes, there is a one-time \$25 Registration fee for every individual who walks, including each team member. The registration fee is payable online at aidswalkorlando.org or on the day of the fundraiser. Each registration comes with a complimentary AIDS WALK ORLANDO t-shirt.

FREQUENTLY ASKED QUESTIONS 2-2

Q: Are there fundraising incentives?

A: Yes! Prizes will be awarded as follows:

- 1st, 2nd, and 3rd Place Trophies will be awarded to the top three (3) Individual Walkers who've raised the most money.
- 1st, 2nd, and 3rd Place Trophies will be awarded to the top three (3) Teams who've raised the most money.

Q: What if someone wants to donate, but can't walk?

A: That's perfectly fine! Donors are not required to walk. They can donate online at aidswalkorlando.org or mail in a donation to Hope & Help, 4122 Metric Drive, #800, Winter Park, Florida 32792.

Q: Can I bring my dog?

A: Absolutely! The more merrier! Be sure to dress up your dog for the AIDS WALK ORLANDO Doggy Costume Contest.

**If you have additional questions,
please call 407.645.2577 or email info@hopeandhelp.org.**

WALKING MAP ROUTE

THE WALK begins and ends at the Walt Disney Amphitheater. Remember to walk twice around the lake and cheer each other along the way. If *you* need assistance along the walk route, volunteers are on hand to provide water and medical assistance.

