

**AIDS
WALK
LOS ANGELES
2020**

**GET
WITH
THE
PROGRAMS**



TEAM LEADER TOOLKIT

Your team is making AIDS history.

We're stepping online in the first-ever digital AIDS Walk. Need some advice on how to take your team online? Use this guide to help organize your team, take action, and root your community in the digital space.

Thank you for taking the lead in this wild and confusing year to Get With the Programs and support APLA Health! AIDS was the first epidemic to confront our community, but as we've seen it's unfortunately not the last. Thank you for your courage.



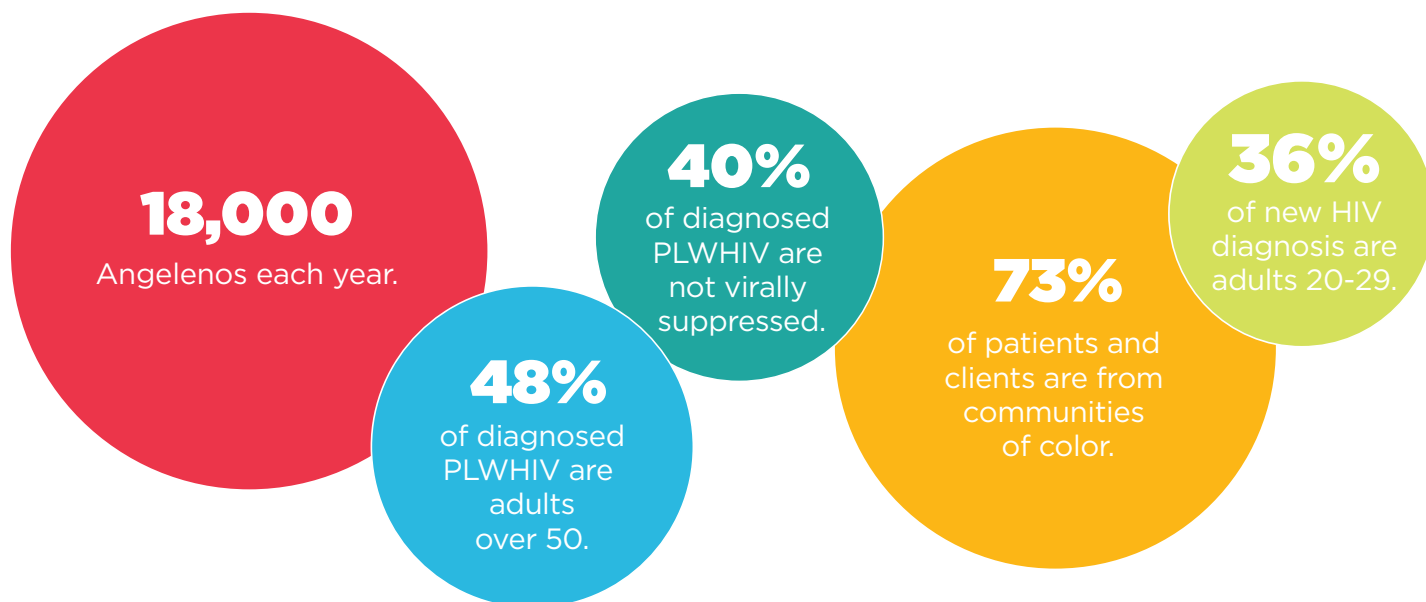
OUR COMMUNITY

APLA Health fights to achieve health care equity by supporting people living with HIV/AIDS and promoting well-being for the LGBT Los Angeles community and other underserved populations in LA County.

WHAT IS HEALTH EQUITY?

We've been fighting epidemics since 1983. We've learned that while a virus does not discriminate, it can affect people unequally. APLA Health's mission is to end the HIV epidemic, and we're focused on bridging the gap and increasing access to care for minority communities that are disproportionately affected.

KNOW WHO WE SERVE



WHO PARTICIPATES IN AIDS WALK LA

- Everyone who dreams of a world without HIV/AIDS.
- Those we serve directly.
- Friends and family of those who have been affected by the HIV epidemic.
- Allies from other HIV/AIDS organizations in Los Angeles.
- Difference-makers like you!



GET STARTED

How to build your team and make your money moves.

CHOOSE YOUR WALK

We recommend your team choose a Walk course together and stick together. But if you do have a large team and want to set up a competition, consider splitting into three groups and registering for all three Walk courses!

DIGITIZE AND MOBILIZE

Spread the word about your team on social media, via email, and lots and lots of texts. Make sure you start ASAP once you register so you can see the best results!

PUT THE FUN IN FUNDRAISING

Set an achievable fundraising goal to start with. We recommend between \$2,000-\$5,000. You can always adjust as you meet your goals. Give your whole team something to work toward together!

HOW TO LEAD CHECKLIST

- ☐ Choose your Walk program.
- ☐ Register yourself and your team.
- ☐ Get the party started by donating to yourself (even just \$30!)
- ☐ Register people from your daily life to your team. Even if you can't see them, use AIDS Walk as a way to get people together!
- ☐ Talk with your team! Assess your communication channels to get the word out. Consider making an Instagram just for your team.
- ☐ Set up virtual fundraisers like bingo, Zoom trivia nights or happy hours.
- ☐ Connect with our AWLA staff. We are your greatest resource this year; email us to say 'hi'!



THERE'S STILL SO MUCH TO WALK FOR

Yes it's true and yes it's sad: we won't be able to meet in front of City Hall this year. But that doesn't mean we can't take the same spirit that's defined AIDS Walk for 35 years with us to the digital streets.

We're now facing not just one, but two epidemics. HIV has not gone away - we still don't have a vaccine - but we do have a plan, and we also have you. Our plan is to provide Care, Support, and Education to end the epidemic, and we're encouraging you to learn about your Walk and help us spread the word about vital programs.



WHEN YOU WALK WITH US, YOU EXPERIENCE:



Doing good in the community.



The joy of giving back.



Maintaining social connections made difficult this year.



Getting together with friends & family - even over video chat.



Growing your personal leadership skills for life.

Thank you for choosing to be a leader at an AIDS Walk LA experience unlike any other. We couldn't make AIDS history without you.