

Walker Tip Sheet



Thank you for registering in the 2009 Scotiabank AIDS Walk for Life! Your commitment to help with the fight against HIV/AIDS is sincerely appreciated.

To assist you in your fundraising efforts, here are a few tips:

1. **Set a goal:** Tell everyone how much you're trying to raise. Individual participants are encouraged to raise a minimum of \$250. This is easily done with 10 donations of \$25. Teams are encouraged to raise a minimum of \$2,000.
2. **Make a pledge:** Potential donors will look to see what others have contributed. Making your own \$25 donation sets the right example.
3. **Make a list of people to approach:** Include family, friends, co-workers, neighbours, people from church, your service club, dentist, doctors, businesses and shops you frequent.
4. **Get personal:** Why are you participating in the Walk for Life? Tell your story, and the stories of others, so people can see how important the Walk is to those living with HIV/AIDS.
5. **Be prepared:** You never know who may be interested in the Walk and want to make a donation. Always have a pledge sheet on hand to accept pledges anytime, anywhere!
6. **Use email and social networking sites:** E-mail and sites like Facebook can be an effective way to reach people you don't see regularly. Your contacts can pledge online at www.hivedmonton.com. We'll e-mail you regularly, listing who has donated on your behalf. Be sure to schedule a follow-up phone call to those contacts who don't respond to your e-mail.
7. **Push the matching-contribution program:** Many companies will match an employee's contribution to charity, doubling the amount you raise. Talk to company owners about how matching donations shows employees the company cares about the causes of employees.

- 8. Tell donors they will get tax receipts:** All cash donors receive a tax-deductible receipt within a few weeks. Please be sure to obtain all necessary address information listed on the pledge form. Effective January 1, 2007, the Alberta government increased the provincial charitable tax credit on eligible annual donations above \$200. Including the federal tax credit, Albertans now receive a 50-cent tax credit for every dollar donated over the \$200 threshold. This increase gives Alberta one of the highest charitable tax credits in Canada.
- 9. Compete for top prizes.** If you are competitive by nature, keeping an eye on our great prizes will motivate you to get out there and get pledges:
- *Top Early Bird:* For the walker who raises the most money prior to September 11, 2009.
 - *Top Walker:* For the individual who raises the most money.
 - *Top Child:* For the child aged 5 to 12 who raises the most money.
 - *Top Youth:* For the youth aged 13 to 17 who raises the most money.
 - *Top Corporate Team:* For the corporate team that raises the most money.
 - *Top Non-corporate Team:* For the non-profit team that raises the most money.
 - *Top Dog:* For the dog that raises the most money.
 - **EXTRA MILE CLUB:** New for 2009, participants or sponsors that raise \$1,000+ will be invited to an exclusive VIP event. You won't want to miss it!
- 10. Strive for great incentive prizes:** If you raise \$250, you're **guaranteed** a prize. Raise more and get an even bigger prize. Pledge-level prizes are awarded on an individual basis only and will be delivered to winners by September 30, 2009.

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