



Forming a Festival For Life and 5K Walk & Run Team

What is a team?

A team is a group of co-workers, fellow students, church members, friends and families that pre-register, raise money, and walk together in support of Coloradans living with and impacted by HIV and other health conditions as part of the Festival For Life and 5K Walk & Run.

This year's event will be a hybrid consisting of a virtual 5K Walk & Run and an in-person celebration. Walkers and runners are invited to complete their 5K at any location and any time of day between **August 2nd and August 22**. The in-person event will take place at Cheesman Park in Denver, Colorado on **Saturday, August 21, 2021 from 9am – 1pm**.

Why form a team?

Raising funds for those impacted by HIV/AIDS and other health conditions is extremely important and easy to do as a group. Huge strides continue to be made in the fight against HIV, and after forty years of progress the condition is treatable and manageable but there is still no cure. As the population living with HIV evolves, so too do the needs of people impacted by this illness and ongoing community support is critical to ensuring people living with HIV have the resources they need to thrive.

Walking as a team is fun and is a morale builder for all types of companies, schools and organizations. It's a time for fellowship outside the work or school environment, and it's a great reason for friends and family groups to get together! It is also a way to show support for loved ones who are living with HIV or walk in memory of those who have been lost.

Fundraising as a team is the best way to super-charge your fundraising efforts. As a team, you can motivate and challenge each other (or other teams) into a fundraising frenzy! It can also be excellent exposure for your company, school or organization. Many teams design and print their own team T-shirts and carry banners while walking with their names and/or corporate logos proudly displayed.

How do you form a team?

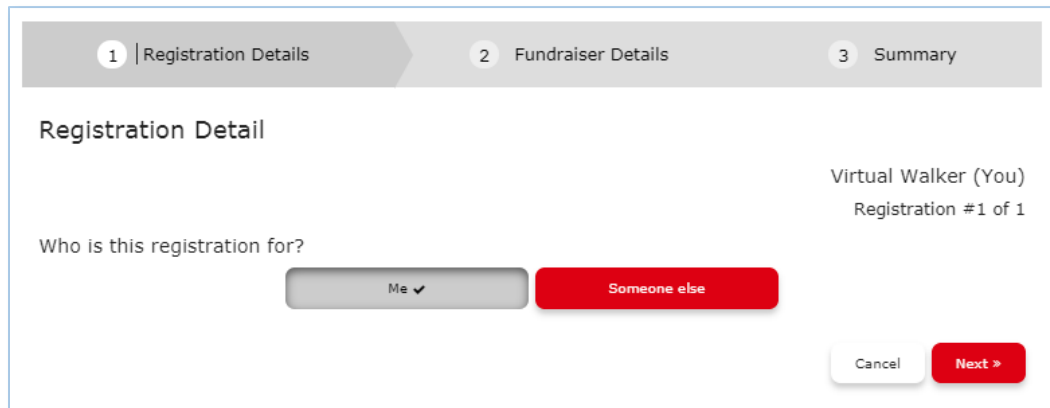
IT'S EASY!

Select a Team Leader for your Team. **Team leaders must register first in order to create their team page.** (Don't worry – if you need to change team leaders after one has been created, please contact development@coloradohealthnetwork.org and a FFL team member can help update that for you!)

1. Team Leader: Log on to the registration page at rebrand.ly/FFL_Register or <https://coloradohealthnetwork.org/events/festival-for-life/ffl-registration>
2. Click the **Sign Up** button.
3. Select the Registration level as *Virtual Walker*. There is no fee to form a FFL and 5K Walk & Run Team.

REGISTRATION DETAILS

4. Click the **Next** button for the “Who is this registration for?” prompt.
5. Complete the contact information form.



1 | Registration Details 2 | Fundraiser Details 3 | Summary

Registration Detail

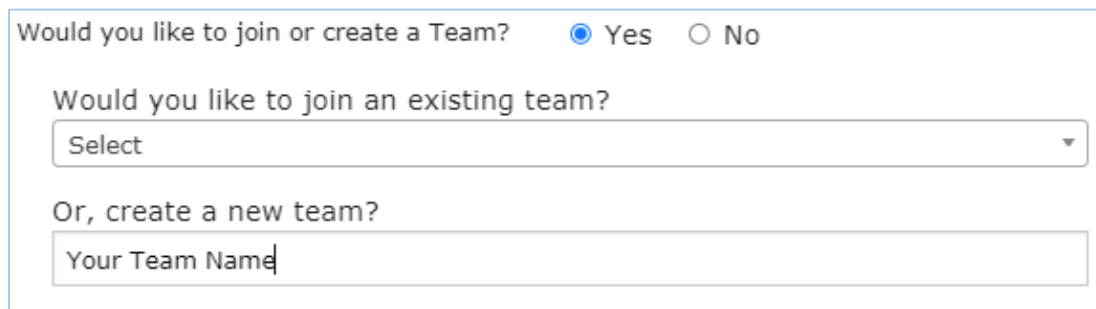
Virtual Walker (You)
Registration #1 of 1

Who is this registration for?

Me ▼ Someone else

Cancel Next >

6. From the option for “Would you like to join or create a Team?”, select **Yes**. Type your team's name in the text field under “Or, create a new team?”.



Would you like to join or create a Team? Yes No

Would you like to join an existing team?

Select ▼

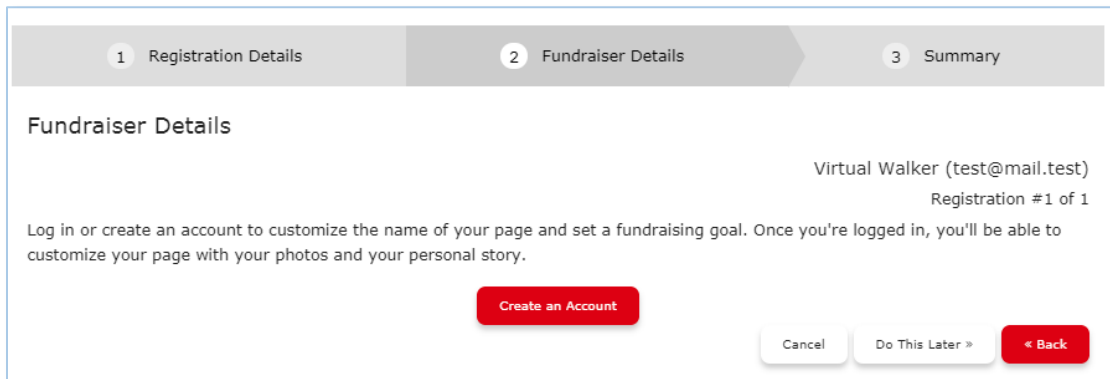
Or, create a new team?

Your Team Name

7. Complete the rest of the form and click **Next**.

FUNDRAISER DETAILS

- Under the Fundraiser Details step, select the **Create an Account** button. Here you will create your account password, read and agree to term agreements, customize your fundraising page name, and set a fundraising goal. Click **Next**.



This step is important! Team leaders must first create an individual account page in order to create their team.

- Confirm all information is correct and click **Go to Checkout**.

Congratulations! Your fundraising page and team are set!

I signed up! Now what?

You can now customize your personal fundraising webpage and begin collecting donations! Be sure to explore the tabs at the top of your personal fundraising webpage to see how you can use various emailing, social networking and fundraising tools.

From your personal fundraising webpage, you can send invitations to your friends, family and colleagues to join your team using the pre-written invitation e-mail or one customized by you!

Then what?

- Team participants should register themselves online by clicking "Sign Up" on the Festival For Life [registration page](#), selecting "Virtual Walker", and selecting **Yes** next to the "Would you like to join or create a Team?" prompt. From there they can find your team name from the drop down menu – after your Team leader has registered and created the team.

(A link to your team page will also be included in e-mail invitations that your Team Leader can send out from their personal fundraising webpage inviting people to join the team.) Once team members select your Team Name from the drop down menu, the registration process for your team members will be the same as the process above.

- Encourage the involvement of your group by utilizing newsletters, e-mails, incentives and by planning group activities. Put up posters, send out flyers, change your answering machine message to let people know you are walking and you want them to join your team. We want you to be successful!

Be sure to visit the Fundraising Tools page at:

<https://coloradohealthnetwork.org/events/festival-for-life/ffl-toolkit>

Raise funds!

Ask everyone you can think of to make a pledge. No amount is too small. People can donate \$10, \$25, \$50, \$100 OR MORE! The **Fundraising Tips** document in the FFL toolkit is a great resource to spark inspiration. To help fundraisers begin, we recommend taking on the **Red Ribbon Challenge** to raise your first \$100.

There are great **fundraising incentives for participants who raise \$100 or more**. Collect all pledges **before** the event day so that you can turn them in at the Registration tent on the morning of Festival For Life and 5K Walk & Run and **collect your fundraising incentives**.

Matching gifts

Many companies offer a matching gift program for their employees who make charitable donations. By checking with your employer's Human Resources department (and having people who are donating to you check with theirs, too) you can double or even triple the amount of funds you raise for Festival For Life.

Lace up your sneakers - Let's Walk!

On Saturday, August 21st join hundreds of other caring and compassionate individuals in Denver's beautiful Cheesman Park for the Rocky Mountain region's largest and oldest HIV & AIDS fundraiser.

Hundreds of people from throughout the state come together as a community, fueled by donations from more than thousands of individuals, to raise awareness in our community of HIV and AIDS and to raise funds for vital services for people living with or at risk for HIV.

This year the event will look a little different. Runner and Walkers will be given the opportunity to complete their race or walk virtually at any location between August 2nd and August 22nd. The in-person event on August 21st celebrates health and community through partner agencies and healthcare organizations, prominent speakers, panels of the AIDS Memorial Quilt on display, music, The Diva Dash Stiletto Fun Run, vendors, food, beverages, an oasis brunch/boozy garden, and more!

Contact Us

The Festival For Life and 5K Walk & Run Staff is always available to help with your team building and fundraising efforts. You can reach a FFL Team Member at 303.962.5323 or development@coloradohealthnetwork.org

THANK YOU!

www.coloradohealthnetwork.org/events/festival-for-life/