



RAISING THE BAR



**AIDS Walk Wisconsin
Saturday, October 1, 2016**

Who can participate?

The Raising the Bar challenge is open to all Wisconsin LGBT-friendly bars and restaurants. Each team must have at least one member of the bar or restaurant staff and may consist of as many team members as you would like.

How do I get started?

1. **Form** an AIDS Walk Wisconsin team with staff, patrons, family, and friends.

2. **Register** your team members online at www.aidswalkwis.org.

Note: Each participant wishing to join your team must register for the Walk to ensure that any funds they raise go towards your team's fundraising total.

3. **Begin fundraising!** You can host events, challenge other team members to fundraise, and ask for donations from clients, family, and friends.

What's the deadline for turning in pledges? 5:00 PM on Wednesday, September 28th

The team with the highest fundraising total will be notified ahead of time so they may plan to have representatives appear on-stage during the opening ceremony.

***We encourage you to turn in donations earlier than the September 28th deadline.
Label your pledges with your team name and drop them off at our office or mail them to:***

**AIDS Walk Wisconsin – RTB
Attn: Nick Giebel
820 N. Plankinton Avenue
Milwaukee, WI 53203**

How will AIDS Walk Wisconsin support my team's efforts?

We're here to help make your experience as successful as possible.

AIDS Walk Wisconsin will:

- Promote your events through targeted e-mails, Facebook and Twitter, as well as on the ERG Challenge page on the AIDS Walk Wisconsin website, including logo recognition and a link to your website.
- Provide marketing materials to help you recruit team members and raise pledges
 - Customized AIDS Walk Wisconsin posters to encourage people to join your team, make donations, or attend your events.
 - AIDS Walk "pin-ups" to sell for \$1 to patrons. Pin-ups contain a space at the bottom where the patron may write their name; team members can then post the pin-ups around their bar. It's a great way to generate excitement about your team and the Walk.
 - Electronic version of the 2016 AIDS Walk Wisconsin logo to display on posters, flyers, websites, etc.
 - Other fundraising materials



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- AIDS Walk Wisconsin staff will be available as a resource to help your fundraising totals grow. Whether you need a creative idea to get your team energized or a few extra volunteers, we will do our best to provide the support you need to coordinate a successful event.

Raising the Bar Challenge winner (team with the highest fundraising total) will receive:

- The opportunity to host a Raising the Bar kick-off party for all participating bars
- Recognition on-stage at AIDS Walk Wisconsin – Your team will be awarded a trophy in front of 3,000+ individuals during the Walk's opening ceremony
- Raising the Bar traveling trophy engraved with your team's name to display at your bar or restaurant for one year
- Advertisement in a local business publication – your organization will receive exposure after the Walk acknowledging your leadership in the AIDS Walk Wisconsin Raising the Bar Challenge
- Spotlight article in ARCW's e-newsletter, *Allies*
- Acknowledgement in ARCW's annual report
- Eligibility for individual incentive prizes depending on individual fundraising totals
- Additional prizes

All Raising the Bar Challenge participating teams will receive:

- One (1) embroidered AIDS Walk Wisconsin Polo for the Team Captain (team must raise \$500 or more to receive shirt)
- Name recognition during the opening ceremony at AIDS Walk Wisconsin
- Name recognition on the AIDS Walk Website
- Eligibility for individual incentive prizes depending on your individual fundraising total

If you have any questions about the Raising the Bar challenge, please contact:

Nick Giebel

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Milwaukee, WI 53203
(414) 225-1615 Direct
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Thank you for being a champion in the fight against HIV/AIDS!

A PDF of these guidelines can be found at www.aidwalkwis.org.