



KCA Community Guidebook

How to become an AIDS warrior, fundraise for KCA, and create a KCA Chapter!



Letter from Leigh Blake, President & Founder

Hello and Welcome to the KCA Family!

We are immensely excited by your amazing efforts to bring Keep a Child Alive to your Community! We cannot wait to see more beautiful children and families in our clinics on the road to recovery. The information in this Guidebook will provide you with the tools needed to help in our fight against the worst health crisis of the 21st century. By helping us build a greater recognition for our cause, you are saving the lives of children and families affected by HIV/AIDS.

Keep a Child Alive is an organization formed to do exactly what it says: keep children (and families) alive. In the face of the immense and catastrophic HIV/AIDS emergency ravaging Africa and India, Keep a Child Alive can no longer wait for solutions and plans that continually fail to materialize. We work on the forefront of HIV/AIDS care and treatment, empowering doctors and caregivers to take back their power and treat their people.

Through KCA Community, we can keep this issue before the public and offer our supporters an extraordinary opportunity: to save a life, REALLY save a life. You are part of this opportunity and we are ecstatic to have you with us!

Keep a Child Alive says, do this simple thing: educate and demand action to end this virus. With your help, we can BUY LIFE for the millions of people affected by HIV/AIDS.

HIV/AIDS starts and ends with the actions of people. The communities with which KCA works are in desperate need of your commitment to help them rise above the devastating effects of the AIDS pandemic.

We can do it...with YOUR leadership.

Peace,

Leigh Blake

President & Co-founder of Keep a Child Alive

Check out keepachildalive.org or buylife.org to learn more about us!

KCA Community: The Facts

What is KCA Community?

KCA Community is an action-oriented network of students, alumni, sports teams, community organizations/clubs, faith-based members, and individuals who feel passionate about ending the HIV/AIDS pandemic, and supporting KCA's mission.

What does KCA Community do?

KCA Community members raise awareness of the AIDS crisis and fundraise for Keep a Child Alive. 100% of your donations provide lifesaving AIDS drugs and surrounding care to children and families living with HIV/AIDS.

How do I join?

You can join KCA Community by signing up on our website (community.keepachildalive.org), or if you want to create a KCA Chapter fill out our Chapter Registration form and send in to the KCA office! If you don't feel comfortable starting a Chapter or signing up online, the resources in this guidebook will still be helpful if you plan to fundraise and create awareness.

What does KCA expect from Community members and Chapters?

- Bring Keep a Child Alive into your community and help us spread the word about the HIV/AIDS pandemic and how we all can help save lives.
- Hold a fundraising event in your community (1 per semester for schools). There are so many ways to promote awareness and raise money for our cause, be creative! You can even create an iKeepachildalive campaign page to promote your event/campaign.
- Share what you are doing for KCA on our blog and Facebook page!

Where do I send the money I've raised?

Mail it to the KCA office! Please don't send cash through the mail, instead make out a check or money order (a bank can do this for you) to Keep a Child Alive, with KCA Community in the memo line. Send us a letter and pictures showing us what you did to raise money for us!

Are my donations to KCA tax deductible?

Yes! All donations made directly to Keep a Child Alive are tax deductible. Our Tax-ID number is 73-1682844.

Who can I contact?

We are happy to answer your emails and phone calls with any questions you may have about KCA Community!

Email: info@keepachildalive.org

Phone: (718)-965-1111

Mail: 45 Main Street, Suite 720, Brooklyn, NY 11201



Getting a Chapter Started

So you want to start a KCA Chapter, but aren't sure where to begin? Follow our advice to get your Chapter up and running!

ORGANIZE a team of at least five members who are also excited to start a KCA Chapter and are willing to dedicate their time. It may be beneficial to seek out an adult advisor to mentor your Chapter's activity (faculty, pastor, parent, etc.) and offer advice on how to guide your Chapter's activity.

ESTABLISH weekly or monthly meetings for your chapter. Provide a consistent time and place for your members to get together. Create a Facebook group for your Chapter to keep in touch with everyone.

BRAINSTORM awareness and fundraising activities that you think your community would enjoy and draw a response. Consider a film screening of one of KCA's documentaries, or another AIDS related film, holding a benefit concert, a bake sale, a dance marathon, or an art sale – be as creative as you can be! We find that the most successfully fundraising events utilize our supporter's own talents and skills.

GET ATTENTION to promote your KCA Chapter's activities and recruit more members.

- Utilize your community's newspaper, radio and television stations.
- Create fliers (see our template at the back of this guidebook) and post in high traffic areas.
- Create your own KCA Chapter t-shirts, stickers, and pamphlets for members to sell and hand out. **Note: if you plan on using our KCA logos, please email your design to info@keepachildalive.org for approval.*
- Create a Facebook group for your Chapter.
- Reach out to people personally; set up a table to hand out flyers and talk.

COLLABORATE with other community or campus organization to further promote your event and gather more ideas/members.

Advice for your First Meeting

- Get the word out, invite as many people as you can!
- Be prepared with a meeting agenda and some project ideas. People are more likely to continue attending meetings and get involved if you are organized and prepared.
- Come up with some introductions to break the ice and get to know each other.
- Share an introduction about Keep a Child Alive and the goal of your Chapter.
- Have a sign up list ready to take names, emails, and phone numbers so you can contact those who attended about future meetings.



Assigning Roles & Responsibilities

KCA recommends organizing your Chapter with specific leadership positions. Divide tasks and use everyone's strengths to make your Chapter a success in your community. Below are a list of possible positions you may want to incorporate into your Chapter, but you can run your Chapter however you feel best. Assign roles by vote or application process, or hand picked by whoever is Chapter leader.

- **President:** Plans and leads meetings, and is the main contact person for the Chapter.
- **Vice President:** Co-leads projects, and works very closely with President to run/plan meetings.
- **Secretary:** Manages contact list, brings supplies to meeting, and takes discussion notes.
- **Public Relations:** This person is in charge of spreading the word! Posts flyers and creates announcements about meetings, and informs the public about upcoming events. This role could be in charge of your Facebook group.
- **Photographer:** Takes pictures of Chapter at your events! Photos are great to send us, the KCA office loves to hear what you've been up to! We love to highlight you on our blog as well!
- **Committee Leaders:** Work hand in hand with the Executive leaders (above) to help implement specific projects, and delegate tasks. Sample committees can include sponsorship, recruiting, creative team, etc.

“When work, commitment, and pleasure all become one and you reach that deep well where passion lives, nothing is impossible.”



Tips For a Successful KCA Community Event!

(Check out our *Hosting a Fundraiser* [webpage](#) for more resources)

PRE-EVENT

- **Define your GOALS in Numbers**
“I want to...”
 - Raise \$ ___ for Keep a Child Alive
 - Educate ___ many people about the AIDS pandemic and KCA’s work
 - Inspire ___ many peers to join my Chapter
- **Decide an event** that will accomplish these goals, based on your Chapter’s interests and talents.
- **Secure all logistics.** Make sure each chapter member is dedicated, and has a responsibility (set up, sound/lighting, refreshments, decorations, publicity, sponsorship, awards/speakers).
 - Make sure you have at least 5-7 weeks to prepare and publicize for your event
 - Reserve a location, make sure your event date doesn’t conflict with other community events or holidays
 - Look into partnering with other organizations to help run your event
 - Research possible funding opportunities (grants, local businesses, etc.)
 - Think of incentives to get people to participate in your event (raffle, gift bags)
 - How you will get donations for KCA (admission fee, contest, sale, etc.)
- **Post your event** on your Chapter Page at community.keepachildalive.org.

DAY OF EVENT

- **HAVE FUN!** We want you to enjoy hosting an event for KCA so that you will want to do it again! Be proud of all your time, effort and hard work!

POST-EVENT

- **Thank ALL of your supporters.** Use the attached sample Thank You Letter to help everyone involved in your event (participants, sponsors, volunteers, etc.)
- **Post a short event summary** to your Chapter Page on community.keepachildalive.org or to the KCA Community Blog reflecting on what worked and what did not. How did it go? This is to advise to future Event hosts! Post Pictures! Write a Blog! For your own reference, record input from your fellow members and friends who attended the event to determine better strategies when planning your next event.
- **Fill out the Donation Report Form** and send it with what you have raised to Keep a Child Alive!



KCA Chapter Registration Form

We are so thrilled you have decided to start a KCA Chapter in your community! Before you begin, please fill out this Chapter Registration Form and send to the KCA office. This helps us keep track of all of our Chapters and stay in touch if you need any advice or materials. Make sure you've read through our KCA Community Guidebook to make sure being a Chapter Leader is something you are willing to do.

Send this completed form by mail, e-mail, or fax to:

Keep a Child Alive
45 Main Street, Suite 720
Brooklyn, NY 11201
Attn: Dianna Sinni

e-mail: info@keepachildalive.org
fax: (718)-965-1158

CHAPTER NAME: _____

CHAPTER LEADER NAME: _____

PLEASE CHECK ONE: High School _____ College _____ Other (specify) _____

CHAPTER ADDRESS: (school, personal, or wherever is best to reach your chapter)

LEADER'S PHONE NUMBER: _____

LEADER or CHAPTER E-MAIL: _____

YEAR & SEMESTER OF LEADER GRADUATION: (if applicable) _____

TERM LENGTH OF LEADER: _____

Once this form is received, you will receive a confirmation from the KCA office.

Questions? Call the KCA office (718)-965-1111



Got Questions? Contact us!

If you have questions, concerns, or are in need of more information about starting a Chapter or planning an event-do not hesitate to call the KCA office. We want to help make your Chapter or community event as successful as possible!

Email: info@keepachildalive.org, or Danielle@keepachildalive.org

Phone: 718-965-1111

Fax: 718-965-1158

Snail mail: 45 Main Street, Suite 720, Brooklyn, NY 11201

*“The best way to find yourself
is to lose yourself in the service of others.”
- Gandhi*

