



AIDS WALK OHIO

2019 FUNDRAISING TOOLKIT

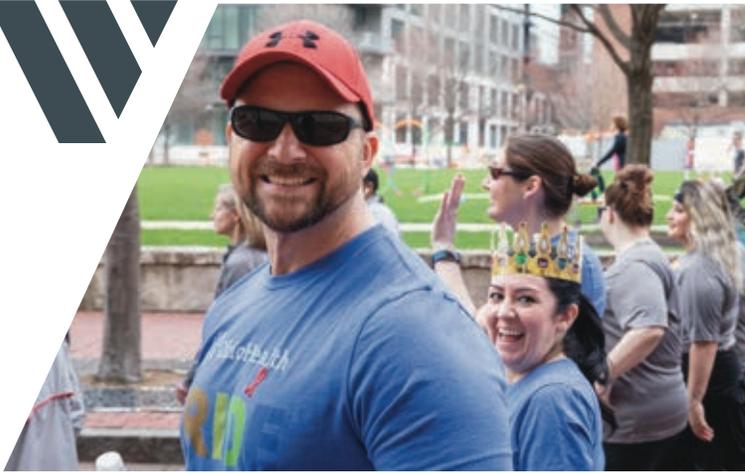


TABLE OF CONTENTS

- 2** About Equitas Health
- 3** The Epidemic
- 4** The Walk
- 5** U=U ~ Become an Ambassador
- 6** Checklist
 - It's OK to Ask
 - Email Outreach
 - Snail Mail
 - Social Media
 - Hosting Events
- 12** Workplace Giving
 - Business Donations
 - Barter + Sell

ABOUT EQUITAS HEALTH

Established in 1984, Equitas Health (formerly AIDS Resource Center Ohio), is a regional not-for-profit community-based healthcare system and federally qualified community health center look-alike. Its expanded mission has made it one of the nation's largest HIV/AIDS, lesbian, gay, bisexual, transgender, and queer/questioning (LGBTQ) healthcare organizations. With 17 offices in 11 cities, it serves more than 67,000 individuals in Ohio, Kentucky, and West Virginia each year through its diverse healthcare and social service delivery system focused around: primary and specialized medical care, community pharmacy, dental, behavioral health, HIV/STI prevention, advocacy, and community health initiatives.

The Equitas Health Pharmacy & Prizm magazine operate as social enterprises for Equitas Health; 100% of profits are reinvested back into the organization's programs and services.

For more information, visit www.equitashealth.com or find them on [Facebook](#) or [Twitter](#)

THE EPIDEMIC

- There are more than 1.1 million people living with HIV in the US
- Almost 1 in 7 don't know their HIV status.
- Youth ages 13 to 24 made up 21% of all new HIV diagnoses in the United States in 2016
- 23,587 Ohioans were reported living with HIV in 2017
 - An estimated 5,120 Ohioans are living with HIV but are unaware of their status.
- If current HIV diagnoses rates persist, about 1 in 2 black men who have sex with men (MSM) and 1 in 4 Latino MSM in the United States will be diagnosed with HIV during their lifetime
- HIV remains the #1 health threat for gay and bisexual men.

**Based on most recent year where data is available.*

This year Equitas Health will:

- Reach 67,000 individuals with HIV prevention, education & testing services which includes providing PrEP (pre-exposure prophylaxis) – a once daily pill proven to be 92-99% effective in preventing HIV.
- Serve more than 5,000 persons living with HIV/AIDS
- Provide specialized and primary care, dental care, and behavioral health services to more than 13,000 HIV-positive, LGBTQ, and medically underserved patients.

Learn more at EquitasHealth.com.

AIDS WALK OHIO

Since its inception, thousands of people statewide have participated in AIDS Walk Ohio, raising millions of dollars for HIV/AIDS prevention and care, saving countless lives and improving the well-being of thousands still living with HIV/AIDS today.

Race day is an inspiring, family-friendly experience with something for everyone. The 5K walk, 5k run, and 1-mile stroll begin in the Arena District at McFerson Commons and follow the scenic Scioto Trail through downtown Columbus. This year we expect approximately 1,000 walkers, runners and volunteers to join us in Columbus.

U=U : BECOME AN AMBASSADOR

We are living through a new era of HIV treatment and prevention—one in which, with your help, we actually have the power to stop HIV. We can now say, more confidentially than ever, that Undetectable equals Untransmittable (U=U): a person living with HIV who has achieved viral suppression (HIV no longer detectable) cannot transmit the virus to a sexual partner.

As an AIDS Walk Ohio participant, you are fueling efforts to end HIV in Ohio, not only by raising critical funds for specialized HIV medical care and support services, but by helping spread the U=U message.

In 2019, we are asking AIDS Walk Ohio participants to do more than fundraise. We are challenging you to be a U=U Ambassador.

How will your participation in AIDS Walk Ohio 2019 help stop HIV?

- The money you raise will help us provide testing, treatment, and support services in communities across Ohio, all of which help individual people learn their status and take charge of their health.
- When you spread the word that Undetectable equals Untransmittable, you stamp out the HIV stigma that keeps people from getting tested and starting treatment. When Ohioans know their status and have access to treatment, we will be able to render HIV Untransmittable in our state.

You become an Ambassador with a pledge to raise a minimum of \$50 for AIDS Walk Ohio. You just pay \$1 to register, and the rest can come from donations you bring in.

Ambassadors are guaranteed prizes. If you commit at a higher level, it includes all the prizes from the levels below it (i.e. If you commit to raise \$100, you receive a t-shirt *and* a lapel pin):

- **Ambassador \$50** – AIDS Walk Ohio Ambassador T-Shirt
- **Bronze Ambassador \$100** – AIDS Walk Ohio lapel pin
- **Silver Ambassador \$250** – General admission to the Virginia West AIDS Walk Ohio show
- **Gold Ambassador \$500** – Small commemorative gift (TBD)
- **Grand Ambassador \$1,000** – Crown at the Walk, brunch in May
- **Elite Ambassador \$2,500** – Special large commemorative gift (TBD)

Don't sweat – we have all the tools you need to reach your goal this year. AIDS Walk Ohio staff are always available to answer questions and help you raise funds and awareness.

GRAND AMBASSADORS

Grand Ambassadors are participants who raise \$1,000 or more. They inspire the community to go the extra mile and get involved to demonstrate and increased commitment to the fight against HIV/AIDS. In 2018, 56 Grand Walkers raised over \$107,000

Grand Ambassadors receive special recognition:

- Crowns
- Express Check-in
- VIP Grand Walker activity in each city
- Dedicated phone and email support
- A commemorative Grand Walkers gift
- Acknowledgement on aidswalkohio.com



CHECKLIST

Based on our experience, if you complete each of the following steps, you should reach your personal fundraising goal for AIDS Walk Ohio. Need help completing this list? Check out detailed topic guides in this Toolkit, or contact us. We're here to help!

- Donate to yourself – it shows your donors you're right there with them.**
- Add a personal note to your fundraising page. Send a link to your family and friends.**
- Email your family and friends at *least three times*. It can take a few reminders to get donations.**
- Take a poll on Instagram. Find out who knows what U=U means. Follow up with information and ask for donations.**
- Reach new people on social media! It's a great way to spread the word.**
- Get matching gifts! Many companies match gifts made by employees. See the list on our website and tell your donors.**
- Host an event! Big or small, events raise money. Consider holidays as a time to get people together.**
- Ask a local business you frequent for a donation.**
- Barter! If you have a desirable skill like cooking, offer your time in exchange for donations.**
- Don't discount the small stuff. Collect change around the house.**

GOT QUESTIONS? WE'RE HAPPY TO HELP!

IT'S OKAY TO ASK

The number one barrier for people in fundraising is the fear of asking. Fear not! All it takes is the right mindset. By asking people to donate, you're giving them an opportunity to support an important cause. If they decline, that's okay, but isn't it better to start by giving them a chance to make a difference? Think about the times you've donated to a cause because someone asked. Didn't you feel good?

SETTING UP FOR SUCCESS

- Ask those you believe are most likely to give.
That first bit of fundraising will build up your "asking confidence"!
- Ask for a specific dollar amount; aim high! Even if someone is not ready to give the amount you ask for, they will let you know what works for them.
- Frame it to potential donors as an opportunity to support you while also making a direct impact on the crucial fight against HIV/AIDS.
- Keep this in mind: The number one reason people say they haven't donated to a cause is because no one ever asked.

TIPS AND TRICKS

- **Make it personal.** Why do you care about HIV and AIDS? Why are you going the extra mile by participating in the Walk?
- **Consider what someone is passionate about.** Connect what they care about to the fight against HIV.
- **Uncomfortable asking for money? Start with information!** Ask if they know what U=U means. Explain how we can stop HIV in its tracks with testing and treatment. Then ask for their support.



EMAIL OUTREACH

Email is an incredibly effective fundraising tool, reaching people near and far. In an email, you can share personal stories, facts about why the fight against HIV is important. Equitas Health's services are important to the community, and links to your fundraising page. Emails can also easily be shared with others. Bottom line: email works!

STEP-BY-STEP

1. Decide who you're going to email. The more people you reach out to, the more likely you are to get donations.
2. Type out your message. Make sure there's a direct ask like, "Please donate now to support my efforts." Having trouble crafting your email? Just log into the Participant Center to find sample emails and templates.
3. Read your message over and ask, "Would this make me want to give?" Have a friend read it, too. Is anything missing?
4. First send your email to a group of people you're sure will donate. This will boost your fundraising total, which excites potential donors.
5. Now that you've raised a little money, send your message to your full list. Thank people as they donate. Wait a week, and then follow up with those who haven't given yet. They will!

TIPS AND TRICKS

- Put the most important information first: why you're doing it and how to donate.
- Keep your paragraphs short and sweet. Two to three sentences are easier to read together.
- Make it personal. However you're affected by HIV/AIDS, share it.

SNAIL MAIL

It should come as no surprise that more and more fundraising happens online these days, but you can't forget the folks who might prefer receiving a letter. Cards and letters are great ways to reach people who want to give, but aren't getting email, tweets, and Facebook notifications.

ANATOMY OF A LETTER

1. Draft the card or letter you'd like to send. Visit aidswalkohio.com for sample language to use.
2. Include the reason you're participating. Whether you've been affected by HIV/AIDS personally or you're passionate about social justice, the reason will compel donors to give.
3. Follow up! Call or email whoever you sent the letter to about a week after you sent it, saying "I sent you a letter in the mail. Did you get it?"
4. Thank your donors who give via mail with a personal, handwritten note.

TIPS AND TRICKS

- Many people are bombarded with email. Sending a letter is a great way to ensure they see your request for support, while also adding a personal touch!
- You might not see returns on snail mail for 2-4 weeks, so make sure you time it right to hit your goal before the Walk.
- We ask that you do not mail cash. You can bring cash donations to the Pledge Desk when you arrive at the Walk. You can mail checks to the following address:

AIDS Walk Ohio
7575 Huntington Park Dr., Suite 200
Columbus, OH 43214

SOCIAL MEDIA

Facebook and Twitter aren't the only social media tools, but they are the most powerful for fundraising. On Facebook, you can reach family, friends, and co-workers. On Twitter, you can reach the world. You can also engage friends with a poll on Instagram.

FACEBOOK

NEW THIS YEAR: Fundraise on Facebook! Log in to your Participant Center on aidswalkohio.com. Select "Fundraise on Facebook" in the right sidebar in the blue box. This will create a fundraiser on your Facebook page for AIDS Walk Ohio. When people donate to that fundraiser, the gifts will automatically connect to your AIDS Walk Ohio personal page.

Fundraisers started on Facebook cannot be connected to your AIDS Walk Ohio page afterwards. Fundraisers must be created through the Participant Center for it to connect.

Follow AIDS Walk Ohio on Facebook so you can share our posts with your family and friends. Invite family and friends to the AIDS Walk Ohio 2019 event on Facebook so they get a reminder to donate and attend!

TWITTER

Make sure to always include the hashtag **#AWO19** and a link to your personal fundraising page.

Check out the pre-written tweets in the "Additional Resources" section of the Fundraising Toolkit. You can adapt these for posting.

INSTAGRAM

Poll your friends to find out who knows what U=U means. Follow up with information about the new era of HIV treatment and prevention. Then send them to your Facebook fundraiser or AIDS Walk fundraising page to donate.

TIPS AND TRICKS

- Use the hashtag **#AWO19** on all of your posts.
- Find the link to your personal AIDS Walk Ohio page by logging into the Participant Center and selecting the "Personal Page" tab. Your URL will be in the top box. You can even personalize your URL by selecting "URL Settings."

HOSTING EVENTS

Events can be big or small, and they happen all the time. You can choose to create your own Walk event, or incorporate your fundraising efforts into other happenings. Events give you a unique chance to address a group of people, energizing them around the cause.

PARTY FOR A CAUSE

- Host an event where attendees pay a small donation in order to attend. Let them know how much they've helped raise by attending!
- Try one of these event ideas: House party, potluck, cook-off, benefit concert, yard sale, dinner party, barbecue, etc. Get creative! Ask a local gym to host a fundraising class, like spinning or yoga.
- Ask local businesses for donations of gift certificates or products that you can raffle off or auction at your event.
- Want more event ideas or advice? Contact our friendly staff for more help! We can also send you U=U AIDS Walk Ohio stickers to share at your parties!

TIPS AND TRICKS

- Give attendees options. Even if they don't want to donate in the moment, ask them to join your team or volunteer.
- Make sure there's an easy way to collect donations, like a hat or bucket.



WORKPLACE GIVING

Fundraising at work can be a very rewarding experience, building relationships between you and other staff members and giving you an opportunity to share the things you care about most. Fundraising at work also gives you a chance to showcase your talents and dedication to a cause.

BEYOND THE WATER COOLER

- Ask about forming a company team! Wearing company t-shirts when you do the Walk gives your company great exposure!
- Find out about matching gift policies. Some companies will match employee fundraising, or they will match donations made by employees. This is a great way to double or even triple your fundraising power!
- Put a donation jar on your desk and tell your coworkers what you're fundraising for. Pair it with a bowl of candy and ask your coworkers to drop in some change each time they take a piece. It adds up!
- Host events like cooking contests, cake walks, raffles, and more.

TIPS AND TRICKS

- Ask your donors if their employers match charitable gifts. You could double or triple your fundraising!
- If your company has a human resources department, talk to someone who works there about fundraising opportunities.



BUSINESS DONATIONS

You shop there every week, but have you ever thought of asking your favorite cafe, dry cleaners, pet shop, or clothing store to support AIDS Walk Ohio? There are lots of ways to approach local businesses, and we can help! The most direct way is to ask for a donation.

PLAN OF ACTION

1. Adapt a fundraising letter that you would send to family and friends, personalizing it for the business. Highlight the impact they'll have on the community by supporting you!
2. Bring your letter in person to the business. If the person who would make the decision isn't there, make sure that you leave your contact information so they can get in touch.
3. Follow up to see if they will support you. Remind them that their donation will show publicly on your fundraising page, giving them visibility on aidswalkohio.com.
4. Ask to place a donation tip jar on the countertop or near the store front. You can pair it with one of the awareness flyers in this toolkit. That way when customers walk in or out of the business they will see it.

TIPS AND TRICKS

- Connect their support to the larger community. Make sure they know that 1000+ people will walk, run, or volunteer.
- Offer the business a way to show their support. We have fliers that do just that!



BARTER + SELL

Are you a potter? Photographer? Can you cook up a storm? Bartering and selling goods and services is a tried and true method of grassroots fundraising. We each have something to offer. Turn your talent into a fundraiser.

PICK, PROMOTE, AND RAISE!

- Pick something to barter or sell. Advertise on Facebook, Twitter, and via email to let people know what you're offering in exchange for Walk donations.
- Include the details on your Personal Fundraising Page: what you're offering, how much people have to donate, and how to contact you to take advantage of the offer.
- Follow through in a timely fashion; don't make them wait! When someone donates, confirm their gift and how they'll receive the goods/services offered.
- Share the experience with friends, family, and coworkers. Selling art? Take photos and post them online. People will get excited and want to get on board.
- Reach beyond your personal network. Post your offer to websites where people look for the kinds of goods/services you're offering.

TIPS AND TRICKS

- Recently upgraded your electronics? Got a neat antique just lying around? Consider selling items on Craigslist and other sites, or set up shop at a local flea market.

