

# STOMP OUT STIGMA



May. 6. 23



#aidswalkcli



# FUNDRAISING TOOLKIT



# EVENT DETAILS

**WHEN?** Saturday, May 6

**WHERE?** Wells Fargo Atrium & Plaza  
301 S. Tryon Street, Charlotte

**WHY?** AIDS WALK Charlotte benefits RAIN, one of the largest HIV nonprofits in the Carolinas

**WHO?** Strong individuals come together to lace up their shoes to stomp out stigma

**HOW?** It Starts With YOU!



## SCHEDULE

- 9:00 AM** Registration & Check-In Opens
- 10:30 AM** Morning Program & Awards
- 11:00 AM** Walk Begins



# WHO BENEFITS

**MISSION:** RAIN empowers persons living with HIV and those at risk to live healthy and stigma free.

**VISION:** RAIN envisions ending HIV in our community.

RAIN is a human service agency providing a comprehensive range of programs to young adults and adults living with HIV (and their families) as well as those who are at risk. Being one of the largest HIV nonprofits in the Carolinas providing direct client services, RAIN is widely recognized for its unique model and expertise in working with persons living with and vulnerable to HIV.

RAIN educates and advocates for all people with HIV and to work for a greater understanding of HIV and how it affects everyone regardless of race, gender, and sexual orientation. We enable people living with HIV to live their lives to the fullest potential.

## RAIN services include:

-  Medical Case Management \*
-  EPY (Empowering Positive Youth) \*
-  EIS Early Intervention Services (EIS) \*
-  PrEP Program \*
-  HIV/STI Testing \*
-  Health Insurance Assistance \*
-  Counseling Services
-  The Havens
-  Mobile Testing Unit
-  The Drop
-  EASE Program (Enhancing wellness through Affirming Services and Education)
-  Youth and Adult Support Groups
-  Awareness & Prevention Education



Live Fully. With or without HIV.



# TIPS & TRICKS

## THE EASY 10 DAY PLAN

A quick 10 day plan to raise \$250

<b>DAY 1</b>	Make a personal donation of \$35	<b>\$35</b>
<b>DAY 2</b>	Ask 8 friends to give \$5	<b>\$75</b>
<b>DAY 3</b>	Ask 3 close friends for \$10 each	<b>\$105</b>
<b>DAY 4</b>	Ask a neighbor for \$15	<b>\$120</b>
<b>DAY 5</b>	Ask your mom or dad for \$35	<b>\$155</b>
<b>DAY 6</b>	Ask your brother and sister for \$20 each	<b>\$195</b>
<b>DAY 7</b>	Ask your social media networks for \$10	<b>\$205</b>
<b>DAY 8</b>	Ask your stylist, barber or doctor for \$5	<b>\$210</b>
<b>DAY 9</b>	Ask your boyfriend/girlfriend for \$30	<b>\$240</b>
<b>DAY 10</b>	Ask a fellow book club member for \$10	<b>\$250</b>

### ASK ANYONE AND EVERYONE YOU KNOW.

- |                         |                  |                       |                     |
|-------------------------|------------------|-----------------------|---------------------|
| Fantasy Football League | Parents          | Rabbi/Pastor/Minister | Financial Planner   |
| Accountant              | Manicurist       | Teacher               | Holiday Card List   |
| Lawyer                  | Fitness Trainer  | Florist               | Travel Agent        |
| Repair Man              | Insurance Agent  | Printer               | Veterinarian        |
| Bartender               | Friends' Parents | Stock Broker          | OB/GYN              |
| Doctor/Pediatrician     | Hair Stylist     | Gym Members           | Psychologist        |
| Ex-Boy/Girlfriend       | Barber           | Pharmacist            | Sisters/Brothers    |
| Cleaners                | Godparents       | Best Friend           | Landlord            |
| Mortal Enemy            | Cousins          | Classmates            | Sorority Sisters    |
| Lawn Service            | Uncles/Aunts     | Choir Director        | Fraternity Brothers |



# TIPS & TRICKS

## TIPS TO IMPROVE YOUR FUNDRAISING:

- The people most likely to give are those who have given before. Go back to your previous supporters and let them know the impact of their past donation/s.
- Keep your supporters updated on your progress and follow up after the walk.
- **Thank** your supporters... and then thank them again.

## SEND PERSONALIZED EMAIL APPEALS

There is nothing more your friends, family and colleagues care about than **"WHY"** the walk is important to you. Research has shown that most donors give because the cause is important to the fundraiser. Make the email personal by sharing why you are walking and why they should donate.

## SET YOUR TARGET AND APPEAL

Failing to set up your fundraising page is the biggest cardinal sin in the land. A successful fundraising page includes a personal picture along with a personal message talking about why the walk is important to you. Including tangible outcomes, such as *"A donation of \$50 provides one hour of counseling to assist with the emotional challenges of living with HIV."*, are often effective.

## POST ON SOCIAL MEDIA TO MAINTAIN MOMENTUM

Leverage your social media networks to maintain momentum. Thanking people for their contributions, posting pictures/videos of thanks and your previous participation, asking friends to share or re-post your appeal and seeking more donations is pretty effective.

## TIMING IS EVERYTHING

Special circumstances can provide an ideal opportunity to grab a donation. Example: Birthday coming up? Ask for donations in lieu of gifts.

## FOLLOW UP WITH TEXTS AND CALLS

So you've created a stunning page, donated on the page yourself, reached out to close friends and family via emails. *It's time to put the hammer down* and start following up with them via texts and phone calls. In this day and age of limited attention spans, making sure that you're driving promises to action is extremely critical.

## SEND REGULAR UPDATES AND CELEBRATE SUCCESSSES

Use email and social media platforms to keep everyone up to date with your progress. Send regular updates, especially when you hit certain milestones ([click here to download](#) milestone badges to use). Use this communication to seek donations that will get you to the next milestone.





# OMG MORE TIPS & TRICKS

## SEND TIMELY THANK YOU NOTES

Make sure to thank people who are making donations to your page in a timely manner (for example: don't wait for the walk to end). Good thank you notes are typically personal in nature; share the status of the walk; and also mention a little bit more about your affiliation with HIV, AIDS WALK Charlotte and/or RAIN.

You can even use official AIDS WALK Charlotte thank you note cards. [Click here](#) to request some to be mailed directly to you.

## CLOSING STRONG

During the last few days of the walk, send out reminders letting everyone know that fundraising for AIDS WALK Charlotte is ending soon. Subject lines with "Last 48 Hours to Go" or "1 More Day to Make an Impact" have been found to be effective in getting procrastinators to take action.

## WRAP IT UP

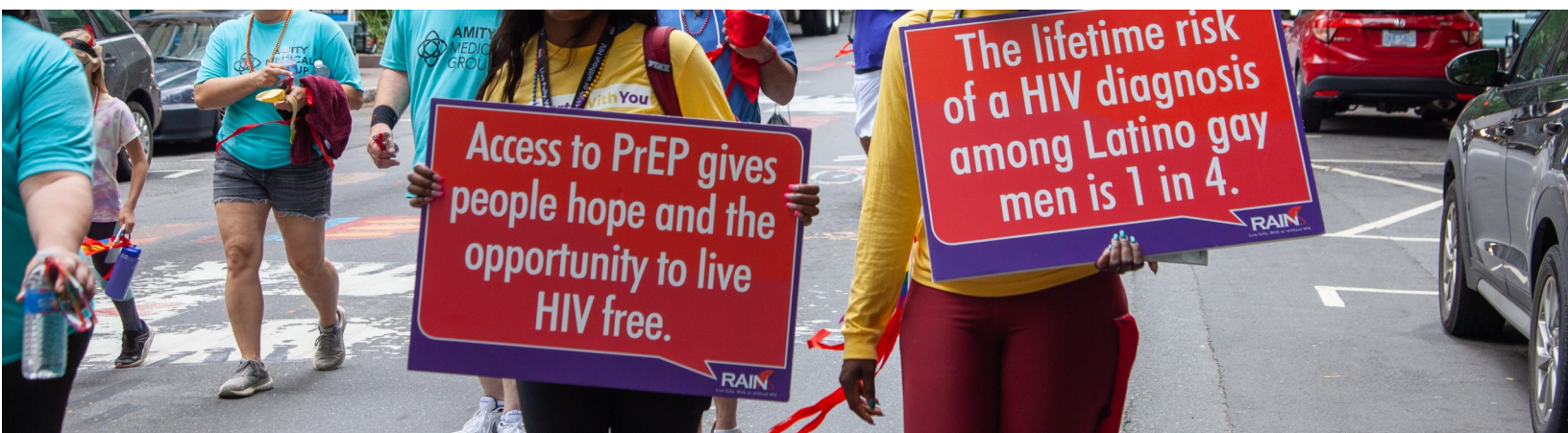
At the end of the walk, send a final thank you email to all the donors with your final fundraising stats.

*This step is critical for retaining your donors for future fundraising efforts.*

## WHO CAN SUPPORT YOUR EFFORTS AT AIDS WALK CHARLOTTE?

- Your best lunch date
- Friends from your present job
- Members of your hobby group
- Your car repair person
- People you know through your children
- Your children's music teacher
- Your letter carrier

- Friends from your old job
- Friends from school or college
- Members of your church or synagogue
- People you know through your spouse/partner
- Your wedding attendants
- Your relatives
- Your florist





# THE LAST PAGE OF TIPS & TRICKS

## 50 CONTACTS IN 5 MINUTES

Here's a quick way to think of family, friends and acquaintances who could help you meet your fundraising goal and even join your team. You'll be surprised by how fast you can grow your list. **Write down 5 names in each category.**

### RELATIVES

- 1) \_\_\_\_\_
- 2) \_\_\_\_\_
- 3) \_\_\_\_\_
- 4) \_\_\_\_\_
- 5) \_\_\_\_\_

### CO-WORKERS

- 1) \_\_\_\_\_
- 2) \_\_\_\_\_
- 3) \_\_\_\_\_
- 4) \_\_\_\_\_
- 5) \_\_\_\_\_

### FRIENDS

- 1) \_\_\_\_\_
- 2) \_\_\_\_\_
- 3) \_\_\_\_\_
- 4) \_\_\_\_\_
- 5) \_\_\_\_\_

### NEIGHBORS

- 1) \_\_\_\_\_
- 2) \_\_\_\_\_
- 3) \_\_\_\_\_
- 4) \_\_\_\_\_
- 5) \_\_\_\_\_

### CONTACTS THROUGH YOUR CHILD'S ASSOCIATIONS

- 1) \_\_\_\_\_
- 2) \_\_\_\_\_
- 3) \_\_\_\_\_
- 4) \_\_\_\_\_
- 5) \_\_\_\_\_

### PEOPLE WHO HAVE INVITED YOU TO A PARTY

- 1) \_\_\_\_\_
- 2) \_\_\_\_\_
- 3) \_\_\_\_\_
- 4) \_\_\_\_\_
- 5) \_\_\_\_\_

### SPOUSES' CO-WORKERS OR THEIR SPOUSES

- 1) \_\_\_\_\_
- 2) \_\_\_\_\_
- 3) \_\_\_\_\_
- 4) \_\_\_\_\_
- 5) \_\_\_\_\_

### CHURCH OR SOCIAL GROUPS

- 1) \_\_\_\_\_
- 2) \_\_\_\_\_
- 3) \_\_\_\_\_
- 4) \_\_\_\_\_
- 5) \_\_\_\_\_

### PEOPLE YOU DO BUSINESS WITH

(dermatologist, bank, grocer, hair stylist, mechanic, etc.)

- 1) \_\_\_\_\_
- 2) \_\_\_\_\_
- 3) \_\_\_\_\_
- 4) \_\_\_\_\_
- 5) \_\_\_\_\_

Now that you've compiled a long list of potential donors (and/or team members), start sending out your ask emails, calls and texts. Always include the link to your personal fundraising page.



# GET REGISTERED

Registering takes just minutes and can be done in 3 simple steps.

1) On the homepage of [www.aidswalkclt.org](http://www.aidswalkclt.org), click the **"REGISTER NOW"** button (located in the top right corner).

Search... REGISTER NOW! LOGIN

A pop up window will appear to give you options on how you want to register - through social media (Facebook, Google or Twitter) or by using your email (if you use your email then you will also input your password at that time).

**Register for AIDS WALK Charlotte**

**FOR THE BEST EXPERIENCE:**

- Sign Up with Facebook
- Sign Up with Google
- Sign Up with Twitter

**DO I HAVE TO USE A SOCIAL NETWORK?**

No, but AIDS WALK Charlotte is all about the social experience - doing things that are fun, rewarding and good for the community and sharing them with your friends. Plus why would you want yet another password to remember?

Sign Up Using Email

[I already have an account](#)

**No fee to register but to receive an official AIDS WALK Charlotte t-shirt you have to raise a minimum of \$35.**

By signing up you accept the OneCause Peer-to-Peer Social Fundraising [Terms of Service](#) and [Privacy Policy](#)

2) Another pop up window will appear asking if you want to join an existing team, start a new team or register as an individual. Since you are the team captain, you would choose start a new team.

**Are you registering as part of a team or as an individual?**

**Join an Existing Team**

Just start typing the name of the team or someone on the team, then select it from the dropdown list.

Start typing your search

Join Team

**OR**

**Start a New Team**

Just think of a catchy name for your team, then click the button and you're on your way.

Team Name

Start Team

**Or Register as an Individual**

If you aren't joining a team or you're just not sure, register as an individual. You can always join a team later if you want.

REGISTER AS AN INDIVIDUAL





# GET REGISTERED

3) Fill out the registration form including your information, any additional people you want/need to register, payment information if you are kick starting your fundraising with a donation and then hit the "SUBMIT" button.

REGISTER FOR AIDS WALK CHARLOTTE 2023

PERSONAL INFORMATION    REGISTRATION OPTIONS    ADDITIONAL REGISTRATIONS    PAYMENT INFORMATION    CONFIRM AND SUBMIT

First, let's make sure we have all your information correct.

**First Name \***       **Last Name \***

**Email Address \***

**Street Address \***

You will automatically be taken to your participant center where you can customize your personal and team pages including adding photos, videos and text. Once you're happy with your edits don't forget to save and then you can start sending out emails to recruit team members and donations.



## MILESTONE BADGE PATCHES

Every milestone you reach on fundraising page you will receive a milestone badge that will show your supporters all the amazing work you've done. We've taken these milestone badges and made them real. That's right, not only will you have them show up on your fundraising page but you will also receive a real fundraising patch that you can iron onto your day of walk shirt to show off!



# ONE LAST THING

## HOW YOU CAN DOUBLE YOUR DONATIONS!

Most employers have a matching gift program and will match donations made by their employees. Therefore, donations to AIDS WALK Charlotte can easily double. Each company has its own approach to charitable giving - so please be sure to confirm matching gift program guidelines & participation directly with your employer.

To find out if your employer, or one of your donor's employers, has a matching gift program [click here](#) or go to [www.aidswalkclt.org](http://www.aidswalkclt.org) and click "Matching Gifts" under the "Donate" menu tab. Type in the company to see if they have a matching gift program and what the guidelines are.

## SOCIAL MEDIA SHARING

**We all know it.** Social media sites like Facebook, Instagram, Snapchat, TikTok and Twitter can make it faster and easier than ever to share with family, friends, and other members of our networks what we are up to and what is important to us.

- Share pictures from previous years asking for donations
- Use the hashtags #aidswalkclt, #stompoutstigma, #rainclt
- Change your profile picture
- Post your fundraising page URL
- Make a quick video on why you are walking
- Share pictures, videos, quotes, etc. on Facebook and Instagram stories

***There really is no limit to what you can do to inspire, engage and empower your friends and followers to support and walk with you.***



# THIS IS HELPFUL

## WHAT IS A WALKER?

You are planning to join us on Saturday, May 6 and raise money for those impacted by HIV. You also will actively fundraise for RAIN. There is no cost to participate, however if you want a shirt you will need to raise a minimum of \$35 to receive an AIDS WALK Charlotte t-shirt.

## WHAT IS A VIRTUAL WALKER?

Don't live in the area or not feeling up to getting out and walking? Become a Virtual Walker! There is no cost to participate, however if you want an AIDS WALK Charlotte shirt you will need to raise a minimum of \$35.

## MARKETING & PROMOTIONAL MATERIALS

We have posters, flyers, stickers, window stickers/clings, thank you note cards and yard signs that you can use to help in your fundraising and recruitment efforts. You can either send us an email or submit an online request at [carolinarain.org/material-request](http://carolinarain.org/material-request).

There is also a [Downloadable Files](#) page dedicated to any and everything you could possibly want to download including social media images, videos, kits, info sheets, virtual backdrops, milestone badges, etc.

## WE WILL REGISTER YOU

We are more than happy to get you, your team and your team members registered. It would be our pleasure. Just email one of us with name/s, email/s, shirt size/s, and your team name (if you need us to register a team).

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