

SUBJECT LINE: Stigma Stops With US

Hey **[Insert personal greeting]**,

Remember last year's epic AIDS Walk Charlotte? Stomping out stigma, sunshine, and a parade of people united against HIV stigma! It was electric, right?

Well, guess what? I'm lacing up again this year, and I'd love for you to join me in the movement!

This year's theme is "Stigma Stops with Me," and I'm taking it seriously. Every dollar raised stays right here in Charlotte, directly supporting individuals living with HIV and those at risk.

You know, AIDS Walk Charlotte is the Carolinas' biggest HIV fundraiser, and since 1997, we've raised over \$3.5 million for RAIN's life-changing programs. It's not just about walking – it's about showing compassion and closing the gap for our neighbors who face stigma and lack access to essential resources.

This year, I'm pushing my fundraising goal even higher because I truly believe in RAIN's mission. Every step we take, every dollar we raise, empowers someone living with HIV to thrive and sends a powerful message: stigma has no place in our community!

Want to walk with me in spirit (or on actual pavement, if you're feeling adventurous)? Click on my personal fundraising page – **[INSERT PERSONAL FUNDRAISING LINK]** – and let's smash this goal together! Every contribution, big or small, fuels the fight against HIV stigma.

Thank you for being a part of my journey, and let's make this year's AIDS Walk Charlotte another record-breaker!

Sending virtual high fives (and maybe some real ones at the walk!),

[Your Name]

BONUS:

- **Add a personalized photo of yourself from last year's walk or training.**
- **Share a specific story or reason why you're passionate about this cause.**
- **Mention a specific RAIN program you're supporting to personalize the impact.**