AIDS WALK CHARLOTTE

COMPLETE GUIDE TO AIDS WALK CHARLOTTE

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DAY OF DETAILS

SAT

May 18th, 2024

Truist Field

324 S. Mint St.
Charlotte, NC 28202

9 AM: CHECK IN

Participants can register and collect their t-shirt if they raised $35 or more.

AFTER CHECK IN

Participants are welcome to browse the community showcase, take pictures, etc.

10:30 AM: PROGRAM & REWARDS

Please join us in front of the dugout.

11 AM: WALK BEGINS!

AIDS WALK CHARLOTTE

ALL ABOUT RAIN

MISSION: *RAIN empowers people living with HIV and those at risk to be 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'S SERVICES

- EARLY INTERVENTION SERVICES
- MEDICAL CASE MANAGEMENT
- HIV/STI TESTING
- EMPOWERING POSITIVE YOUTH
- THE HAVENS
- HEALTH INSURANCE ASSISTANCE
- AWARENESS & PREVENTION EDUCATION
- COUNSELING SERVICES
- MOBILE TESTING UNIT
- PREP PROGRAM
- SUPPORT GROUPS
- EASE
  Enhancing wellness through Affirming Services and Education
- THE DROP

www.carolinarain.org

AIDS WALK CHARLOTTE

ALL ABOUT RAIN'S SERVICES

RAIN served a total of 572 individuals in 2023 through their direct client services.

MEDICAL CASE MANAGEMENT — 92 CLIENTS SERVED

Assisting adults living with HIV (ages 25 and older) in obtaining community resources necessary for maintaining good health and eliminating barriers to effective treatment.

EPY (EMPOWERING POSITIVE YOUTH) — 31 CLIENTS SERVED

Providing compassionate care to youth living with HIV (ages 13 to 24) with peer counseling, referrals to support services, medical case management, HIV/STI prevention education, and support in learning to live with HIV.

PrEP PROGRAM (Pre-Exposure Prophylaxis) — 47 CLIENTS SERVED

Connecting HIV negative people to a prescribing physician to obtain medication and implementing risk reduction techniques to reduce the risk of exposure to HIV.

EARLY INTERVENTION SERVICES — 124 CLIENTS SERVED

Linking individuals who have fallen out of care or newly diagnosed and face the most barriers to effective treatment, adherence, and viral suppression.

HEALTH INSURANCE ASSISTANCE — 271 CLIENTS SERVED

Assisting eligible individuals in navigating health insurance options to meet their unique medical needs, along with providing financial assistance for premiums and other out of pocket costs.

COUNSELING SERVICES — 78 CLIENTS SERVED

Providing on-site and virtual mental health support to clients as they work through issues related to a HIV diagnosis, anxiety, depression, trauma, and substance abuse.

EASE (Enhancing wellness through Affirming Services and Education) — 14 CLIENTS SERVED

Helping individuals who are ready for substance use treatment through a holistic wellness program with a harm reduction model with one-on-one counseling and group support.

HIV/STI TESTING — 1,484 TESTS ADMINISTERED

Offering free and confidential testing Monday-Friday at The RAIN office, Monday-Saturday at The Drop, and various locations throughout the community with the Mobile Testing Unit.

THE DROP — 841 VISITORS

Welcoming commmunity-based safe space for young men of color who have sex with men are provided HIV education, prevention, and essential support services.

RAIN served 572 unique individuals in 2023 with 87 people accessing multiple programs and services (example: client served by PrEP and counseling services)

Of the 572 individuals, 113 identify as part of the LatinX community. That is 20% of RAIN's clients.

70% of our clients self-identify as members of the LGBTQ community.

LEARN MORE ABOUT HIV

- On average, there are **6 new cases of HIV** reported each week in Mecklenburg County.
- The rate of Black males living with HIV diagnosis is **5.8 times** that of White males.
- The rate of Hispanic/Latino males living with HIV diagnosis is **1.5 times** that of White males.
- The rate of Black females living with HIV diagnosis is **14.9 times** that of White females.
- The rate of Hispanic/Latina females living with HIV diagnosis is **2.8 times** that of White females.
- Lifetime risk of a HIV diagnosis is **higher if you live in the South**, including North and South Carolina. 49% of all HIV/AIDS diagnoses occur in the South.
- Mecklenburg County has the **largest number of HIV cases and new diagnoses** in North Carolina.
- The CDC says that **1 in 5 new HIV infections** occur in people younger than 25.

Statistics are from Mecklenburg County Health Department and AIDSVu.org

HELPFUL LINKS AND SITES

Check out some of these great sites that have lots of information and graphics you can use to recruit team members, request donations and help break the stigma associated with HIV.

- **AIDSVu.org**
- **Southern AIDS Coalition** – HIV & the South
- **AIDS United**
- **Help Stop the Virus** – Living with HIV: Dante
- **Gilead** – Ending the HIV epidemic
- **Help Stop the Virus** – Treat to Prevent
- **CDC** – HIV in the South
- **ONE.org**

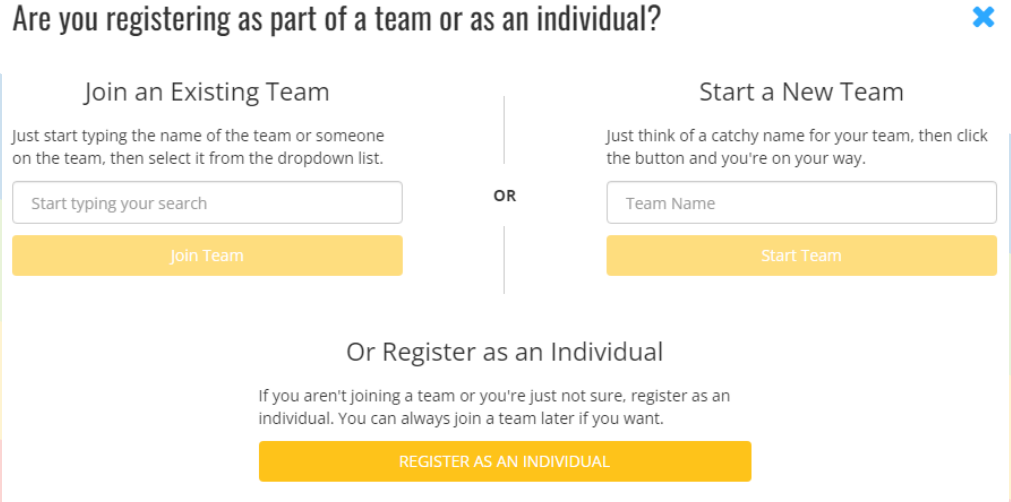
LET'S GET REGISTERED!

Registration only takes few minutes and can be done in 3 simple steps.

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

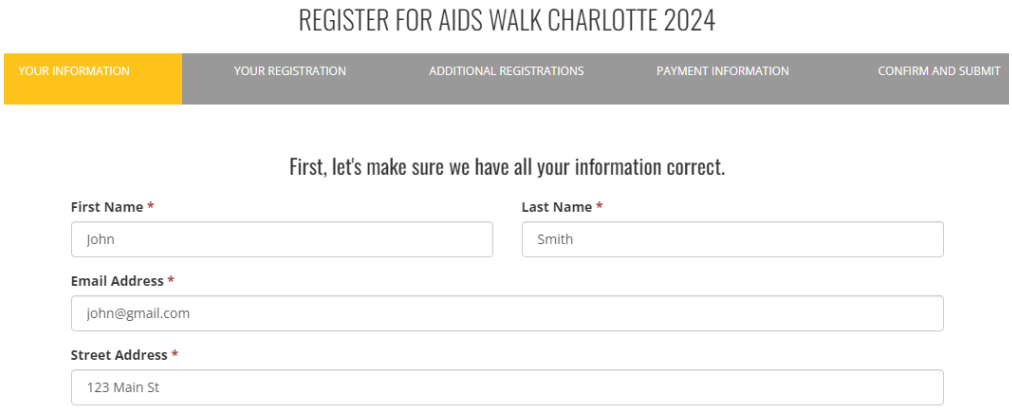
A pop up window will appear to give you options on how you want to register - through social media (Facebook, Google or Twitter) or by using your email (if you use your email then you will also input your password at that time).

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. If you are the team captain, you would choose to start a new team.



FINISHING UP REGISTRATION

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.



*You will automatically be taken to your participant center where you can customize your personal & team pages including photos, videos, and text. don’t forget to save your edits! Now it’s time to start sending out **emails** to recruit your team and donations.*

LINKING FACEBOOK TO YOUR FUNDRAISING PAGE

You can connect your AIDS WALK Charlotte fundraising page to create a Facebook fundraising event. So if someone donates directly to your walk page or your Facebook fundraiser, they are connected and show your growth.

You can set this up in just a few simple steps (please remember that if you delete your fundraiser on the AIDS WALK Charlotte site, you won’t be able to reconnect it).

CLICK HERE FOR A STEP BY STEP GUIDE

AIDS WALK CHARLOTTE

CHECKLISTS

PREWALK CHECKLIST:

- [ ] Get Registered: Join a team or create your own at aidswalkclt.org!
- [ ] Make it Personal: Customize your fundraising page with a personal story and photo.
- [ ] Recruitment Time: Ask your friends, family, coworkers, and neighbors to join you!
  Not Your First Walk? Email **s.lawing@carolinarain.org** for your 2023 team roster
- [ ] Goal Setting: Set your team and/or personal fundraising goal and get ready to ask!
- [ ] Get Social: Share your fundraising page on social and set up a **Facebook fundraiser**.
  Check out the **Social Media section** for graphics and sample messaging
- [ ] Make the asks: Consider in person and online asks so you can reach more people.
  Think about different ways to ask! Like sending a letter, making a phone call, a quick text, an **email** or even tagging them on social media.
- [ ] Say Thanks: Let them know the impact that their donation makes at RAIN!

$35 Allows a case manager to accompany a client to the physician to ensure they are able to understand information about their medication & health.

$50 Provides one hour of counseling to assist with the emotional challenges of living with HIV.

$75 Provides one client with a (1) month bus pass needed for work & medical appointments.

$100 Provides laboratory tests at a medical visit for a person living with HIV or someone interested in starting PrEP.

DAY OF WALK CHECKLIST:

- [ ] Set Your Alarm: Check in opens at 9 AM at Truist Field!
- [ ] Plan Ahead: Designate a time and location to meet with your team.
- [ ] Get Ready: Confirm parking, lace up those shoes, and get ready to walk!
  Did you know the most spirited team wins an award? Encourage your team to go all out!
- [ ] Share on Social: Let everyone know that today's the day STIGMA STOPS WITH YOU!
  This is a great opportunity to share why you are participating or post your fundraising page.
- [ ] Check In: Visit the registration table to check in and get your AWC24 t-shirt*.
  Turn in any cash or checks you have collected to registration volunteers.

POSTWALK CHECKLIST:

- [ ] One More Ask: It's not to late to meet your goal!
- [ ] Share Your Photos: Make sure you follow **@RAINCLT** and tag us in your post!
- [ ] Thanks Again: Send thank you notes or messages to anyone you may have missed.
  This is also a great time to update everyone on your progress. You never know when someone will want to help you meet your goal or give one more time!

*Anyone who raises at least $35 is eligible to receive an official AWC24 t-shirt

T-SHIRTS & PATCHES

HOW YOU CAN GET AN AIDS WALK T-SHIRT?

To get an official AIDS WALK Charlotte 2024 t-shirt, you must **raise** at least $35. You can donate $35 to your fundraising page or have others donate. Please note that donating $35 to another participant does not qualify you for a shirt.

MILESTONE BADGE PATCHES

Every milestone you reach on your fundraising page, you will receive a milestone badge! They 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!

AIDS WALK CHARLOTTE

LET'S RAISE SOME MONEY!

How to raise $250 in 10 days

DAY 1	Make a personal donation of $35	**$35**
DAY 2	Ask 8 friends for $5	**$75**
DAY 3	Ask 3 close friends for $10 each	**$105**
DAY 4	Ask a neighbor for $15	**$120**
DAY 5	Ask a family member for $35	**$155**
DAY 6	Ask your siblings to pitch in $40	**$195**
DAY 7	Ask your social media networks for $10	**$205**
DAY 8	Ask your stylist, barber, or doctor for $5	**$210**
DAY 9	Ask your partner for $30	**$240**
DAY 10	Ask a coworker for $10	**$250**

Who should you ask?

Get creative! Here are some suggestions to get you started:

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

THANK A DONOR | **ASK FOR A DONATION** | **INVITE A TEAM MEMBER**

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.

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.

SEND REGULAR UPDATES AND CELEBRATE SUCCESSES

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.

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.

TIPS & TRICKS

SEND TIMELY THANK YOU NOTES

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

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" are 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.

WAYS TO DOUBLE YOUR DONATIONS!

EMPLOYER MATCHING PROGRAMS

Some employers have a program that will match donations made by their employees. Which means your donations to AIDS WALK Charlotte can easily double! Each company has its own guidelines – so please be sure to confirm matching gift program guidelines & participation of your employer and/or donors' employer using the button below.

CHECK YOUR EMPLOYER

SPONSER MATCHING DAYS

Through out the months of March and April, on an assigned day, donations that you received at a predetermined amount will be matched by the sponsoring company.

HOW IT WORKS:

- When a donation is made on the assigned day and to your fundraising page, the "match" will automatically be added to your page.
- "Matches" are limited to that specific match day amount and will continue until the funds are depleted.
- You've instantly doubled that gift and quickly increased your fundraising efforts.

SEE MATCH DAY CALENDAR

SOCIAL & EMAIL ASKS

AIDS WALK Charlotte is committed to engaging actively and strategically in social media by empowering **YOU** to become influential and agents of change. This section is designed to help walkers and teams manage social media properties during AIDS WALK Charlotte and learn about what to use and when to use it.

This section will provide messages that will encourage donations to AIDS WALK Charlotte and to build urgency on why it is so important to support.

We encourage personalization of your social media messages and posts. In the interest of your time, ease and consistency, we have provided some suggested text.

GOALS

- To increase participation in AIDS WALK Charlotte.
- To raises awareness about the walk while supporting fundraising efforts.
- To raise awareness about HIV statistics that are affecting Charlotte and Mecklenburg County.
- To help break stigma associated with HIV.

TACTICS

- Post messages on Facebook, Instagram, TikTok and X (Twitter)
- Use hashtags #aidswalkclt and #STIGMASTOPSWITHYOU
- Use secondary hashtags #rainclt, #livefully, and #charlotte
- Engaging with AIDS WALK Charlotte on social media

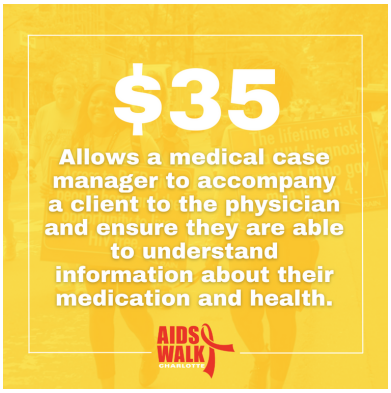
SETUP ACTIVITIES

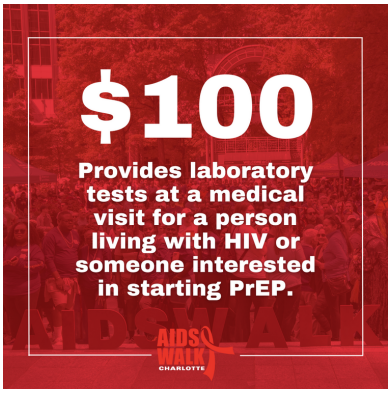
- Like RAIN's **Facebook** page
- Follow RAIN's **Instagram** page
- Follow RAIN's **TikTok** account
- Visit the walk **Facebook event page** and click "Going"
- Invite friends to the Facebook event page by clicking "Invite"
- Change your profile picture
- Post your fundraising page URL
- Make a quick video on why you are walking
- Share pictures, videos, quotes, etc. on Facebook and Instagram stories

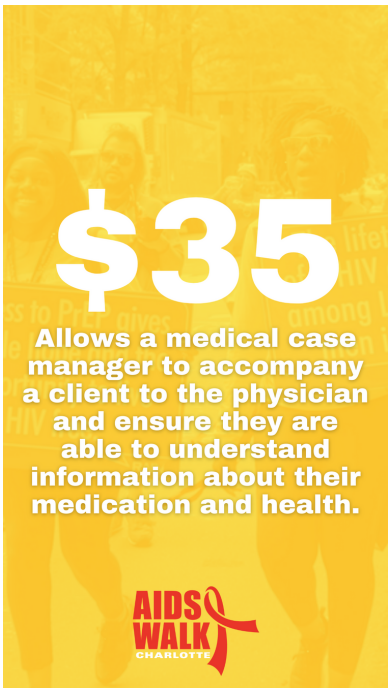
There really is no limit to what you can do to inspire, engage and empower your friends and followers to support and walk with you!

SOCIAL MEDIA TOOLKIT

GRAPHICS: CLICK IMAGE TO DOWNLOAD







EMAIL TEMPLATES

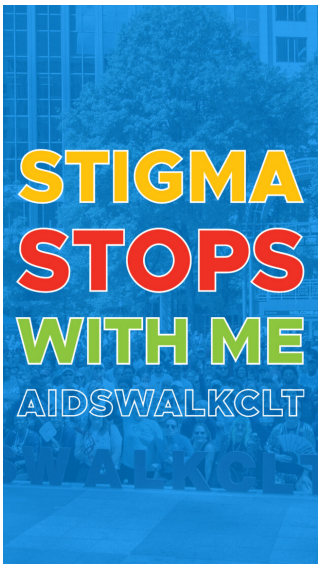
- THANK A DONOR
- ASK FOR A DONATION
- INVITE A TEAM MEMBER

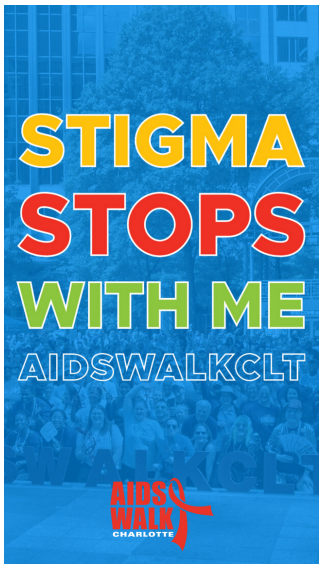
VIDEO SUGGESTIONS

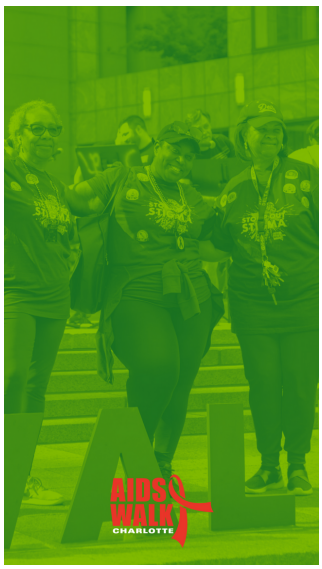
- AIDS WALK 2023 RECAP VIDEO
- WE ARE YOUR PEOPLE VIDEO

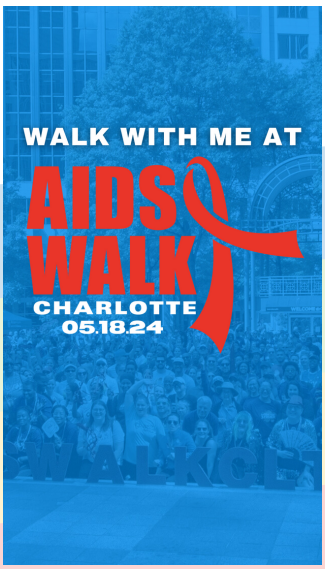
SOCIAL MEDIA TOOLKIT

GRAPHICS: CLICK IMAGE TO DOWNLOAD





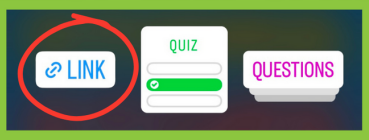




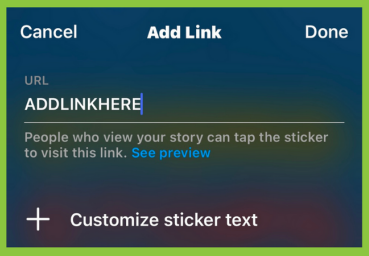
HOW TO ADD YOUR FUNDRAISING LINK TO YOUR INSTA STORY:

1. UPLOAD PHOTO TO YOUR STORY
2. CLICK THIS ICON IN THE UPPER RIGHT CORNER

3. SELECT "LINK" OPTION



4. ADD YOUR LINK AND CUSTOMIZE THE TEXT



SAMPLE MESSAGES

I'm standing up against STIGMA! Join me and be a part of AIDS WALK Charlotte on Saturday, May 18! We've all been impacted by HIV. #aidswalkclt #stigmastopswithme #rainclt #charlotte

It starts with me because it's my opportunity to stand up against stigma. #aidswalkclt #stigmastopswithme #rainclt #charlotte

It starts with me to make an impact in Charlotte. AIDS WALK Charlotte is important to me and I've set a fundraising goal that I hope you will help me reach. #aidswalkclt #stigmastopswithme #rainclt #charlotte

Be a part of AIDS WALK Charlotte on Saturday, May 18, the largest HIV awareness and fundraising event in the Carolinas! It's our time to STOP HIV STIGMA! #aidswalkclt #stigmastopswithme#rainclt #charlotte

Did you know that on average, 6 new case of HIV are reported each week in Mecklenburg County? That's why I am walking and fundraising for #aidswalkclt and I want you to join me! Follow the link in my bio to join and make a donation! #stigmastopswithme #rainclt #charlotte

The CDC says that 1 in 5 new HIV infections occur in people younger than 25. This is why my family and I are supporting AIDS WALK Charlotte on Saturday, May 18. It starts with us so join our team or donate to my page (the link is in my bio). #aidswalkclt #stigmastopswithme #rainclt #charlotte

Join my team and help us stand up against stigma associated with HIV. All voices need to be heard and with your help we can do that! Go to www.aidswalkclt.org and type in [insert team name] and then click JOIN! #aidswalkclt #stigmastopswithme #rainclt #charlotte

Did you know that when you donate $50 to my fundraising efforts you've allowed someone living with HIV an hour of counseling? A simple gift of $50 makes a dramatic impact - follow the link in my bio to donate today (and thank you). #aidswalkclt #stigmastopswithme #rainclt #charlotte

CLICK TO VIEW ON WEBSITE

TIPS FOR TEAM CAPTAINS

Your dedication, compassion and support shine through all of your fundraising work and we thank you! Whatever your fundraising efforts are, remember to promote them as a benefit for RAIN and the HIV community in Charlotte.

COMMUNICATE WITH YOUR TEAM

- Touch base via email, phone or text (you can even hold a team meeting)
- Brainstorm fundraising ideas
- Inspire the team with stories/facts about RAIN
- Keep the team informed of their progress highlight a certain member's fundraising efforts (they received a big donation or reached their goal)

RECOGNITION AND APPRECIATION

- Consider ways you might recognize each team member for their contributions.
- Help the team share in the glory of any formal awards received on the day of the walk.
- Remember to recognize your own contributions and keep in mind that each dollar raised is impacting someone who is living with HIV

MOTIVATE AND ENCOURAGE

- Challenge the team
- Foster a competitive sprit
- Thank members throughout the process

REGISTER TEAM MEMBERS

If you collect names, emails and shirt size the **support team** can take that list and easily register everyone. They will receive an email that they are registered along with steps on how to finalize their page.

BUILD AN AWESOME AND DYNAMIC TEAM

- Look to your family, friends and co-workers to be on your team
- Be sure to emphasize AIDS WALK Charlotte as an opportunity to make a difference in the Charlotte community and how it is helping end HIV.
- Seek people with different connections to widen the circle of possible donors.

STILL HAVE QUESTIONS?

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.

Every team and individual that registers has access to the Support Team. Below are a few ways the support team can help you.

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).

SET GOALS

Do you need assistance in setting goals for your team or need ideas about recruiting and fundraising? Schedule a time to talk with the support team to set goals and make a plan to reach them. See below for their contact information.

NEED HELP PLANNING A FUNDRAISER?

If you are planning a fundraiser, the support team can help recommend virtual platforms, spread the word with specialized social media posts and help you plan to make your fundraiser a success.

Savannah Lawing
s.lawing@carolinarain.org
(704) 726-0983

Nathan B. Smith
n.smith@carolinarain.org
(704) 839-3956

CHECK OUT OUR FAQ PAGE