



Social Media Toolkit

The information in this toolkit is provided to help you spread the word about AIDS Walk, ASF and why you are walking. It's also useful for fundraising!

General Information:

AWOC Website: <http://www.aidswalkorangecounty.org>

AIDS Services Foundation Website: <http://www.ocasf.org>

Login for Personal Walker Webpage: <http://bit.ly/1ytbTMI>

Walk Hashtag: #AIDSWalkOC2015

Facts at a Glance:

- **Event info:**
 - **Date:** May 9, 2015
 - **Time:** 7:30am - Registration Opens, 9:00am - Opening Ceremony, 9:30am - Run Begins & 9:45am - Walk Begins
 - **Location:** William R. Mason Regional Park - 18712 University Dr, Irvine, CA 92612
 - **Available Options:** Red Ribbon Fun Run (timed 5k) or Walk (untimed 5k)
- This is the 29th annual AIDS Walk Orange County.
- Proceeds benefit AIDS Services Foundation Orange County (ASF) and recipient agencies providing services to people affected/infected by HIV/AIDS.
- ASF's mission is to prevent the spread of HIV and improve the lives of men, women, and children affected by HIV/AIDS in Orange County.
- It is **VERY** important that you **include your personal donation page link** in all of your communications. You can find this link in your "Participant Center" by visiting the "Personal Page" tab. To shorten & personalize this link, click the "URL Settings" link.

A screenshot of a web interface for editing a personal fundraising page. At the top, there are four navigation tabs: "Home", "Email", "Progress", and "Personal Page". The "Personal Page" tab is selected. Below the tabs, the heading "Edit Your Personal Fundraising Page" is displayed, followed by a link "(View Personal Page)". A red arrow points to a link labeled "(URL Settings)" which is circled in red. Below this link, the "Personal Page URL:" is shown as "http://asf.convio.net/site/TR/Events/General?px=1001461&pg=personal&fr_id=1040". At the bottom, it states "This page is Public".



The following is a sample email you can send to your contacts letting them know about the walk and asking for their support. As a rule, people respond to personal stories the most. If you feel comfortable, the more specific you can be about why you are walking/running, the better.

Subject: Support Me on the Path to End AIDS

AIDS Walk Orange County, benefitting AIDS Services Foundation Orange County (ASF) and recipient agencies that provide services to people affected by HIV/AIDS, is holding its 29th annual event on May 9, 2015. I plan on walking/running 3.2 miles along with thousands of others who are joining me on the path to end AIDS.

Understanding why I walk is critical. I walk to raise awareness and money to prevent the spread of HIV and improve the lives of the men, women, and children affected by HIV/AIDS in Orange County. I walk to be a part of the incredible outpouring of support for people living with HIV/AIDS. And I walk because <share personal story/reason here>.

I share my story/reason with everyone I meet. My friends, coworkers, fellow congregants at my church, members of my book club, even clerks at the grocery store. More often than not, when they hear my “why” and hear about the amazing work ASF does in our community, they ask questions, they engage, and they kindly donate.

ASF helps more than 1,600 men, women, children, and families in Orange County living with HIV disease. Services include food, transportation, housing, emergency financial assistance, kids and family programs, mental health counseling, support groups and HIV education and prevention services. The degree of direct services and outreach provided on a daily basis by ASF is unparalleled, and I don’t want to imagine a world without organizations like it.

My personal fundraising goal is \$<insert amount> and I hope you will support me by making a donation! The link below will take you directly to my personal web page where you can make a secured online gift.

<insert link to your personal fundraising page>.

You can also mail your donation to AIDS Services Foundation Orange County, 17982 Sky Park Circle, Suite J Irvine, CA 92614 (If you mail your donation, be sure to include my name on the check and let me know by email if you were able to send in a donation – so I can thank you!)

With gratitude,

<insert your name>

P.S. Your employer may have a matching gift policy. If so, this can easily double or triple your donation. If you submit a form to match your donation, please let me know.

facebook

The following are sample Facebook Status Updates you may use on your individual page to promote the walk. As a rule, people respond to personal stories the most. If you feel comfortable, the more specific you can be about why you are walking/running, the better.

Pages to “like” on Facebook:

AIDS Walk Orange County: <https://www.facebook.com/aidswalkoc>

AIDS Services Foundation: <https://www.facebook.com/ASFOC>

Sample Posts:

I am walking the path to end AIDS and you can, too! Join me for the 29th annual AIDS Walk Orange County happening on May 9! All proceeds support the 7,500 Orange County men, woman and children affected by HIV/AIDS. Sign-up here: <http://www.aidswalkorangecounty.org>

I am walking the path to end AIDS on May 9th to support the 7,500 Orange County men, woman and children affected by HIV/AIDS. Help me help them by donating to my campaign. Your gift can be made here: [<Personal Donation Webpage Link goes here>](#) Thank you!!!

AIDS is not over. In Orange County alone, 5 people are diagnosed with HIV/AIDS every week. This is the reason I am walking in AIDS Walk Orange County on May 9th. Please help me raise money and awareness for this very important cause. Support me by visiting: [<Personal Donation Webpage Link goes here>](#) Thank you!!!

Did you know roughly 50% of new HIV infections occur in young adults between 13 and 29? Support HIV/AIDS prevention by sponsoring me as a walker in AIDS Walk Orange County. I’m on the path to end AIDS. [<Personal Donation Webpage Link goes here>](#)

1 in 5 of those living with HIV doesn’t know it. Support @AIDSServicesFoundation’s free HIV testing. Sponsor me as a walker in AIDS Walk Orange County. [<Personal Donation Webpage Link goes here>](#)



The following are sample tweets you may use for your Personal Twitter Account. Please include hashtag #AIDSWalkOC2015 to categorize tweets about the event among the Twitter community. AIDS Walk will be posting updates from its twitter account, @AIDSWalkOC.

Who to “follow” on Twitter:

AIDS Walk: <https://twitter.com/AIDSWalkOC>

AIDS Walk Twitter Handle: @AIDSWalkOC

ASF: <https://twitter.com/OCASF>

ASF Twitter Handle: @OCASF

Project Hashtag: #AIDSWalkOC2015

Sample Tweets:

AIDS is not over. Sign up for the AIDS Walk/Run OC on 5/9. www.aidswalkorangecounty.org Join me on the path to end AIDS. #AIDSWalkOC2015

@OCASF connects people w/ #HIV to health care. Support their work at [<Personal Donation Webpage Link goes here>](#) #AIDSWalkOC2015

Did u know young adults aged 13-29 account for roughly 50% of new HIV infections? Support HIV prevention by sponsoring me as a walker in #AIDSWalkOC2015. [<Personal Donation Webpage Link goes here>](#)

Every week in the OC 5 people are diagnosed with HIV/AIDS. This is the reason I am a walker in #AIDSWalkOC2015. Help me help @OCASF. [<Personal Donation Webpage Link goes here>](#)

Let’s work together for an AIDS-free future. Please sponsor me as I walk the path to end AIDS on May 9 at #AIDSWalkOC2015 [<Personal Donation Webpage Link goes here>](#)

I am walking on May 9 to support the 7,500 OC men, woman and children affected by HIV/AIDS. Help me help them. #AIDSWalkOC2015 [<Personal Donation Webpage Link goes here>](#)



Instagram

If you use Instagram, share the photos you take while you're fundraising, training and recruiting for the run/walk and encourage people to support you! You know what they say...a picture is worth a thousand words!

Tag on Instagram:

Tag your photos with: #AIDSWalkOC2015

Sample Captions:

Training hard for the walk/run I will make on May 9 in honor of the 7,500 OC men, woman and children affected by HIV/AIDS. Help me help them. [<Personal Donation Webpage Link goes here>](#) #AIDSWalkOC2015

Making a difference never looked so good! I'm training for the AIDS Walk Orange County Fun Run to raise awareness for HIV/AIDS. And you should be too! Join me on May 9. Sign up here: www.aidswalkorangecounty.org

I am sweating for the sake of those living with HIV/AIDS. On May 9 I will walk #AIDSWalkOC2015. By supporting me you're supporting this very important cause. Please donate: [<Personal Donation Webpage Link goes here>](#)