



Social Media Toolkit

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

General Information:

OCRA Website: www.ocrideforaids.com

AIDS Services Foundation Website: www.ocasf.org

Login for Personal Rider Webpage: <http://asf.convio.net/OCRA2017>

Ride Hashtag: **#OCRA2017**

Facts at a Glance:

- **Event info:**
 - **Date:** October 28th, 2017
 - **Time:** 7:00am – Registration Opens, 7:30am - Start for All Routes
 - **Location:** Bill Barber Memorial Park - 4 Civic Center Plaza, Irvine, CA 92606
 - **Available Routes:** 30-miles (Fun Ride), 64-miles (Metric Century) and 100-miles (Century Ride)
- This is the 8th Annual Orange County Ride for AIDS.
- ALL proceeds benefit AIDS Services Foundation Orange County (ASF).
- AIDS Services Foundation will end the AIDS epidemic for men, women and children in Orange County through HIV prevention, linkage to care and treatment, while eliminating the stigma of AIDS.
- It is **VERY** important that you **include your personal donation page link** in all of your communications. To shorten this link, 1. Click on the “Personal Page” tab in your participant center, then click on the blue “URL Settings” Link. 2. Then type in your custom link in the box provide and push “Save.”

1.

Home Email Progress Personal Page

Edit Your Personal Fundraising Page (View Personal Page)

Personal Page URL: (URL Settings) http://asf.convio.net/site/TR/Events/RideforAIDS?px=1006283&pg=personal&fr_id=1050

This page is Public

Title

Welcome to My Personal Page

2.

Home Email Progress Personal Page

Edit Your Personal Fundraising Page (View Personal Page)

Personal Page URL: ()

<http://asf.convio.net/goto/>



The following is a sample email you can send to your contacts letting them know about your ride and asking them for their support.

Subject: Support Me on the Orange County Ride for AIDS!

Orange County Ride for AIDS (OCRA), benefitting AIDS Services Foundation Orange County (ASF), is holding its sixth annual ride on October 28, 2017. I plan on riding my bike <insert # of miles> miles along with other cyclists who are also “riding for a reason.” That reason? 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.

My personal fundraising goal is \$<insert amount> and I hope you will support me by making a donation!

ASF was founded in the late summer of 1985 by a small group of volunteers because people were dying, had nowhere to turn, and desperately needed help. ASF is now the largest and most comprehensive nonprofit HIV/AIDS service provider in Orange County. Each year ASF helps more than 1,500 men, women, and children who are living with HIV or impacted by HIV disease. Services include food, transportation, housing, case management, emergency financial assistance, children and family programs, Latino outreach programs, mental health counseling, support groups, HIV testing, and an extensive array of HIV prevention and education programs.

Please help me help others by making a tax-deductible contribution to AIDS Services Foundation Orange County. The link below will take you directly to my personal web page where you can make a secured online donation.

<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 92614-6482

(If you mail your donation, please download and include the offline donation form from my donation page.)

Thank you for your help and support!

Sincerely,

<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.



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

Pages to “like” on Facebook:

Orange County Ride for AIDS (OCRA): <https://www.facebook.com/events/325236664582917>

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

Sample Posts:

I am riding for a reason, and you can too! Join me for the 8th Annual Orange County Ride for AIDS happening on October 28! All proceeds go to help the 7,000 Orange County men, woman and children affected by HIV/AIDS. Sign-up here: <http://www.ocrideforaids.org>

I am riding <__> miles on October 28th to support the 7,000 Orange County men, woman and children infected by HIV/AIDS. Help me help them by donating to my ride. Your gift can be made here: [<Personal Donation Webpage Link goes here>](#) Thank you!!!

AIDS is not over. In Orange County alone, 7 people are diagnosed with HIV/AIDS every week. This is the reason I am riding in the Orange County Ride for AIDS. 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 rider in Orange County Ride for AIDS. I ride for a reason. [<Personal Donation Webpage Link goes here>](#)

1 in 5 of those living with HIV doesn't know it. Support AIDS Service Foundation's free HIV testing. Sponsor me as a rider in the Orange County Ride for AIDS. [<Personal Donation Webpage Link goes here>](#)

BONUS!

Update your cover and profile photos to show some extra support! Multiple designs are available!

[Click here to download the cover photo.](#)

[Click here to download the profile photo.](#)

Facebook Cover Photo

Facebook Profile Photo





The following are sample tweets you may use for your Personal Twitter Account. Please include hashtag #OCRA2017 to categorize tweets about the event among the Twitter community. ASF will be posting updates from its twitter account, @OCASF.

Who to “follow” on Twitter:

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

ASF Twitter Handle: @OCASF

Project Hashtag: #OCRA2017

Sample Tweets:

AIDS is not over. Sign up for the Orange County Ride for AIDS on 10/28. www.ocrideforaids.com I ride for a reason. You can too! #OCRA2017

@OCASF connects people w/ #HIV to health care. Support their work at [Personal Donation Webpage Link goes here](#) #OCRA2017

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 rider in #OCRA2017. [Personal Donation Webpage Link goes here](#)

Every week in the OC 7 people are diagnosed with HIV/AIDS. This is the reason I am riding in #OCRA2017. Help me help @OCASF. [Personal Donation Webpage Link goes here](#)

Let’s work together for an AIDS-free future. Please sponsor me as I ride for a reason on Oct. 28 at #OCRA2017 [Personal Donation Webpage Link goes here](#)

I am riding <__> miles on Oct. 28 to support the 7,000 OC men, woman and children infected by HIV/AIDS. Help me help them. #OCRA2017 [Personal Donation Webpage Link goes here](#)

BONUS!

Update your profile photo to show some extra support!

[Click here to download the profile photo.](#)

Twitter Profile Photo

ON OCTOBER 28 I WILL HELP #END AIDS OC AT





Instagram

If you use Instagram, share the photos you take while you're training for the ride 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: #OCRA2017

Sample Captions:

Training hard for the <__> mile ride I will make on Oct. 28 in honor of the 7,000 OC men, woman and children infected by HIV/AIDS. Help me help them. [<Personal Donation Webpage Link goes here>](#) #OCRA2017

Making a difference never looked so good! I'm training for the Orange County Ride for AIDS to raise awareness for HIV/AIDS. And you should be too! Join me on Oct. 28. Sign up here: www.ocrideforaids.org #OCRA2017

I am sweating for the sake of those living with HIV/AIDS. On Oct. 28 I will ride __ miles #OCRA2017. By supporting me you're supporting this very important cause. Please donate: [<Personal Donation Webpage Link goes here>](#)

BONUS!

Sample Photo Posts

[Click here to download the photo posts for Instagram.](#)

ON OCTOBER 28 I WILL HELP #ENDAIDSOC AT

