

AIDS WALK FUNDRAISING IDEAS

Game Night: organize a night of board games, card games or party activities and ask friends to “put some money on it” for a good cause!

Email and text everyone you know--from 5 miles away to 5,000!

Collect spare change. Place a large plastic bottle at your office, a coffee shop, or restaurant. Turn those nickels and dimes into a great prize at the Walk!

Be a **guest bartender** at a local bar and put tips towards your fundraising goal.

Wear Jeans to Work Day: get your workplace to go casual on a Friday if employees donate \$5.

Do a Mailing: people still like to get letters in the mail. Tell them why you’re walking and include a self-addressed stamped envelope for their donation.

Post your personal MobileCause text-to-donate code on your **Facebook page**.

Karaoke: find a karaoke night and have friends pledge to make a donation when you or a team member sings. The person that is put up to sing can always counter-offer—and donate more money NOT to sing! (If you’ve got a lot of friends who should never, ever sing, how about an anti-karaoke party?)

Wine and Cheese Tasting: have your team over and invite all their friends. Open a few choice bottles, select some scrumptious cheeses from around the world, and ask for donations. (If you’re not 21 yet, open some exotic fruit-flavored sodas.)

Chores for Bucks: offer to clean someone’s house, garage, or attic; cook them dinner; do their grocery shopping; babysitting—anything for a small donation.

Give Something Up: identify one costly habit, such as your morning coffee break or weekly manicure. Use the money you save to contribute to your own Walk Envelope.

Garage Sale: hold a team garage or tag sale. Your junk becomes someone’s treasure!

Dog Wash: instead of washing cars, wash neighborhood dogs!

Red Ribbon Day: have everyone wear a red ribbon to promote AIDS awareness and give a donation. Ask HVCS for ribbons or make your own!

HIV/AIDS FACTS & STATS

56,000 people are infected with HIV every year in the United States.

Half of those newly infected with HIV are under the age of 24.

Half of sexually active young people will contract a sexually transmitted infection (STI) by age 25—and most won't know it.

1 in 4 teenage girls has an STI.

There are 1.2 million people living with HIV in the United States today.

Worldwide, AIDS is the leading cause of death for women ages 15-44.

New York State leads the nation in HIV/AIDS cases.

30+ years into the epidemic, half of all Americans have never been tested for HIV.

According to mathematical models, half of all gay men in the US who are 22 now will be HIV-positive by the time they are 50.

68% of new HIV infections among gay men happen while they are in a relationship.

55% of young gay couples stop using condoms within 3 months. 46% of them do it without discussing it.

69% of the US transgender population is HIV-positive.

HUDSON VALLEY

162 people were newly infected with HIV in the Hudson Valley in 2012.

In the Hudson Valley, 35% of HIV/AIDS cases are among African Americans, although they make up only 11% of the area's population.

48% of new HIV infections in 2012 in the Hudson Valley were among gay/bi men (MSM).

23% of new HIV infections in 2011 in the Hudson Valley were among heterosexuals.

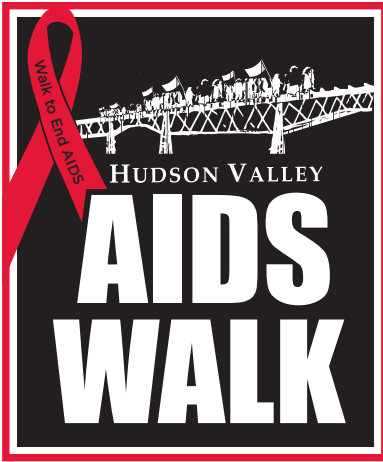
There are just over 6,100 people in the Hudson Valley living with HIV/AIDS.

Last year, HVCS served 6,773 clients.

Last year, HVCS provided 983 HIV tests to high-risk individuals.

HAVING FUN AT THE HUDSON VALLEY AIDS WALK





JOIN OUR WALK TEAM!

Saturday, May 9 2015
10 am - 1 pm
Rain or shine

Walkway Over the Hudson
A 2.5-mile walk to raise funds for
local HIV/AIDS services

Team Name: _____
Team Captain: _____
Phone: _____
E-mail: _____

Name:

E-mail:

Phone:

1. _____	_____	_____
2. _____	_____	_____
3. _____	_____	_____
4. _____	_____	_____
5. _____	_____	_____
6. _____	_____	_____
7. _____	_____	_____
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10. _____	_____	_____
11. _____	_____	_____
12. _____	_____	_____
13. _____	_____	_____
14. _____	_____	_____
15. _____	_____	_____

Raising funds for:



SAMPLE E-MAIL ASK



Sample Subject Lines:

Will you walk with me?

Sponsor me

Support my AIDS Walk team

Can I count on you for help?

Become a supporting Team Member

Join me at the Hudson Valley AIDS Walk



TWITTER TIPS AND SAMPLE TWEETS:

Use the hashtag #HVAIDSWalk

If your Twitter software doesn't shorten links automatically, use a service like TinyURL.com to shorten your MobileCause page link and insert it into these tweets.

Help me prevent the spread of HIV/AIDS. I'm walking in the #HVAIDSWalk on 5/9. Donate via my page: [insert short URL]

163 ppl in the #HudsonValley got HIV last year. Help prevent more infections by donating to my #HVAIDSWalk page:

Can I count on you to contribute to my #HVAIDSWalk goal? Text "_____" to 71-777 to donate! [MobileCause will give you your personalized text-to-donate code.]

HIV/AIDS is real and still here in the #Hudson-Valley. Plz donate to my #HVAIDSWalk page:

#HVAIDSWalk happens on 5/9 on the #WOTH. I'm walking with #Team[Insert your team name here]. Donate to my page: [insert short URL]

Sample Email Text:

Did you know that half of those newly infected by HIV are under the age of 24? Or that New York State leads the nation in HIV cases? Or that the Hudson Valley lags behind the rest of the state in providing medical care to those living with AIDS?

There's work to do! Help me help Hudson Valley Community Services, the region's oldest and largest agency specializing in AIDS care and HIV prevention.

I am participating in the 23rd Annual Hudson Valley AIDS Walk on Saturday, May 9 on the Walkway Over the Hudson. 100% of the money raised at the Hudson Valley AIDS Walk stays right here in the Hudson Valley to help those living with HIV/AIDS and to prevent the future spread of the virus.

Please support me by clicking here (insert the link to your MobileCause fundraising page) and making a donation. My goal is to raise (insert your personal goal here) for HVCS this year. Your donation is fully tax-deductible.

Thank you for supporting me and my vision for a Hudson Valley free from HIV!

Don't feel like retyping this? just go to www.hudsonvalleycs.org/AIDSWalksamples to cut and paste it into your email.

SAMPLE FUNDRAISING ASK LETTER

Send out with a self-addressed stamped envelope

Date 2015

Dear [Insert Name]:

Did you know that:

56,000 people are infected with HIV each year in the United States?

Half of those infected with HIV are under the age of 24?

There are more than 6,150 people living with HIV in the Hudson Valley?

The Hudson Valley lags behind the rest of the state in its number of HIV-positive people receiving medical care?

We have work to do! We must prevent the spread of HIV/AIDS and ensure that those who need medical care and support receive it. If we all work together, we can stop HIV in its tracks by 2020.

That's why I'm walking in the 23rd Annual Hudson Valley AIDS Walk on Saturday, May 9, 2015 on the Walkway Over the Hudson in Poughkeepsie. This event is a 2.5-mile walk that benefits Hudson Valley Community Services (HVCS), a not-for-profit organization that serves the seven counties of the Hudson Valley. HVCS provides comprehensive programs and support for over 5,700 people each year. 100% of donations raised at the Hudson Valley AIDS Walk stay right here in the Hudson Valley to care for and treat people living with HIV and to prevent the future spread of the virus.

Please support me by contributing \$5...\$10...\$25...whatever you can afford—the sky's the limit! Your donation is fully tax-deductible. Please make out a check to HVCS, go online to my fundraising page at [insert your MobileCause page link here], or just text “_____” to 71-777 [insert your personal text-to-donate code here]. If you'd like to walk with me or join my team, please call me at [insert your phone number here] and I will help you to sign up.

Thank you for your contribution and support. I know that everyone served by HVCS will appreciate it. I look forward to hearing from you.

Sincerely,

Your Name

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