

## Walk '21 Toolkit: Benefitting Agencies

This messaging toolkit is designed to energize social media conversations about Walk to End HIV — AIDS Walk Houston 2021 and its elements. Because this year's virtual event is so different from previous AIDS Walks, your participation is essential in helping us spread the word and raise funds for this important event and the critical contributions of AIDS Foundation Houston. We appreciate your cooperation and time!

### What you need to know:

- The Walk to End HIV Houston, Houston's greatest annual response to the HIV/AIDS epidemic, is going virtual this year.
- This event benefits both AIDS Foundation Houston & local HIV/AIDS service organizations that help 30,000 Houstonians impacted by the virus.
- You can participate by creating or joining a team at [aidswalkhouston.org](https://aidswalkhouston.org)
- Raise money by creating a fundraising goal to complete in the month of March—it could be running, dancing, swimming, knitting—whatever inspires you. Then track your progress and make updates on your fundraising page.
- The Walk will culminate in a Virtual Celebration on Friday, April 9th.

### How you can help:

- Click "Going" on the Facebook Event.
  - Link: <http://bit.ly/Walk21Hou>
- Invite your friends to the Facebook Event.
  - Link: <http://bit.ly/Walk21Hou>
- Like and follow AIDS Foundation Houston's social media channels
  - Facebook: [@AFHoustonTX](https://www.facebook.com/AFHoustonTX)
  - Twitter: [@AFHoustonTX](https://twitter.com/AFHoustonTX)
  - Instagram: [@AFHoustonTX](https://www.instagram.com/AFHoustonTX)
- Register to participate as a team or by yourself.
  - Link: <http://bit.ly/37HxsFd>
- Add the Walk '21 Facebook Frame to your profile picture:
  - Click on your profile photo from your Facebook page and select "Update Profile Picture" then "Add Frame" (on desktop) or just "Add Frame" (on mobile)
  - In the Search Frames field, type in "AIDS Walk Houston"
  - Select the frame you like then click "Use as Profile Picture"

- Upload photos and videos documenting your journey to raise money during Walk '21
  - <http://bit.ly/W21Upload>

### **WHAT SHOULD I DO:**

- Post messages on social media channels and/or distribute via email communications.
- Use the hashtag #EndHIVHTX to amplify your messages
- Copy and paste the text below or feel free to customize to match the voice of your organization.
- Please commit to posting at least two of the following messages or variants of these messages on your channels—images to include are available at [bit.ly/AW21images](http://bit.ly/AW21images)

## **SAMPLE MESSAGES**

### **Sample Message #1**

This year the Walk to End HIV Houston is going virtual to keep everyone safe while raising money to prevent new HIV transmissions in Houston and ensure those living with HIV are cared for. All throughout March, you can support us and [@AFHoustonTX](https://twitter.com/AFHoustonTX) by doing what you're passionate about, be it running, knitting, swimming, singing, or anything else. Record your goals and share your successes online with other supporters throughout the month to fundraise. Together in spirit, we can all support Walk '21 in our own unique way through April 1. Learn more at [aidswalkhouston.org](http://aidswalkhouston.org)

### **Samples Message #2**

Every year, [@AFHoustonTX](https://twitter.com/AFHoustonTX)'s Walk to End HIV Houston represents the single greatest response to Houston's ongoing HIV epidemic. And the money we raise by joining benefits us, too! Support our collective effort to #EndHIVHTX by joining our team at [aidswalkhouston.org](http://aidswalkhouston.org) or supporting us in hitting our fundraising goals during the month of March. We can make a difference together!

### **Sample Message #3**

We're halfway through March's virtual Walk '21, but you can still join our team and be a part of this essential event—we need your support! Did you know that [@AFHoustonTX](https://twitter.com/AFHoustonTX) shares a portion of funds raised with organizations like ours? Get more information on how to support the cause at [aidswalkhouston.org](http://aidswalkhouston.org). Together we can #EndHIVHTX!

### **Sample Message #4**

We love seeing how our incredible Houston community is supporting our team in fundraising for the virtual Walk to End HIV Houston this month—share your commitment and tag #EndHIVHTX to let everyone know you're supporting us, [@AFHoustonTX](https://twitter.com/AFHoustonTX) and the effort to prevent new HIV transmissions in Houston.

Visit [aidswalkhouston.org](https://aidswalkhouston.org) to register or give through April 1 and get an invite to the Walk '21 Virtual Celebration on April 9th.

**Sample Message #5**

We can't all walk together for the virtual Walk '21, but @AFHoustonTX is hosting online events via Facebook Live every Friday in March featuring different activities that we can all do together. Remember that you can still support the Walk to End HIV Houston by visiting [aidswalkhouston.org](https://aidswalkhouston.org) to register or donate at **[TEAM FUNDRAISING PAGE]** through April 1—let's #EndHIVHTX!