

## Walk '21 Toolkit: Walkers

Thank you for being a part of Walk to End HIV — AIDS Walk Houston 2021! Because this year's virtual Walk '21 is so different from previous events, 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. This social media toolkit is designed to help participants share their own perspectives on joining and amplify their voices. 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 own your own or by creating or joining a team at [aidswalkhouston.org](http://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

I'm [PERSONAL GOAL] to #EndHIVHTX during Walk '21, happening all month long. This year, the Walk to End HIV Houston is going virtual to keep everyone safe while raising money for @AFHoustonTX to prevent new HIV transmissions and ensure those living with HIV are cared for. All throughout March, you can join in by doing what you're passionate about, whether it's running, knitting, swimming, singing, or anything else. Together in spirit, we can all support the Walk to End HIV Houston in our own unique way through April 1. Learn more at [aidswalkhouston.org](http://aidswalkhouston.org)

### Samples Message #2

Every year, the Walk to End HIV Houston represents the single greatest response to Houston's ongoing HIV epidemic. Proceeds benefit @AFHoustonTX over 30,000 Houstonians living with HIV and help prevent new cases. You can join me in supporting the virtual Walk '21 by donating to my fundraiser during the month of March at [PERSONAL FUNDRAISING PAGE]. We can make a difference together!

### Sample Message #3

We're halfway through March's virtual Walk to End HIV Houston, but you can still join me and be a part of this essential event—@AFHoustonTX need us! Join by yourself or create a team at [aidswalkhouston.org](http://aidswalkhouston.org) and commit to raise money whenever you walk, dance, knit, swim or whatever you want. Share your milestones virtually to spread the word, and help us #EndHIVHTX!

### Sample Message #4

Only a few days left until the virtual Walk to End HIV Houston is over, but there's still time to help! I've been working to [PERSONAL GOAL] throughout March,

and I would love your support to raise money and help @AFHoustonTX and the effort to prevent new HIV transmissions in Houston. Give at **[PERSONAL FUNDRAISING PAGE]** through April 1—the finish line is in sight! #EndHIVHTX.

**Sample Message #5**

We can't all walk together for the virtual Walk to End HIV Houston, 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](http://aidswalkhouston.org) to register or donate at **[PERSONAL FUNDRAISING PAGE]** through April 1—let's #EndHIVHTX!