

# Walk '21 Toolkit: AFH channels

## SAMPLE MESSAGES

### Sample Message #1

Whatever you love to do, do it to #EndHIVHTX during the Walk to End HIV — AIDS Walk Houston 2021 this month! This year Walk '21 is going virtual to keep everyone safe while raising money to prevent new HIV transmissions and ensure those living with HIV are cared for. All throughout March, you can support us by doing what you're passionate about, whether it's running, knitting, swimming, singing, or anything else. Record your goals and share your success online with other supporters throughout the month to fundraise. Together in spirit, we can all support Walk to End HIV Houston in our own unique way through April 1, and then commemorate our hard work at the Walk '21 Virtual Celebration on April 9th. Join us! [aidswalkhouston.org](https://aidswalkhouston.org)

### Samples Message #2

Every year, Walk to End HIV Houston represents the single greatest response to Houston's ongoing HIV epidemic. Proceeds benefit over 30,000 Houstonians living with HIV and help us prevent new transmissions. Be part of this movement to #EndHIVHTX by joining our virtual Walk '21 and raising money by doing whatever you love, or making a donation at [aidswalkhouston.org](https://aidswalkhouston.org)

### Sample Message #3

We're halfway through March's virtual Walk '21, but you can still be a part of this essential event—we need you! Join by yourself or create a team at [aidswalkhouston.org](https://aidswalkhouston.org) and commit to raise money whenever you walk, dance, knit, swim or whatever you want. Share your milestones online to spread the word, and help us #EndHIVHTX!

### Sample Message #4

We love seeing how our incredible Houston community is supporting our virtual Walk '21 this month—share your commitment and tag #EndHIVHTX to let everyone know you're supporting AIDS Foundation Houston and the effort to end the HIV epidemic 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 Walk '21, but we're getting together virtually by hosting live online events on Facebook Live every Friday in March featuring different activities. More details will be posted on our Facebook page throughout the month. Remember that you can still support Walk to End HIV — AIDS Walk Houston 2021 by visiting [aidswalkhouston.org](https://aidswalkhouston.org) to register or donate through April 1—let's #EndHIVHTX!