Fundraising starts with an ask. It can be scary, but a great pitch can make it easier and take your supporters on the journey with you.

1. **ACT**
   What is this all about? You’re doing an incredible thing - you’ve decided to volunteer a week of your time to support AIDS/LifeCycle.

2. **APPEAL**
   Who cares? Explain why your donors should care about what you’re doing. Match a **Statistic** in the first column with an **Outcome** in the second.

<table>
<thead>
<tr>
<th><strong>Statistic</strong></th>
<th><strong>Outcome</strong></th>
</tr>
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<tbody>
<tr>
<td>More than 13,000 people in California are living with HIV.</td>
<td>A. Has helped more than 5,000 people with access to Pre-Exposure Prophylaxis (PrEP)</td>
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<tr>
<td>In the US, 1 in 8 people are living with HIV but don’t know it.</td>
<td>B. Provide more than 45,000 HIV and STI screenings annually through the SFAF and LALGBT Center.</td>
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<tr>
<td>Tens of thousands of people living with HIV/AIDS in the U.S. receive assistance under the Affordable Care Act and other programs.</td>
<td>C. Advocate for policy at the local, state, and federal level to protect the rights of people at risk for and living with HIV.</td>
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<tr>
<td>African Americans and homeless people represent a disproportionately large percentage of new HIV infections</td>
<td>D. Provide programs and services for many walks of life, including those disproportionately at risk for or affected by HIV.</td>
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</tbody>
</table>

3. **TELL YOUR STORY**
   Tell your audience how you’re donating your time and how they can help you.

4. **ASK**
   How can they help? Tell your audience exactly what you need from them.

   **As a member of the_____ team, I will be working the week of AIDS/LifeCycle to _______.**

   **EX: As a member of the Pack up team, I will be working the week of AIDS/LifeCycle to help clean up our campsites and dining tent.**

   **We work over 60 hours over the week of AIDS/LifeCycle to _______.**

   **EX: We work over 60 hours during the week of AIDS/LifeCycle to (serve hot meals to hungry people).**

5. **PITCH, make it personal!**
   Put all the parts together to create a cohesive pitch.

   **EX: 1) I am a Roadie on AIDS/LifeCycle to help provide prevention services for those living with HIV and AIDS. 2) More than 13,000 people in California are living with HIV. Luckily, the AIDS/LifeCycle has helped more than 5,000 people access PrEP. 3) As a member of the Pack Up team, I will be working the week of AIDS/LifeCycle to help clean up our campsites and dining tent. 4) I’ve set a goal of raising $1,000 before the ride to help make an even bigger impact! Will you support me with a donation?**

Now that you’ve told your story share it on Facebook, Email, or your favorite way to connect with others!