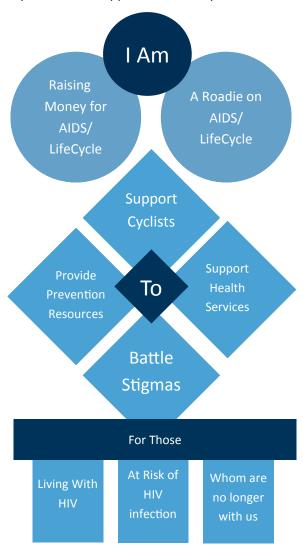


Fundraising starts with an ask. It can be scary, but a great pitch can make it easier and take your supporters on the journey with you.



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.

to...

has helped

AIDS/LifeCycle

Luckily, /

- More than 13,000 people in California are living with HIV.
- In the US, 1 in 8 people are living with HIV but don't know it.
- Tens of thousands of people living with HIV/AIDS in the U.S. receive assistance under the Affordable Care Act and other programs.
- African Americans and homeless people represent a disproportionately large percentage of new HIV infections

- A. Has helped more than 5,000 people with access to Pre-**Exposure Prophy**laxis (PrEP)
- Provide more than 45,000 HIV and STI screenings annually through the SFAF and LALGBT Center.
- Advocate for policy at the local, state, and federal level to protect the rights of people at risk for and living with HIV.
- D. Provide programs and services for many walks of life, including those disproportionately at risk for or affected by HIV.

3. TELL YOUR STORY

Tell your audience how you're donating your time and how they can help you.

> 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.)

4. ASK

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

Will you support me?

- A. Donate \$10 or \$100
- B. Help me reach my \$
- C. Split up your donation over multiple payments

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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?