



The Spahr Center



### **AIDS Walk SF**

The annual AIDS Walk San Francisco event is a collaborative fundraising effort to eliminate new HIV cases in the Bay Area. Funds raised through the walk support these efforts and all the co-beneficiaries, including The Spahr Center.

Learn more at <https://sf.aidswalk.net/>.

Visit AIDS Walk SF Team Central <[here](#)>.

### **The Spahr Center Goal**

Last year, we raised \$11,500.

This year, our goal is \$20,000!

### **Team Captain**

Matt Easterwood, CAP®, CFRE (he/him/his), chief development & communications officer  
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### **Team Members**

Responsibilities:

- Fundraise within your community to reach The Spahr Center's goal
- Communicate the benefits of funds raised to The Spahr Center
- Recruit team members
- Promote the event
- Attend the event virtually or in person, if able

### **Register with The Spahr Center Team**

1. Visit <https://sf.aidswalk.net/Account/Register>
2. Fill out your information
3. Click "Join Team" and search "The Spahr Center" (our team number is 1330)
4. Fill out your goal (we recommend at least \$1,000!) and walker information
5. Add a donation to your registration, which will go toward your goal for The Spahr Center!
6. Start fundraising!

### **Fundraising Graphic**

Use <[this graphic](#)> to promote your fundraising on social media, through email, and via text message apps like iMessage and Messenger.



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## Fundraising Tips

- Peer-to-peer fundraising tips
  - [Watch a 25 minute video!](#)
  - [View a powerpoint presentation!](#)
- *Think about people in your life who often remark how they admire the work you and The Center do but aren't involved philanthropically. These are perfect people to engage.*
- How much money do I have to raise myself?
  - Each fundraiser can set their own personal goal. Think about how many people you can ask and what your average ask amount may be. Also be aware that **people respond well to lofty but feasible goals with a sense of urgency.** A good starting point to consider is \$1,000.
  - **Tip:** *Some people you ask will say no or say they cannot give as much. It's best to start the campaign with more people in mind than you are expecting to give.*
  - **Nother tip:** *If they cannot donate money at all, maybe they can donate their time. Ask if they'd be willing to share your fundraising link with **their** network to extend the fundraising efforts beyond yourself.*
- What is the easiest way to ask?
  - The easiest way to raise money is as directly as possible: face-to-face, phone call, email, text message, social media direct messages. It depends on your relationship with the person you're asking. You know your relationships better than anyone. Use what's best for the relationship.
  - **Tip:** *Frame your first ask as "Would you consider giving a gift of \$X?" so if they say no, you can make a second ask "What would you consider giving?" This opens up the conversation to allow them to decide how much to donate.*
  - **Nother Tip:** *The Center will be posting on social media often throughout the 40 Days, including once a day for the last 12 days of the campaign. Each post will highlight reasons for people to donate. Use that as an opportunity to share the post and connect with your social media audience. You can even send the posts directly to people in Facebook Messenger. For example, if you know someone who is particularly interested in our youth programs, send them the youth programs' reason as part of your ask like "Hey Jill, look what we did this year! We are providing Q Groups for LGBTQ+ youth in schools!"*



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### How to Make the Ask

1. First, explain your connection to The Spahr Center and the impact it has on the community. If they already know, it can never hurt to reinforce our mission and impact. It also may be useful to start this conversation with a question like “What about The Spahr Center do you admire/inspires you?” or “What has the Center done this year to really make a difference in the community?” This prompt will get them thinking about why we are so great and why people should support us.
2. Next, explain the AIDS Walk SF fundraising campaign. Put the \$ amount in terms they will understand. Depending on the person’s lifestyle, your \$ ask could mean they don’t go out to eat twice next month, or they don’t buy coffee for a month (instead they make it at home).
3. Make the ask. “Would you consider supporting the LGBT and HIV communities with a gift of \$XXX?” **And then don’t say anything - let them answer.** The biggest mistake someone can make when asking for money is to keep talking/chatting after they’ve made the ask. Give them space to respond.
  - a. If they say no, ask them “What would you consider giving?” and if they really cannot give money, ask if they will give time by sharing your fundraiser with their network. Ask them “Will you share my fundraiser with X number of people you know?”
4. No matter how they support you, thank them for their support!
5. Send them the link to your personal fundraiser webpage.