



# THE ROCKET FUND

POWERED BY

ELTON JOHN AIDS FOUNDATION

Let Your #InnerElton Out Toolkit

HELP END LGBTQ+ STIGMA



★ LET YOUR INNER ELTON OUT ★



# LET YOUR INNER ELTON OUT

## BACKGROUND

We can all play a role in ending AIDS by showing our support and spreading the word that HIV rates continue to rise amongst vulnerable groups.

The **Let Your Inner Elton Out** social media campaign aims to raise awareness of the stigma and inequality that prevent us from ending AIDS. Inspired by the Elton John AIDS Foundation's compassionate, fearless Founder, we are encouraging people around the world to become allies and unleash their Inner Elton.

**What does this mean?** By showing up on social media, you are taking a stand for equality, championing love, enabling others to be their true selves, and demonstrating compassion for those who need our help most.

## INSTRUCTIONS

Take a selfie showing how you are letting your Inner Elton out and share it on social media with **#InnerElton** to add your voice and support to our global campaign. Think statement glasses, sequins and hats – or simply anything that helps you express your true self.

Or you could go one step further and surprise us with an outfit transition video. Whatever you choose, we hope you have fun getting involved.

Be sure to tag the Elton John AIDS Foundation on social media so we can see your fabulous depiction of your **#InnerElton**.

**Instagram and Twitter:** @ejaf

**TikTok:** @eltonjohnaidsfoundation

**Facebook:** @Elton John AIDS Foundation

**URL to share in your bio, or on Instagram story stickers:** <https://bit.ly/3qnjc0J>

# SUGGESTED COPY

- 🗨️ Together we can end AIDS forever - for everyone, everywhere. Join me in supporting @eltonjohn, the Elton John AIDS Foundation, and let your #InnerElton out! Follow @ejaf to learn more about their life-saving work to tackle stigma and inequality.
- 🗨️ I'm letting my #InnerElton out because just like @eltonjohn, I believe everyone deserves to live with dignity and respect. [tag friend], [tag friend], and [tag friend], I know you have an Inner Elton too. I challenge you to join me in supporting @ejaf today.
- 🗨️ @eltonjohn has always been a huge inspiration to me, which is why I couldn't wait to let my #InnerElton out in support of the Elton John AIDS Foundation, @ejaf. Together we can make global health equity a reality and finally end AIDS for all. Let your #InnerElton out.
- 🗨️ I'm letting my #InnerElton out to help end LGBTQ+ stigma. Because... [WRITE REASON, i.e. everyone deserves the right to live their true self]. Join me in supporting the Elton John AIDS Foundation and donate now at @ejaf.
- 🗨️ I'm proud to let my #InnerElton out to support the Elton john AIDS Foundation, @ejaf. Together, we can finally end AIDS once and for all. Join me in showing love and compassion for everyone.
- 🗨️ We all deserve equal access to healthcare and together we can make it a reality. Join me in supporting the Elton John AIDS Foundation and let your #InnerElton out. Share your photo and don't forget to tag @ejaf.

HELP PROVIDE HEALTH EQUITY FOR ALL



\* LET YOUR INNER ELTON OUT \*

HELP END AIDS FOR ALL



\* LET YOUR INNER ELTON OUT \*

HELP END LGBTQ+ STIGMA



\* LET YOUR INNER ELTON OUT \*



## KEY MESSAGES

- The HIV/AIDS crisis is not a thing of the past; three new people are diagnosed with HIV every minute and each year AIDS claims hundreds of thousands of lives.
- To end AIDS we must level the playing field by tackling the inequalities and stigma that prevent people from accessing the care they desperately need.
- We have the tools to end AIDS now, but the stigma around HIV persists, further stalling the end of the epidemic.



- The Elton John AIDS Foundation is launching The Rocket Fund to turbo charge our mission to reach the most vulnerable people who need our support. If everyone can access HIV education, testing and compassionate care, our goal to end AIDS in our lifetimes will become a reality.
- The Rocket Fund will support access to HIV prevention and treatment services for over 1 million people.



Thank you for letting your #InnerElton out in support of the Elton John AIDS Foundation.

**TOGETHER, WE CAN END AIDS FOR ALL!**

**HELP END AIDS FOR ALL**



★ **LET YOUR INNER ELTON OUT** ★

