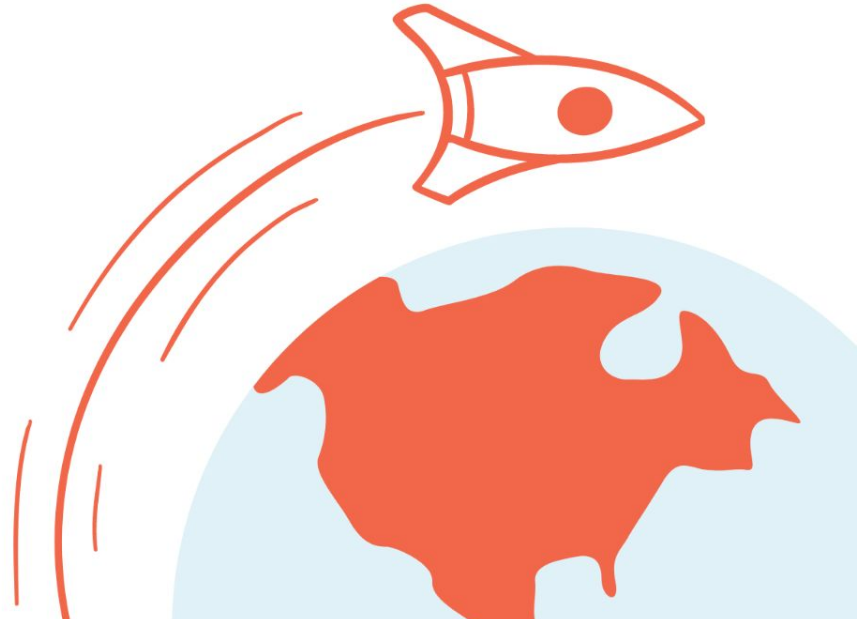







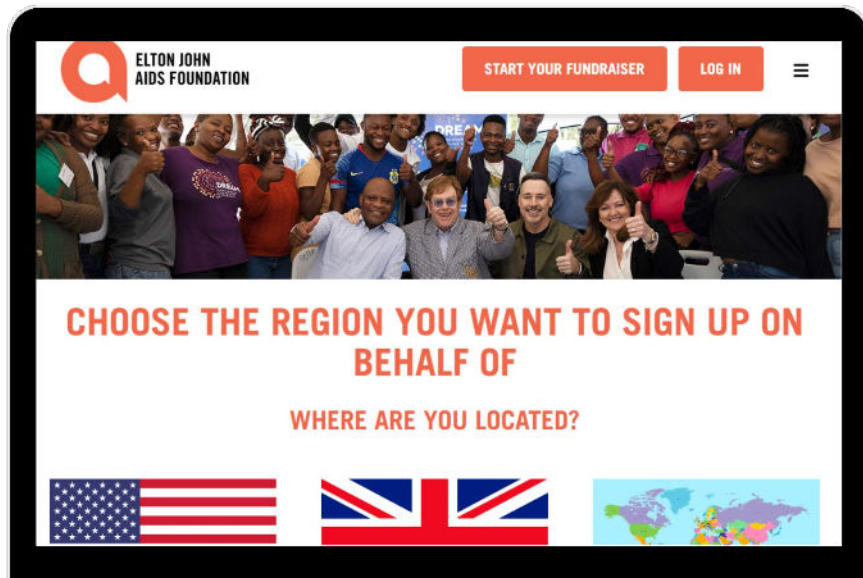
**ELTON JOHN
AIDS FOUNDATION**

**GUIDE TO
LAUNCHING YOUR
FUNDRAISING CAMPAIGN**



CREATING YOUR FUNDRAISING ACCOUNT

-  Start your fundraiser today by choosing the region you want to sign up on behalf of.
-  Next, create a free JustGiving account with just an email address. It's fast, easy and secure!
-  Log into your personalized fundraising page any time of day using a computer or mobile device.



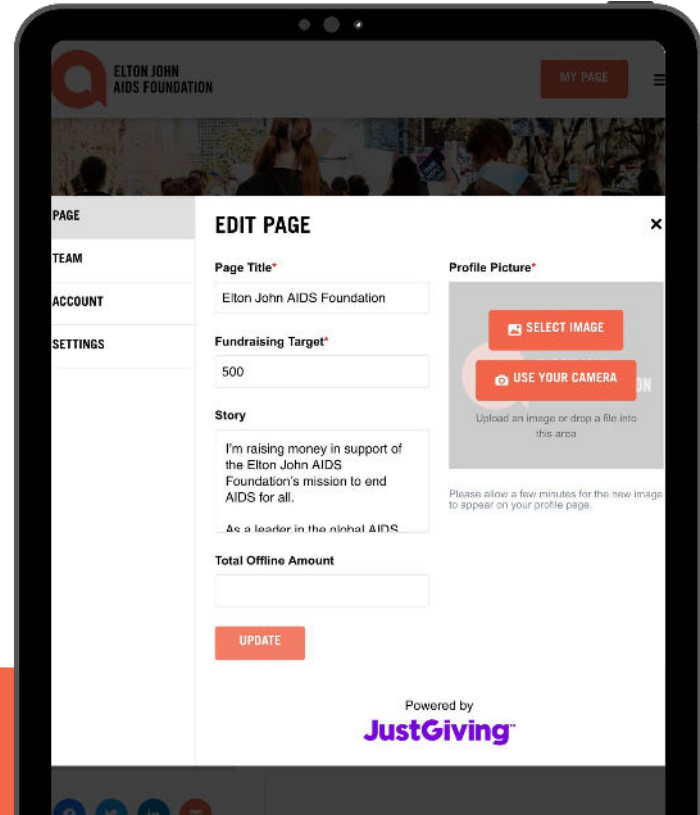
EDITING YOUR FUNDRAISING PAGE






Select a photo or image that uniquely and represents who you are. Have fun with it!

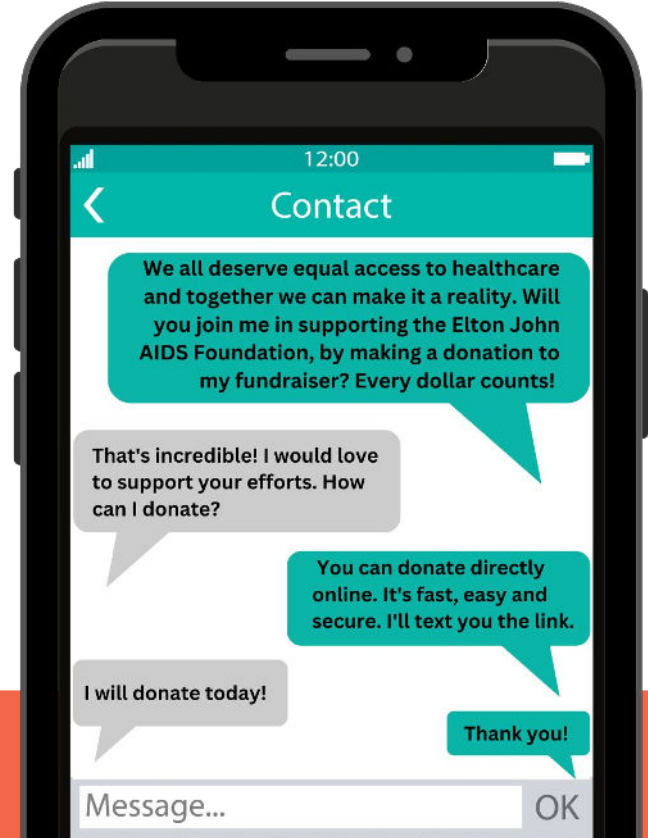


This is an opportunity to share your personal story and what fundraising for the Elton John AIDS Foundation means to you.



READY TO LAUNCH

-  Jump-start your fundraising goal and be the first to donate to your page!
-  Share your fundraising page with family, friends and co-workers with a text, phone call, email or over a cup of coffee.
-  Copy your fundraiser's unique URL and paste on all of your social media accounts or share directly from your JustGiving fundraising page.



POSTING TO SOCIAL MEDIA

FACEBOOK: The direct link to your fundraising page can be embedded in a Facebook post. Copy your fundraising page URL and paste it into the body of your post on Facebook. You can do this for a post containing only text as well as a post with a photo added.

INSTAGRAM: Instagram does not allow for links embedded in copy or photos. One common work around is to insert your fundraising link into the bio of your Instagram profile. Then, in the post's copy, simply put "link in bio" at the end of your text post.

TWITTER: Twitter allows you to post the direct link to your page by copying and pasting into your Twitter post.

Make sure to tag @ejaf on Instagram and Twitter and @Elton John AIDS Foundation on Facebook.




SUGGESTED SOCIAL MEDIA COPY: END HIV/AIDS

- 🗣️ Together we can end AIDS forever - for everyone, everywhere. Join me in supporting the Elton John AIDS Foundation! Follow @ejaf to learn more about their life-saving work to tackle stigma and inequality.
- 🗣️ @eltonjohn has always been a huge inspiration to me, which is why I am choosing to fundraise for his Foundation, @ejaf. Together we can make global health equity a reality and finally end AIDS for all by supporting the Elton John AIDS Foundation.
- 🗣️ I'm fundraising for the Elton John AIDS Foundation to promote global health equity and finally end AIDS for all. Join me in supporting @ejaf, which funds lifesaving work that combats the AIDS epidemic worldwide.

LET'S END AIDS FOR ALL






SUGGESTED SOCIAL MEDIA COPY: END LGBTQ+ STIGMA

-  I'm fundraising 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, @ejaf, and donate now..
-  By donating to the Elton John AIDS Foundation, you're helping to create a more accepting and loving world for all. Join me and take a stand against stigma in support of the life-saving work of @ejaf.
-  No matter who you are or who you love, everyone deserves to live free from fear and stigma. Together we can make that world a reality. Join me and support the Elton John AIDS Foundation, @ejaf, by making a donation to my fundraiser.



HELP END LGBTQ+ SIGMA

SUGGESTED SOCIAL MEDIA COPY: HEALTH EQUITY

-  I'm fundraising for the Elton John AIDS Foundation because just like @eltonjohn, I believe everyone has the right to a healthy life where they can be themselves. Please consider joining me in supporting @ejaf today.
-  We all deserve equal access to healthcare and together we can make it a reality. Join me in supporting the Elton John AIDS Foundation, @ejaf, by making a donation to my fundraiser.
-  I'm proud to fundraise for the Elton John AIDS Foundation and join in the fight to achieve health equity for all. Together, we can overcome stigma and help everyone achieve a healthy life.

PROMOTE HEALTH EQUITY FOR ALL



SOCIAL MEDIA GRAPHICS

To help spread the word about your fundraiser on social media, we have created some graphics to include in your posts. We have included graphics focusing on fighting the HIV/AIDS epidemic, ending LGBTQ+ stigma, and achieving health equity. The files can be downloaded by [clicking here](#) or by clicking on any of the graphics below and on the next page.



HELP US #ENDAIDS

AIDS is the leading
cause of death in
sub-Saharan Africa.



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AIDS FOUNDATION

I'M FIGHTING TO END LGBTQ+ STIGMA



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HELP US #ENDTHESTIGMA

In 13 countries,
being LGBTQ+ is
punishable by death.



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I'M FUNDRAISING FOR HEALTH EQUITY



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HELP US #ENDAIDS

360,000 LGBTQ+ people
become infected with
HIV each year.



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I'M FUNDRAISING TO END AIDS



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AIDS FOUNDATION

CONTACT



For any technical or Just Giving platform related questions, please email:

help@justgiving.com

For any fundraising questions, please email:

fundraising@eltonjohnaidsfoundation.org

