

Campaign Toolkit



We can all play a role in ending AIDS by showing love, compassion and acceptance to all.

This Pride Month, join us and speak up and sing out to celebrate the amazing people who support us to be our authentic selves.

By taking part in the **#SpeakUpSingOutGiveaway**, you will have the chance to win a meet and greet with Elton John and David Furnish on June 27, 2024 in New York City for you and a guest.

[Click here to read official rules for entry.](#)

#SpeakUpSingOutGiveaway

INSTRUCTIONS

In celebration of the amazing people in your life who encourage you to live authentically:

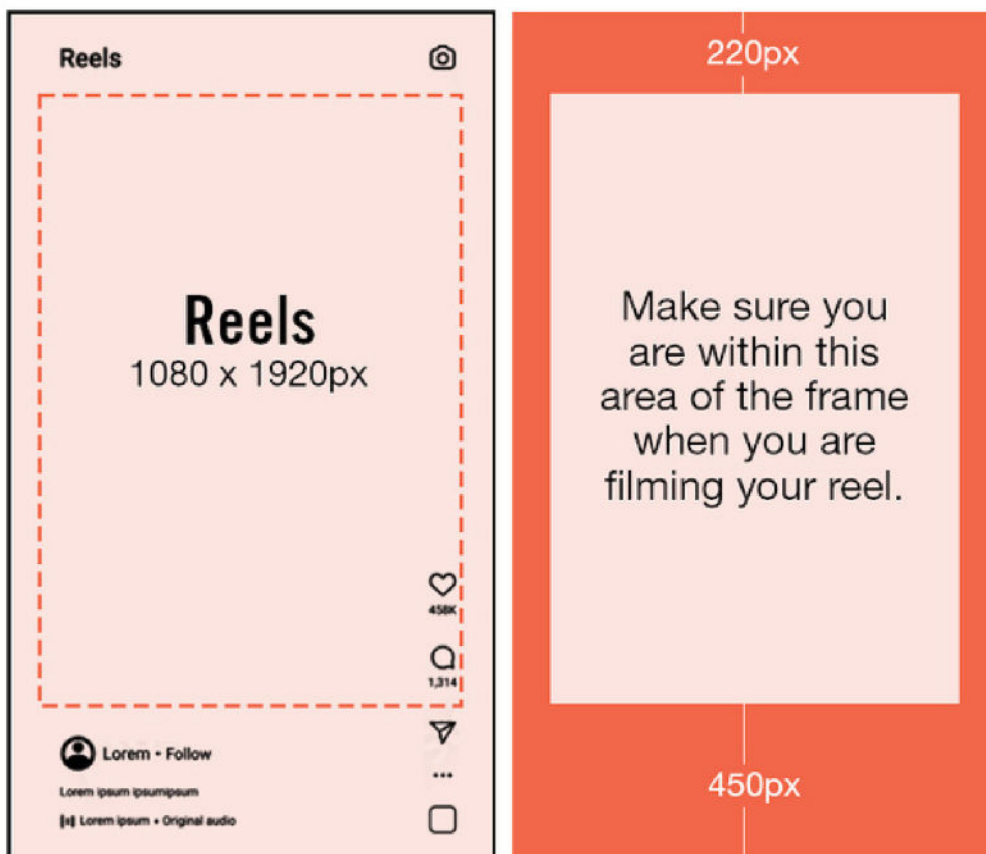
- Q Share a reel (9 x 16) on your Instagram feed of you singing this verse from Elton John's 'Your Song': **"I hope you don't mind, I hope don't mind that I put down in words, how wonderful life is while you're in the world [name],"** adding in the name of the person who has always supported you to be your most authentic self
- Q Tag a person in your caption who has supported you
- Q Use the hashtag: **#SpeakUpSingOutGiveaway**
- Q Make sure you are following us on Instagram: **@ejaf** and that your **profile is set to 'public'**
- Q **The deadline for the #SpeakUpSingOutGiveaway is Tuesday 18 June at 8pm ET.**



FILMING GUIDANCE

Here are some tips to help you with filming your Instagram reel:

- ✦ **Orientation:** Vertical ONLY (not landscape/horizontal)
- ✦ **Background:** Find a light-colored backdrop so there is significant contrast between you and your background. Anything non-distracting is okay (avoid artwork, words, busy/dark patterns)
- ✦ **Lighting:** Opt for a bright room (though not directly in the sun), near the window on a cloudy day, or other ambient light. Avoid harsh lighting, e.g. a lamp right above your head or direct sunlight, as this creates a lot of shadows.



SUGGESTED COPY



I'm proud to speak up and sing out to support [@ejaf](#). They believe everyone deserves the right to be respected and cared for and so do I. Thank you [tag friend] for always supporting me to be my authentic self. Join me in celebrating the people who celebrate us—whether it's a relative, a friend, a teacher or a coworker—for the chance to meet [@EltonJohn](#). Simply share your own reel, tag someone special in your life, follow [@ejaf](#), and use [#SpeakUpSingOutGiveaway](#)



This #Pride Month, I'm speaking up and singing out with the Elton John AIDS Foundation as I believe everyone deserves to be loved, cared for, and respected for who they are. Thank you [tag friend] for supporting me to live and shine as my true authentic self. Join me in celebrating the people who celebrate us for the chance to meet [@EltonJohn](#). Simply share your own reel, tag someone special in your life, follow [@ejaf](#), and use [#SpeakUpSingOutGiveaway!](#)



I'm proud to speak up and sing out in support of [@ejaf](#) and the LGBTQ+ community. I believe that everyone deserves to be able to live and love freely. Thank you [tag friend] for supporting me on my journey to be loud and proud about who am I and who I love.
[#SpeakUpSingOutGiveaway](#)



Thank you [tag friend] for championing me to live as my true authentic self today, and every day. This #Pride Month, I'm proud to speak up and sing out with [@ejaf](#) to celebrate the amazing people who champion love, compassion, and health equity for all.
[#SpeakUpSingOutGiveaway](#)



I am proud to speak up and sing out in support of [@ejaf](#). Thank you [tag friend] for always being there for me and being my champion. Join me in celebrating the special people in your life for the chance to meet [@EltonJohn](#)! Visit [@ejaf](#) to learn more about their [#SpeakUpSingOutGiveaway](#)



- ❑ Everyone deserves a healthy life, yet stigma and discrimination continue to prevent people from accessing lifesaving care.
- ❑ Homosexuality is criminalized in nearly a third of countries and there is an increasing trend of anti-gender movements in many parts of the world. In the United States a record 510 anti-LGBTQ+ bills were introduced in state legislatures in 2023, with 84 of these bills passing into law.
- ❑ When the ground gained for LGBTQ+ people is at risk, we must stand our ground.
- ❑ Through The Rocket Fund, our \$125M transformative campaign, the Elton John AIDS Foundation is committed to our fight for the rights and health of everyone, everywhere. In 2023, we reached 280,000 people with care and support.
- ❑ The health and equity challenges facing the world today make eradicating AIDS more important now than ever before.



#SpeakUpSingOutGiveaway



Together, we can end LGBTQ+ stigma.

Thank you for speaking up and singing out
in support of our mission to make sure no
one is left behind.

[Click here to read official rules for entry.](#)