



**Elizabeth Glaser  
Pediatric AIDS Foundation**  
Fighting for an AIDS-free generation

# Fundraising Communications Guide



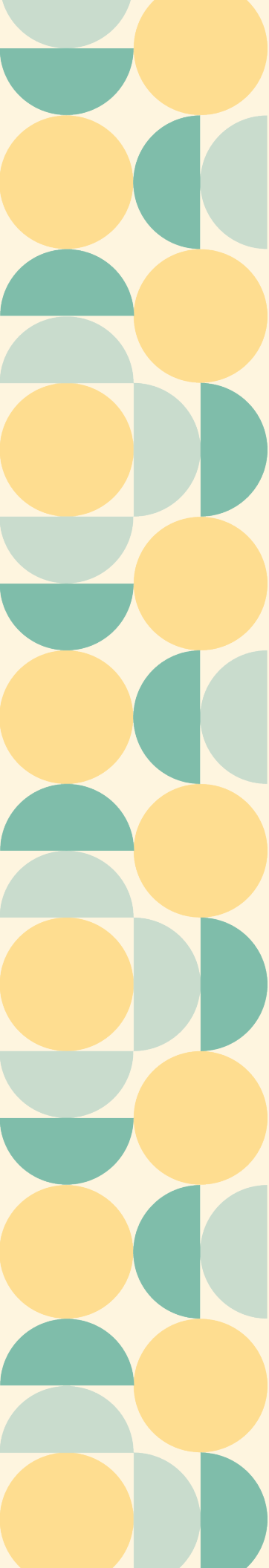
**We are here to help!**

[www.pedaids.org](http://www.pedaids.org)

[Up4thefight@pedaids.org](mailto:Up4thefight@pedaids.org)

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Photo: EGPAF 2023



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Photos: M. Morris / EGPAF 2023; Makopana Letsatsi / EGPAF 2022

# Introduction

Welcome to the EGPAF Communications Guide! We're thrilled to support you in your fundraising journey. This guide is designed to equip you with everything you need to successfully promote and market your fundraiser.

## Why You'll Love This Guide

From crafting compelling stories to leveraging social media, this guide covers all aspects of promoting your event and engaging your audience.

## Why Communication in Fundraising is Important?

Effective communication is the heart of successful fundraising. It's more than just asking for donations; it's about sharing your story, expressing your passion, and motivating others to join the fight against pediatric HIV and AIDS. With clear, consistent, and compelling messages, you can build trust, connect with donors, and inspire action.

Let's get started on making your fundraiser a resounding success!



# Branding Guidelines

## Why Brand Guidelines Matter

Welcome to the Brand Introduction page! Consistent branding is crucial for making a strong and lasting impression. Consistent use of our logo, colors, and fonts ensures that our message is clear and recognizable, which helps build trust and credibility with our audience.

By following these guidelines, you not only enhance your own fundraising efforts but also contribute to the unified, powerful presence of EGPAF's mission to end pediatric HIV and AIDS.

## Our Logos

Below are the official EGPAF logos. Click on each image to download a high-resolution PNG file:



**Elizabeth Glaser  
Pediatric AIDS Foundation**  
Fighting for an AIDS-free generation

*\*Please note that our logo illustration should be printed in full color and should always appear with the organization's name and tagline.*

## Brand Colors

Our brand colors are an essential part of our identity. Use these colors to ensure consistency across all your materials:

### Primary Color Palette



**EGPAF Green**  
R 0 G 133 B 118  
C 85 M 0 Y 50 K 31  
#008576



**EGPAF Yellow**  
R 255 G 198 B 65  
C 0 M 23 Y 85 K 0  
#ffc641

## Fonts

We use two typefaces to convey our brand—**Museo Slab** and **Proxima Nova**—both clean, bright, and contemporary. For PowerPoint or when EGPAF typefaces are unavailable, use **Arial** for consistency and to avoid formatting errors.

For more information check out our full [Branding Guide](#)

# Visual Tips: Capture and Create

Creating visually engaging content is key to capturing attention and conveying your message effectively. Here are some simple tips and ideas to help you create compelling images and videos for your EGPAF fundraiser.

## Creating Engaging Images and Videos



### High-Quality Visuals:

- Use a good camera or smartphone with high-resolution settings.
- Ensure good lighting. Natural light is best, but if shooting indoors, use ample lighting to avoid shadows.



### Consistent Branding:

- Incorporate EGPAF's brand colors and logos in your visuals.
- Use the same fonts and styles as suggested in the brand guidelines.



### Tell a Story:

- Focus on storytelling. Capture moments that highlight the impact of your work and the importance of the cause.
- Show before-and-after scenarios, personal stories, or testimonials.



### Keep It Authentic:

- Use real photos and videos of events, volunteers, and beneficiaries.
- Avoid over-editing. Authenticity resonates more with audiences.



### Engage with Action Shots:

- Capture action shots of people participating in fundraising activities.
- Show the excitement and energy of events to inspire others to join.



### Short and Sweet Videos:

- Keep videos short, ideally under 2 minutes, to maintain viewer interest.
- Start with a strong hook to grab attention in the first few seconds.



### Add Subtitles to Videos:

- Many viewers watch videos on mute. Adding subtitles ensures your message gets across.

**By following these tips and ideas, you'll create visual content that not only grabs attention but also inspires and engages your audience, amplifying your fundraising efforts for EGPAF.**



Photos: Kevin Ouma/EGPAF 2023

## Ideas for Photos and Videos



### Fundraiser Spotlight:

- Feature photos and videos of individual fundraisers sharing why they support EGPAF.
- Capture their preparation, activities, and personal stories.



### Event Highlights:

- Create highlight reels from fundraising events, showing key moments and activities.
- Include crowd shots, participants in action, and event setup.
- Create short teaser videos to promote upcoming events or fundraising activities.



### Behind the Scenes:

- Share behind-the-scenes content of your planning process, volunteer meetings, or event setup.
- Show the hard work and dedication that goes into organizing your fundraiser.



### Challenge Videos:

- Create challenge videos where participants perform a task or activity related to the fundraiser.
- Encourage others to participate and share their own challenge videos.



### Thank You Messages:

- Capture thank-you messages from beneficiaries, volunteers, and organizers.
- Compile these into a heartfelt video to share with donors and supporters.



### Milestone Celebrations:

- Celebrate fundraising milestones with photos and videos.
- Show the progress and express gratitude to your supporters.



# Storytelling: Share Your Passion

35 years ago, a grieving mother decided to tell her story because it was the only way she could think to save her remaining child. Through her story, Elizabeth Glaser won allies and marshalled support for the research and programs that eventually did save her son, along with countless other children in the United States and around the world. Elizabeth's impulse to share her experience with the world demonstrates the power of communicating the realities of people most affected by the HIV pandemic.

Here are some storytelling tips to help you craft an impactful narrative for your EGPAF fundraiser:

## Start with Passion

- Begin with a compelling anecdote, question, or statement that grabs attention and sets the tone for your story.
- Connect with your audience on an emotional level by sharing your genuine feelings and experiences related to EGPAF's mission.

*\*What inspired you to support EGPAF?*

*\*How does EGPAF's mission resonate with you personally?*

## Be Authentic

- Share a moment when you felt deeply connected to EGPAF's cause.
- Paint a vivid picture with descriptive language that engages the senses and evokes emotions in your audience.

*\*What emotions do you associate with your involvement in fundraising for EGPAF?*

## Highlight Impact

- Zoom in on a specific success story that vividly illustrates the positive change your fundraising efforts support.

*\*Can you recall a specific story of a child or family impacted by HIV and AIDS?*

*\*How has EGPAF's work made a difference in your community or the world?*

## Use the "Rule of Three" to structure your narrative around three main points.

1. **Introduction:** Briefly introduce yourself and why you support EGPAF.

"Hi, I'm Taylor, and I'm passionate about helping children with HIV because I believe every child deserves a healthy future."

2. **Impact Story:** Share a short, specific example of EGPAF's impact.

"Through our fundraising, we've helped kids like Maya receive the treatment they need. Maya is now thriving in school and has a bright future ahead."

3. **Call to Action:** End with a clear, compelling call to action.

"Join me in supporting EGPAF. Together, we can create an AIDS-free generation. Donate today and make a difference!"

# Social Media: Engage and Inspire

Social media is a powerful tool that can help you achieve your fundraising goal and raise awareness about what we do at EGPAF. With genuine stories and stunning visuals, you can captivate your social media audience. Keep your social media presence lively, authentic, and engaging!

## Sample Social Media Posts

Here are some sample posts to get you started:

**Remember! Staying consistent is key to your success!**



**Facebook:**

I'm supporting @EGPAF in their mission to end pediatric HIV and AIDS! Join me and fight for an #AIDSFreeGeneration! [link] #EndAIDS



**Instagram:**

Every child deserves a healthy future. I'm raising funds for @EGPAF to help make this a reality. Join me and donate today! Link in bio. #EndAIDS #AIDSFreeGeneration



**LinkedIn:**

I am proud to support the Elizabeth Glaser Pediatric AIDS Foundation. Together, we can end pediatric HIV and AIDS. Join me in making a difference. #EndAIDS #GlobalHealth



**x:**

Help us create an #AIDSFreeGeneration by supporting my fundraiser for @EGPAF. Every dollar counts! #EndAIDS [Link]





# Emails: Craft the Perfect Message

Email is a powerful tool for connecting with your network and rallying support for your fundraiser. Let's dive in and explore how to craft compelling emails that inspire action.

## Building a Powerful Email

Crafting an effective email is all about engaging your audience and clearly communicating your message. Here are some tips to help you get started:

**Clear and Compelling Subject Line:** Capture attention with a subject line that entices recipients to open your email. Try something like “Join the Fight: Support My Fundraiser to End Pediatric HIV and AIDS”.

**Personalization:** Address recipients by name and tailor your message to resonate with their interests and connection to your cause.

**Engaging Content:** Keep your email concise and impactful, highlighting the importance of your fundraiser and the impact of their support.

**Call to Action:** Clearly state what action you want recipients to take and make it easy for them to participate.

**Follow-Up:** Don't forget to follow up with a thank-you email or additional updates to keep supporters engaged.

### Sample Email

Hey [Friend's Name],

I hope you're doing well! I'm excited to share something close to my heart—I'm hosting a fundraiser to support the Elizabeth Glaser Pediatric AIDS Foundation (EGPAF) in their mission to end HIV/AIDS globally in children, youth, and families. EGPAF provides life-saving treatment, care, and support to children and families affected by HIV and AIDS. With your support, we can make a real difference in the lives of those impacted by this disease.

Will you join me in the fight for an AIDS-free generation by making a donation? Even a small contribution can have a huge impact.

Click the link below to donate now: [Insert Donation Link].

Thank you for your support in creating a brighter future for children around the world.

Best,  
[Your Name]

**Use this template to inspire your own email outreach efforts and make a meaningful impact with your fundraising campaign!**

# Gratitude: Saying Thank You

Thanking your donors is crucial! It's not just about good manners—it's about building a community. A heartfelt thank you makes your supporters feel valued and appreciated and shows them the real impact of their generosity. Remember, a little gratitude goes a long way in creating lasting relationships and a thriving community of supporters!

## Sample Email

Subject: Thank You for Supporting My Fundraiser!

Dear [Donor's Name],

I want to extend my heartfelt gratitude for your generous donation to my fundraiser for the Elizabeth Glaser Pediatric AIDS Foundation. Your support means the world to me and will make a significant impact in the fight for an AIDS-free generation.

Thanks to you, we are one step closer to creating a brighter future for children and families affected by HIV. Your kindness and generosity truly make a difference.

With sincere thanks,  
[Your Name]

## Sample Social Media Posts



Facebook/Instagram:

A huge thank you to everyone who donated to my fundraiser for @EGPAF! Your support is helping to create a brighter future for children affected by HIV and AIDS. Together, we're making a real difference! #AIDSFreeGeneration



LinkedIn:




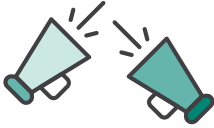






I am incredibly grateful for the generous support from everyone who contributed to my fundraiser for the Elizabeth Glaser Pediatric AIDS Foundation. Your donations are making a meaningful impact in the fight for an AIDS-free generation. Together, we are helping to create a brighter future for children and families affected by HIV. #AIDSFreeGeneration #MakingADifference



X (Twitter):

Thank you to everyone who supported my @EGPAF fundraiser! Your generosity is making a real impact in the fight for an #AIDSFreeGeneration. #ThankYou

# Ignite Change: A 30-Day Fundraising Journey

<b>Day 1–2</b> Share a fun video or image to announce your fundraiser and tag friends to spread the word.		<b>Day 3</b> Tag @EGPAF and let us know about your awesome fundraiser!	<b>Day 4</b> Email friends and family explaining why this cause matters to you and how they can help.	<b>Day 5–6</b> Post a thank-you message for donors and include a donation link for others to join in.	
<b>Day 7</b> Plan a virtual event like a game night or talent show and invite friends to learn about your fundraiser.		<b>Day 9–10</b> Share a brief post or video explaining why this cause is important to you and how their support will make a difference.			<b>Day 12</b> Send an update on your progress so far and any upcoming events.
	<b>Day 14</b> Share a personal story or invite a guest speaker to share their experience.		<b>Day 16–17</b> Start a hashtag challenge and ask friends to share how they're making a difference.		
<b>Day 19–20</b> Send a reminder that time is running out to support your fundraiser.			<b>Day 22</b> Organize a virtual workshop or DIY event related to your cause.		<b>Day 24</b> Create excitement with a countdown post!
	<b>Day 26</b> Send a personalized thank-you email to donors and invite them to your final event!		<b>Day 28</b> Celebrate your achievements with a virtual party or livestream.		<b>Day 30</b> Make one last post thanking everyone for their support and encouraging last-minute donations.



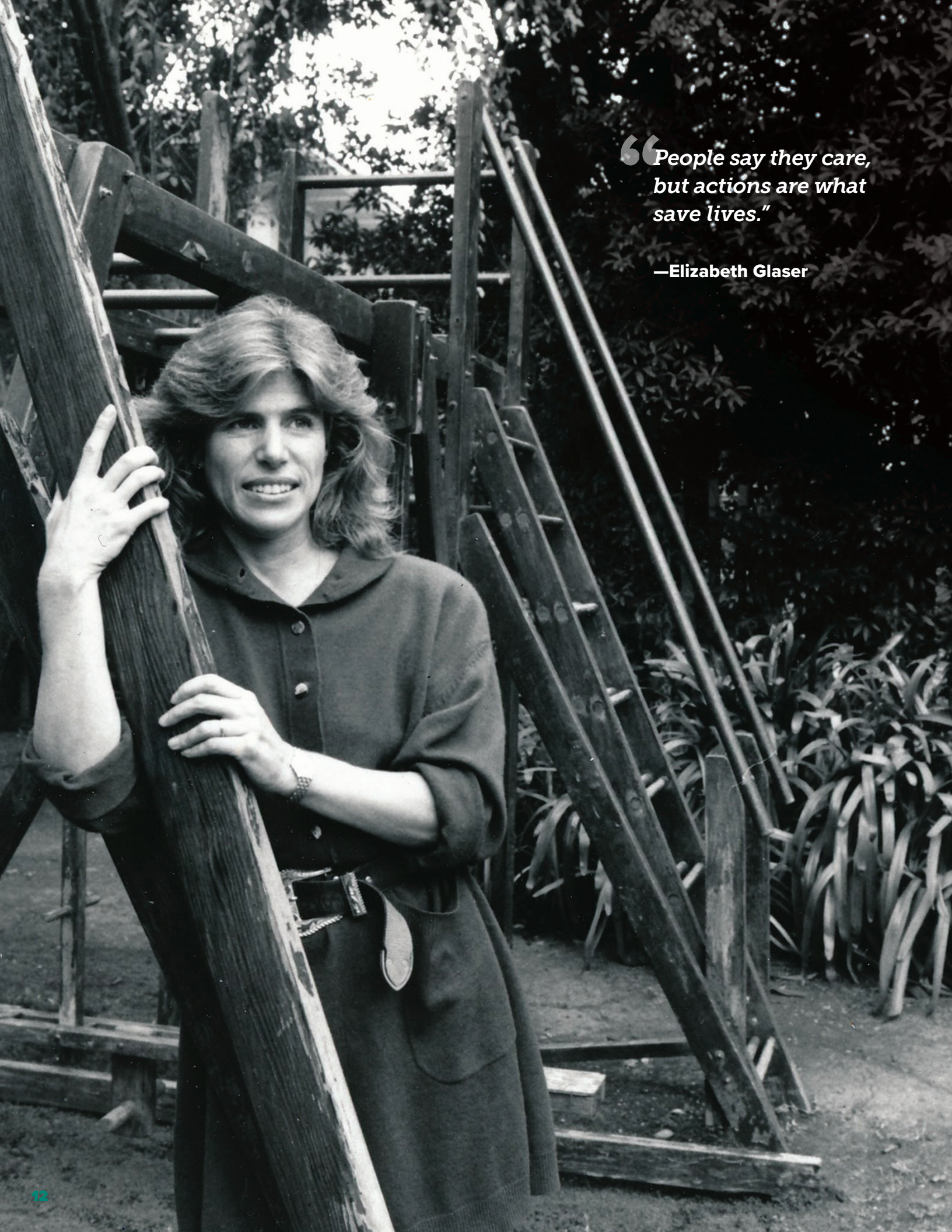


 @EGPAF

## Additional Resources

- Follow EGPAF on [X](#), [Facebook](#), [Instagram](#), [LinkedIn](#), and [YouTube](#)
- [Read EGPAF's latest stories](#)
- [Download the branding guide](#)
- [Download EGPAF's Fundraising Toolkit](#)
- [Follow the 30-Day Fundraising Journey](#)
- [Use the Event Promotion Checklist](#)
- Email [up4thefight@pedaids.org](mailto:up4thefight@pedaids.org) for support.





*“People say they care,  
but actions are what  
save lives.”*

**—Elizabeth Glaser**

