

Introduction to the Tool Kit

It is my pleasure to introduce you to the **National Black HIV/AIDS Awareness Day (NBHAAD) 2010** Planning Toolkit. This toolkit is designed to serve as a guide to assist you in your planning of an event/activity for **February 7, 2010**. We know each and every year that planning is essential to the work needed to stem the tide of HIV and AIDS in Black communities domestically in the United States and throughout the Diaspora.

Both HIV and AIDS continue to have a devastating effect and impact on Black communities within the United States and throughout the world. In 2007 alone, Blacks accounted for **51%** (21,754) of the new HIV/AIDS diagnoses in 34 states with long-term, confidential named-based HIV reporting. In addition, Blacks accounted for **48%** (264,927) of the total persons, including children, living with HIV/AIDS in 34 states with long-term, confidential name-based HIV reporting. And finally, by the end of 2007, 40% (**225,517**) of the total persons with AIDS who died were Blacks.

We have work to do!

For our 10th year, we want to raise the bar on the much needed work to be done in Black communities around HIV/AIDS prevention, care, and treatment. Our theme "**HIV/AIDS Prevention – A Choice and a Lifestyle!**" leads us down the road to encourage Black people to shift the paradigm from occasionally thinking about HIV to always thinking about it. This is our year to make change even more real for Black America! Let's mobilize and do something that will be long-lasting in the fight against HIV/AIDS!

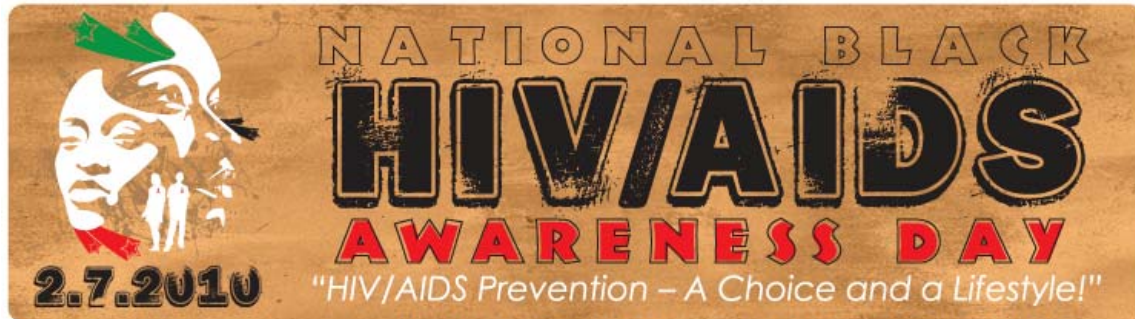
In recognition of **National Black HIV/AIDS Awareness Day** (February 7, 2010), we are providing this tool kit as a terrific avenue for community leaders and activists to gain knowledge and skills around spreading the word about HIV/AIDS. It also includes a wealth of ready-to-use materials and resources that help to reinforce the importance of getting educated, tested, treated and involved.

Should you need additional support (*i.e. conference call, email, or material review*) please don't hesitate to contact my office directly via phone (877-384-5964, ext. 120) or email (montee@blackaidsday.org).

With a Servant's Heart, I am...

LaMont "Montee" Evans
Chief Executive Officer,
Healthy Black Communities, Inc.

Lead Organization – **National Black HIV/AIDS Awareness Day**



Quick Q & A

What is NBHAAD?

National Black HIV/AIDS Awareness Day is a national HIV testing and treatment community mobilization initiative designed to increase the awareness of HIV/AIDS prevention, care and treatment among Blacks in the United States and Diaspora.

The movement has four main objectives that it hopes to realize within Black communities:

- **Education:** To distribute information about HIV/AIDS locally.
- **Testing:** Establish February 7 as an annual day to get an HIV test.
- **Involvement:** Increase the number of Blacks involved locally.
- **Treatment:** For those testing HIV+, to get them aware of treatment services and information.

When is it recognized?

February 7, 2010

Why is there a need?

- In 2007, HIV was the **fourth** leading cause of death for Black men and **third** leading cause of death for Black women, ages 25-44.
- In 2006, both Black men and women had the highest HIV death rates per 100,000 men and women respectively, ages 25-34 and 35-44.
- Blacks represent approximately 13% of the United States population, but almost half of the AIDS cases.
- HIV is 100% preventable!

Where Are the Events?

NBHAAD is a nationwide movement, with organizers planning activities and events in thousands of locales. An emergency **Call to Action** has been made for the 18 cities with the highest prevalence of HIV/AIDS in Black communities. These cities are **Atlanta, Baltimore, Chicago, Cleveland, Dallas, Detroit, Houston, Los Angeles, Miami, New Orleans, Newark, New**

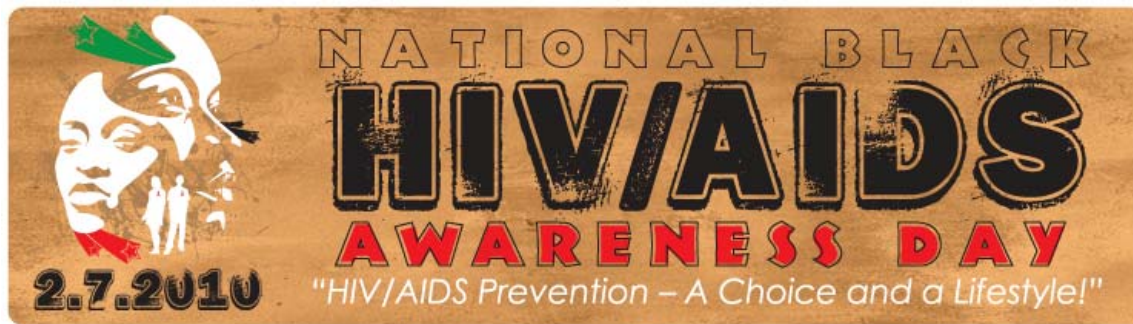
York, Oakland, Philadelphia, Raleigh-Durham, San Francisco, Trenton and Washington, D.C.

Who Are the Organizers?

NBHAAD is directed, planned and strategically overseen by organizations/groups, commonly referred to as the *Strategic Leadership Council*. This group works in partnership with planners and organizers all across the United States to ensure events and activities planned are organized and delivered the best way possible. *Healthy Black Communities, Inc.* serves as the lead organization responsible for managing communications, materials development and dissemination, and brand management.

For More Information:

www.blackaidsday.org



FACT SHEET

Blacks are at Risk!

Did you know? ...

- When we look at HIV/AIDS by race and ethnicity, Blacks have **more illness** (*Blacks represent approximately 13% of the U.S. population and account for 45% of new HIV infections and 46% of people living with HIV disease*); and **more deaths** (*Blacks accounted for 57% of deaths due to HIV in 2006 and the survival time after an AIDS diagnosis is lower on average than it is for most other racial/ethnic groups*).
- Black women account for the largest share of new HIV infections among women (*61% in 2006*).
- Although Black teens (*ages 13-19*) represent only 15% of the U.S. teenagers, they account for 68% of new AIDS cases reported among teens in 2007.
- AIDS case rates per 100,000 among Blacks are highest in the Eastern part of the U.S. The District of Columbia has the highest case rate for Blacks (*263.8 per 100,000*) in the country.
- Of all Black men living with HIV/AIDS, the primary transmission category was sexual contact with other men, followed by injection drug use and high risk heterosexual contact.
- Of all Black women living with HIV/AIDS, the primary transmission category was high risk heterosexual contact, followed by injection drug use.
- Of the estimated 141 infants perinatally infected with HIV, 91 (65%) were Black (*CDC, HIV/AIDS Reporting System, unpublished data, December 2006*).
- Estimated AIDS prevalence among Blacks is clustered in a handful of states with 10 states accounting for **71%** of Blacks estimated to be living with AIDS in 2007. New York, Florida, and Georgia top the list. Ten states also account for the majority of newly reported AIDS cases among Blacks (*68% in 2007*).

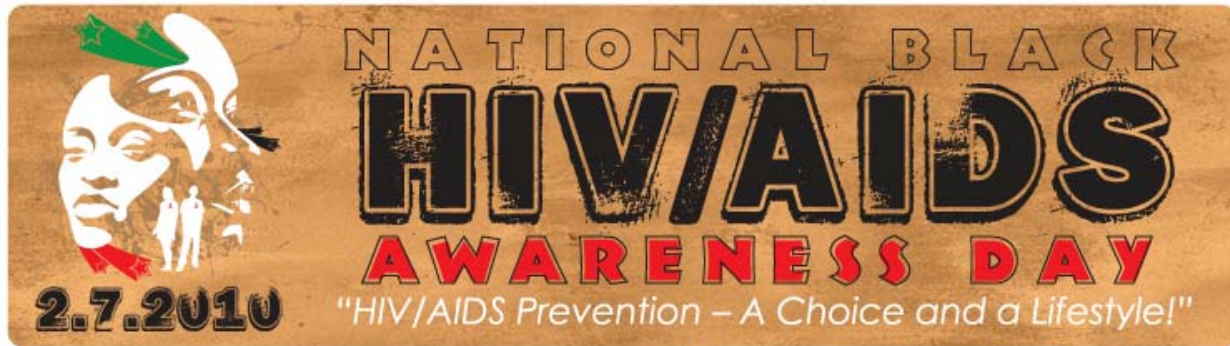
- At the end of 2006, of the **1.1 million** people living with HIV, almost half (46%) were Black (506,000).

If you didn't know, now you do!

**National Black HIV/AIDS Awareness Day:
Get educated! Get tested! Get involved! Get treated!**

For more information, log onto www.blackaidsday.org.





MEDIA ADVISORY

For Immediate Release: (Insert Date)
COMPANY/ORGANIZATION
Contact: (Insert Name)
T: XXX-XXX-XXXX • F: XXX-XXX-XXXX

NATIONAL BLACK HIV/AIDS AWARENESS DAY IS FEBRUARY 7TH, 2010

Mark your calendars and set the date! February 7, 2010 is **National Black HIV/AIDS Awareness Day (NBHAAD)**, a national HIV testing and treatment community mobilization initiative designed to encourage Blacks across the United States and Territorial Areas to ***get educated, get tested, get involved, and get treated*** around HIV/AIDS, as it continues to devastate Black communities.

In 2006, both Black men and women had the highest HIV death rates per 100,000, ages 25-34 and 35-44. Also, HIV was the **fourth** leading cause of death for Black men and **third** leading cause of death for Black women, ages 25-44. Unfortunately, many of those who are infected with HIV are unaware of their status and may unknowingly transmit the virus to others. It's time to mobilize and talk about this devastating disease so we can make a difference... and there's no better time than February 7th! On this commemorative day, Blacks are encouraged to *get educated, get tested, get involved, and get treated* around HIV/AIDS. Special events such as press conferences, town hall meetings, church services, community marches and rallies, candlelight vigils, and free HIV testing will be held throughout the nation.

"It is time for our people, from all levels and walks of life to fix our eyes on the horizon and carry forth the gift of freedom by raising awareness and visibility of HIV/AIDS in Black communities; locally, regionally, nationally and internationally." says **LaMont "Montee" Evans**, of Healthy Black Communities, Inc, lead organization and a member of the NBHAAD Strategic Leadership Council.

While Blacks represent approximately 13% of the U.S. population, the Centers for Disease Control and Prevention reports that the group accounts for 49% of the nation's AIDS cases.

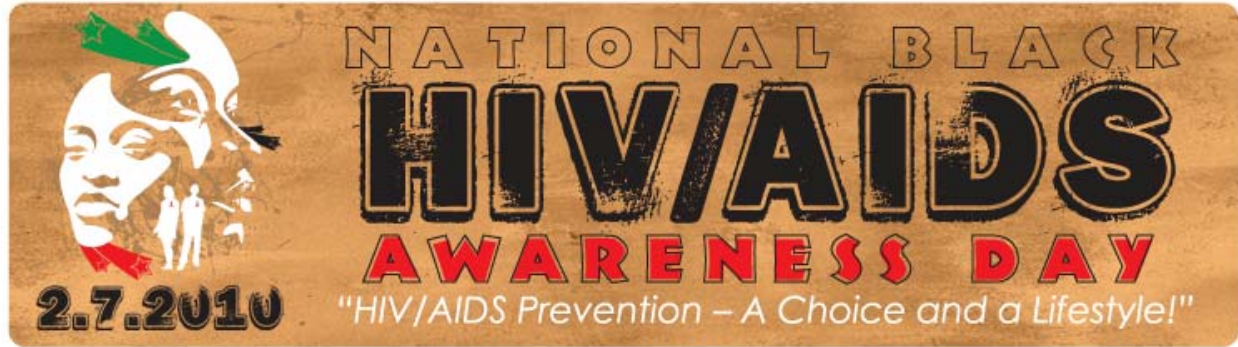
In its tenth year, NBHAAD organizers remain focused on those 18 cities where Black communities are disproportionately impacted and the epidemic is not slowing. These cities include **Atlanta, Baltimore, Chicago, Cleveland, Dallas, Detroit, Houston, Los Angeles, Miami, New Orleans, Newark, New York, Oakland, Philadelphia, Raleigh-Durham, San Francisco, Trenton and Washington, D.C.**

Several Black celebrities and community leaders have served as the face and voice of this huge effort while encouraging thousands of Black communities to mobilize and do something that will be long-lasting in the fight against HIV/AIDS. Past spokespersons include: **Congressman Elijah E. Cummings; Tony Dungy; Idris Elba; Kimberly Elise; Lance Gross; Hill Harper; Taraji P. Henson; Tom Joyner; Congresswoman Barbara Lee; Bishop Eddie Long; Ludacris; Master P; Tangi Miller; Patrik-Ian Polk; General Colin Powell; Sheryl Lee Ralph; Gloria Reuben; Romeo; Rev. Edwin Sanders; Tavis Smiley;** and **Congresswoman Maxine Waters.**

Currently, NBHAAD is directed, planned and organized by a group known as the **Strategic Leadership Council** who partners with the Centers for Disease Control and Prevention to mobilize communities and address specific issues in regards to local epidemics.

For more information on **National Black HIV/AIDS Awareness Day**, visit www.blackaidsday.org.

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Sample Letter to the Editor

[insert date]

Letters to the Editor

[insert newspaper name]

To the Editor:

HIV/AIDS is a worldwide plague that is slowly killing Black America. The continued severity of the HIV/AIDS epidemic in Black communities cannot be underestimated. Our challenge in 2010 is to stem the tide and save the lives of Black people locally, regionally, nationally, and internationally!

For 10 years now, **February 7, 2010 has been designated as National Black HIV/AIDS Awareness Day (NBHAAD)**. NBHAAD is a national HIV testing and treatment community mobilization initiative designed to encourage Blacks across the United States and Territorial Areas to **get educated, get tested, get treated, and get involved** with HIV/AIDS, as it continues to devastate Black communities. Currently, NBHAAD is directed, planned and organized by a group known as the **Strategic Leadership Council** who partners with the Centers for Disease Control and Prevention to mobilize communities and address specific issues in regards to local epidemics and best practices that will influence the course of HIV in Black communities across the country. *Healthy Black Communities, Inc.* serves as the lead organization responsible for coordinating communications, material development and dissemination, and brand management.

Public figures such as **Congressman Elijah E. Cummings; Tony Dungy; Idris Elba; Kimberly Elise; Lance Gross; Hill Harper; Taraji P. Henson; Tom Joyner; Congresswoman Barbara Lee; Bishop Eddie Long; Ludacris; Master P; Tangi Miller; Patrik-Ian Polk; General Colin Powell; Sheryl Lee Ralph; Gloria Reuben; Romeo; Rev. Edwin Sanders; Tavis Smiley; and Congresswoman Maxine Waters** have all contributed their advocacy as spokespersons to this effort.

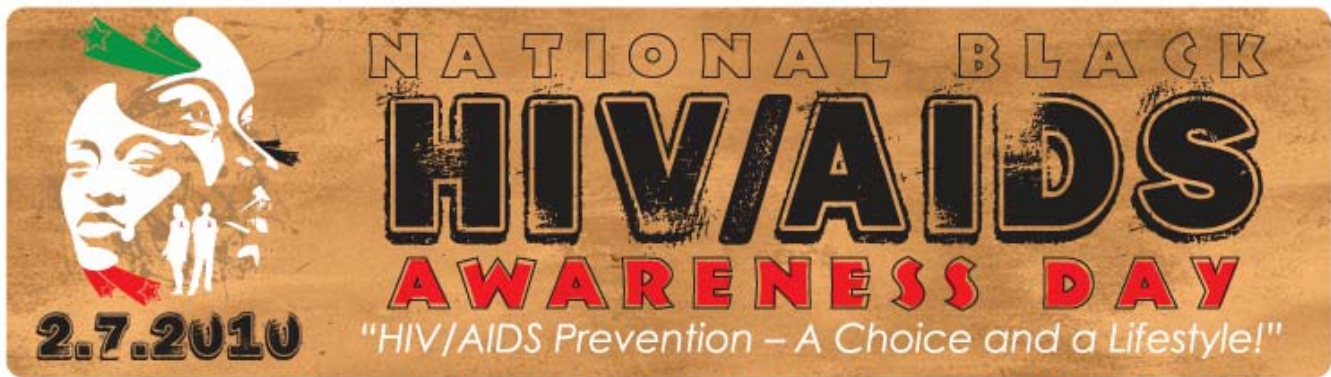
For 2010, we are mobilizing communities to be the voice and face for making *HIV/AIDS Prevention - A Choice and a Lifestyle!* We are asking Blacks all over to become the voice for change by submitting a mini-video through the website that is centered on one or all four of the objectives of **NBHAAD** – education, testing, involvement, and/or treatment. All people,

regardless of lifestyle or HIV status, *can* and *should* get involved with spreading the HIV/AIDS message to their families and communities.

National Black HIV/AIDS Awareness Day 2010: Get educated! Get tested! Get involved! Get treated! For more information on **National Black HIV/AIDS Awareness Day**, log onto www.blackaidsday.org.

Sincerely,

[name of person sending letter]
[title],
[organization, agency, group name]



Sample letter for Faith-based leaders to include in bulletins

Dear Pastor:

HIV/AIDS remains a persistent threat to the health and well-being of Black communities. Faith based leaders all over the country are stepping up their effort in honor of the 10th anniversary of **National Black HIV/AIDS Awareness Day – February 7, 2010**. They are doing this to meet the crisis that confronts Black communities every day.

February 7th is **National Black HIV/AIDS Awareness Day**, a national HIV testing and treatment community mobilization initiative designed to encourage Blacks across the United States, Territorial Areas and Diaspora to **get educated, get tested, get involved, and get treated** around HIV/AIDS, as it continues to devastate Black communities.

When looking at HIV/AIDS by race and ethnicity alone, Blacks have more illness (*Blacks represent approximately 13% of the U.S. population and account for 45% of new HIV infections and 46% of people living with HIV disease*); and more deaths (*Blacks accounted for 57% of deaths due to HIV in 2006 and the survival time after an AIDS diagnosis is lower on average than it is for most other racial/ethnic groups*).

There is an Ethiopian Proverb that reads, “*When spider webs unite, they can tie up a lion.*” As a person of influence within the Black community, we are asking you to join us in encouraging Blacks across the United States and Territorial Areas to **get educated, get tested, get involved, and get treated** around HIV/AIDS. Statistics show that Blacks continue to be disproportionately affected by HIV/AIDS. Let’s continue the work of bringing change to Black America!

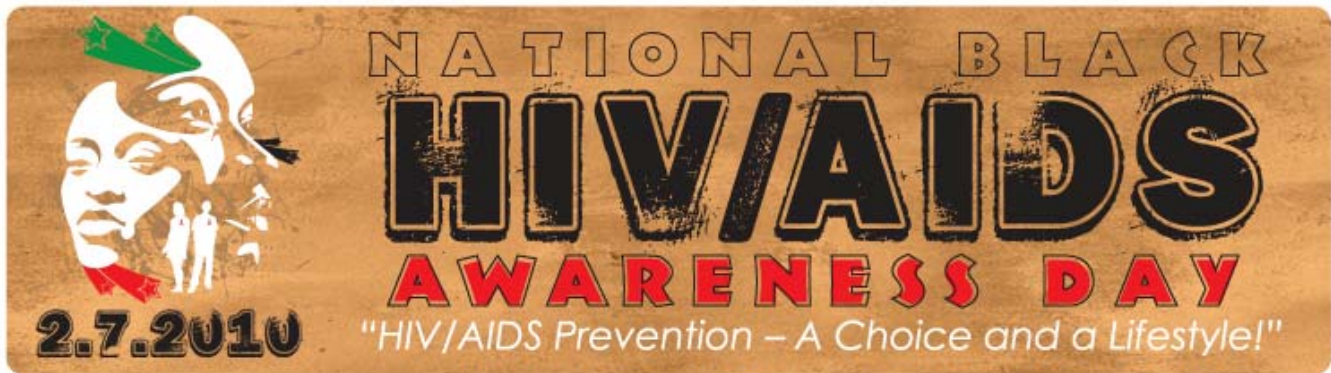
You can find more information about **National Black HIV/AIDS Awareness Day (NBHAAD)** by visiting www.blackaidsday.org.

Sincerely,

[name of person sending letter]

[title]

[organization, agency, group name]



Sample letter for Greek Fraternity and Sorority leaders/members to include in newsletters and online websites

Dear Leader:

As an entity requiring members to go through an orientation process; fraternities and sororities like yours are known for bringing empowerment, enrichment, and education to Black people. For the crisis at hand, we are calling on you to help educate the nation. Do you know how bad HIV/AIDS is ravishing Black America? The statistics from the Centers for Disease Control and Prevention (CDC) are alarming and definitely a wake-up call.

When looking at HIV/AIDS by race and ethnicity, Blacks have more illness (*Blacks represent approximately 13% of the U.S. population and account for 45% of new HIV infections and 46% of people living with HIV disease*); and more deaths (*Blacks accounted for 57% of deaths due to HIV in 2006 and the survival time after an AIDS diagnosis is lower on average than it is for most other racial/ethnic groups*).

February 7, 2010 marks the 10th commemoration of National Black HIV/AIDS Awareness Day (NBHAAD). NBHAAD is a national HIV testing and treatment community mobilization initiative designed to encourage Blacks across the United States and Territorial Areas to **get educated, get tested, get involved, and get treated** around HIV/AIDS, as it continues to devastate Black communities. NBHAAD is directed, planned and organized by a group known as the **Strategic Leadership Council** who partners with the Centers for Disease Control and Prevention to mobilize Black communities and address specific issues in regards to local epidemics and best practices that will influence the course of HIV in Black communities across the country.

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For 2010, we are mobilizing communities to be the voice and face for making *HIV/AIDS Prevention - A Choice and a Lifestyle!* We are asking Blacks all over to become the voice for

change by submitting a mini-video through the website that is centered on one or all four of the objectives of **NBHAAD** – education, testing, involvement, and/or treatment. All people, regardless of lifestyle or HIV status, *can* and *should* get involved with spreading the HIV/AIDS message to their families and communities.

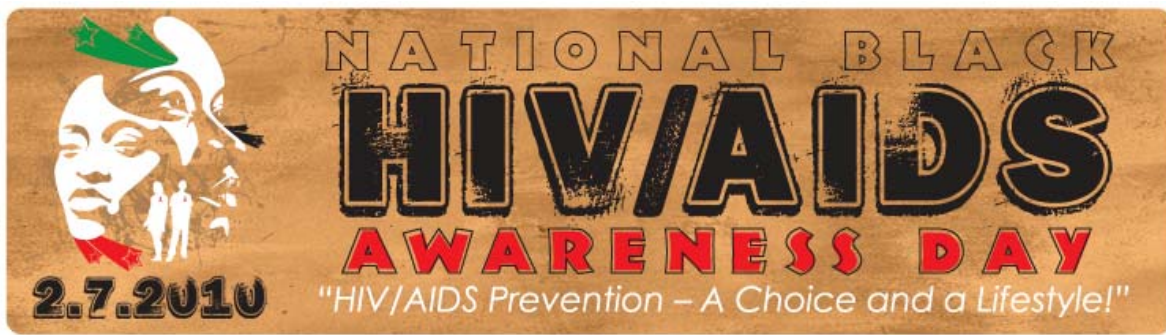
National Black HIV/AIDS Awareness Day 2010: Get educated! Get tested! Get involved! Get treated! For more information on **National Black HIV/AIDS Awareness Day**, log onto www.blackaidsday.org.

Sincerely,

[name of person sending letter]

[title]

[organization, agency, group name]



PRESS CONFERENCE PLANNER

A press conference is a well-planned media event in which an organization/individual invites journalists to hear them speak and address questions. Television stations and networks really value news conferences because today's TV news programs air for hours at a time and they need ever-larger quantities of footage. Listed below is a suggested format for a press conference:

I. Welcome and Introduction

- A. Welcome and thanks to attendees, sponsors, partners, etc.
- B. Statement of subject and objective of the press conference.
 - a. Overview of the HIV/AIDS problem/statistics in Black communities
- C. Preview of scheduled speakers (*names, background and affiliations*) and brief statement of what each speaker will talk about.
- D. **Introduction** of speaker #1

II. The HIV/AIDS Public Health Perspective (Speaker #1)

- A. Status of public health effort to combat HIV/AIDS in Black communities.
- B. Public health needs with regard to HIV/AIDS among Black communities.
- C. General overview of available public health services.
- D. Locations for screenings and other HIV/AIDS services.
- E. **Introduction** of speaker #2.

III. The HIV/AIDS Community Service Perspective (Speaker #2)

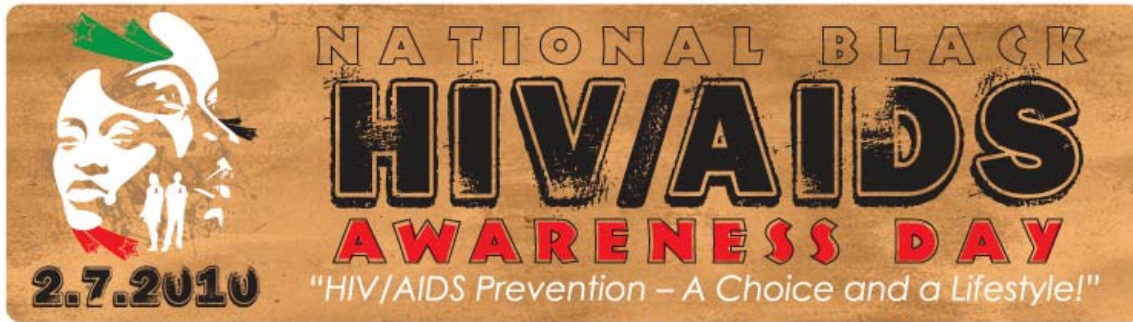
- A. Overview of community based HIV/AIDS organizations/programs targeting Black communities.
- B. Obstacles to success of community based HIV/AIDS organizations/programs.
- C. Strategies for improving success of community based organizations and programs.
- D. How people can get involved.
- E. **Introduction** of speaker #3.

IV. The HIV/AIDS Political Perspective (Speaker #3)

- A. Current political climate regarding HIV/AIDS in Black communities.
- B. Overview of past, current, and future HIV/AIDS political activities.
- C. History and current status of HIV/AIDS funding for Black communities.
- D. How people can get involved.

V. Question and Answer Session

VI. Wrap Up/Closing Statement



*Note: Localize this calendar listing and send it to print media in your area two to three weeks in advance of your events. Be sure to **follow up** with reporters responsible for the listing to ensure they received the information and to pitch your event for coverage.*

CALENDAR ALERT

For Immediate Release: <insert date here>
NAME OF ORGANIZATION/GROUP/COMPANY
Media Contact: <insert name here>
T: XXX.XXX.XXXX ▪ F: XXX.XXX.XXXX

[NAME OF CITY] JOINS NATIONAL INITIATIVE TO FIGHT HIV/AIDS IN BLACK AMERICA

WHAT: On February 7, 2010, Black leaders and organizations of **[city]** will come together in unity to respond to the crisis of HIV and AIDS in the city's Black communities, and to officially observe **National Black HIV/AIDS Awareness Day** (NBHAAD).

Local HIV/AIDS outreach organizations will conduct programs in their communities including **[list types of scheduled activities]**.

Nationwide, more than 1,400 organizations in more than 500 cities will participate in the tenth annual observance of **National Black HIV/AIDS Awareness Day**.

NBHAAD is a nationwide HIV testing and treatment community mobilization initiative designed to encourage Blacks across the United States to get educated, get tested, get involved and get treated around HIV/AIDS, as it continues to devastate Black communities.

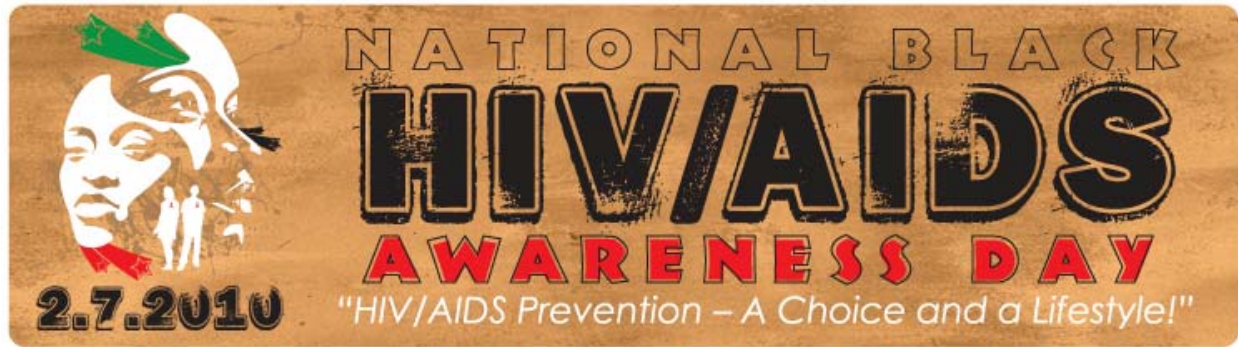
To locate NBHAAD events in your area, log on to www.blackaidsday.org

WHO: **[List local organizations participating in NBHAAD]**

WHEN: February 7, 2010
[list times for events]

WHERE: **[list event locations]**

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Sample Proclamation

NOTE: Call your local City Hall or State offices to identify the person to whom a letter and sample proclamation should be sent.

A RESOLUTION to designate February 7, 2010, as "**National Black HIV/AIDS Awareness Day**" in **[name of city or state]**

WHEREAS February 7, 2010, is the tenth year commemoration and observance of *National Black HIV/AIDS Awareness Day*; and

WHEREAS, this observance is a nationwide effort to mobilize Black communities to get educated, get tested, get involved and get treated around HIV/AIDS, as it continues to devastate Black communities; and

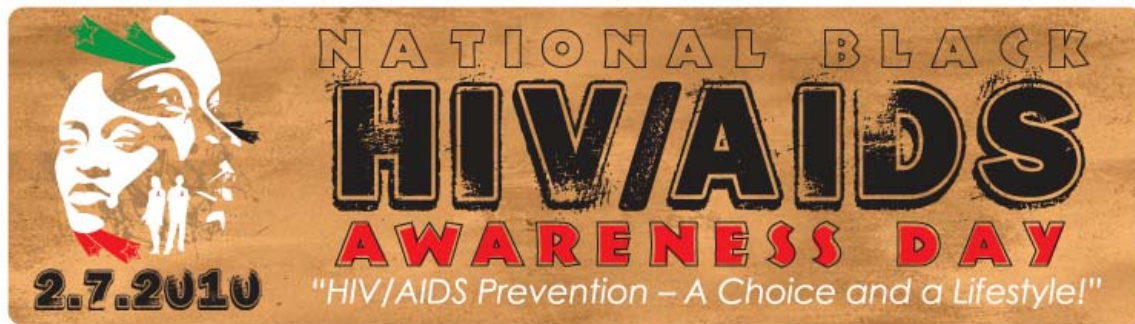
WHEREAS, *National Black HIV/AIDS Awareness Day* is directed, planned and strategically overseen by a *Strategic Leadership Council* made up of prominent organizations, including the Centers for Disease Control and Prevention (CDC), to mobilize community based organizations and stakeholders involved in HIV/AIDS prevention, care and treatment; and

WHEREAS, **[number]** residents of **[city or state]** are living with HIV and **[percentage]** of these men, women and children are Black; and

WHEREAS, **[list the names of state or city organizations that are involved]** are hosting community events to recognize this day and its importance to Blacks and all concerned citizens; and

WHEREAS, it is fitting that we join with these national and local groups to express our strong support for *National Black HIV/AIDS Awareness Day* and the initiatives to prevent the spread of HIV/AIDS in Black communities and provide access to and utilization of HIV/AIDS prevention, treatment and support services to those affected by HIV/AIDS; now, therefore,

BE IT RESOLVED BY THE **[name of governing body]** that we designate **February 7, 2010**, as *National Black HIV/AIDS Awareness Day* in **[city/state]**, and encourage local residents to strongly support this day and participate in events planned to commemorate the occasion.



FUNDRAISING TIPS

FINDING SPONSORS AND PARTNERS IN YOUR COMMUNITY

National Black HIV/AIDS Awareness Day provides a great opportunity for you to build relationships with organizations that are connected to the Black community, or that can provide funding, in-kind donations or venue locations.

BEFORE YOU BEGIN:

- Determine **who you want to approach** for funding/sponsorship/partnering. Here are some examples:
 - Friends of your organization.
 - Like minded organizations – those serving other local social and health care needs of Blacks in your area.
 - Advertisers in the community – particularly billboard companies and other metropolitan transit advertising agencies.
 - Businesses with an established presence in the Black community (*e.g. grocery stores, banks and other financial institutions, restaurants, etc.*).
 - Community organizations (*e.g. churches, fraternal organizations, chambers of commerce, etc.*).
 - Individuals with influence in the community.
 - Media (*e.g. television stations, newspapers, and radio stations*).
- Determine **who from your organization will make initial contact**. If someone has a good contact at a specific business, you may want that person to be the one to do the asking. Create a table/spreadsheet outlining your target contact list and who will be responsible for making contact with each person/organization on the list.
- Establish **levels of sponsorship** including in-kind gifts. Below are a few ways that individuals/businesses can show their support for your event.
 - **Monetary donations.** Be sure to itemize what is needed and what various levels of donations will “buy”. You might consider having a Name Sponsor who contributes a specific percentage of the total cost (*e.g. 50%*) and whose name, logo and other identifiers are used on signs, hand-outs, etc. The Name Sponsor should be publicly thanked for their support of your event(s)/activity(ies).

- **In kind gifts.** Grocery stores may donate food and drinks for your event. A movie theater may donate free movie passes to use as an attendance incentive. Be creative in brainstorming the various products and/or services that would be useful and consider those stores as well.
- **Volunteers.** Businesses may encourage their staff to sign up to volunteer for your event(s)/activity(ies), to pass out flyers door-to-door or assist in other ways. Be willing to allow others to help you leading up to, and on the day of the event(s)/activity(ies).
- **Publicity support.** Churches, sororities, fraternities and others may include information about your event(s) in their member newsletter. Local barbers or beauty shops might hand out flyers or display posters in their shops.
- **Media partners.** You might ask non-competitive media – (*e.g. a radio station, a television station and a newspaper*) – to be media partners and work with you to publicize your event(s)/activity(ies) regularly in the week leading up to February 7. You can list your “*media partners*” on promotional materials.
- Determine **levels of recognition** for sponsors. What do the sponsors get in return? Do they get their name on posters or signs at your event(s)? Do you mention them in your interviews with local media? Make sure that the return investment for the sponsor fits the donation.

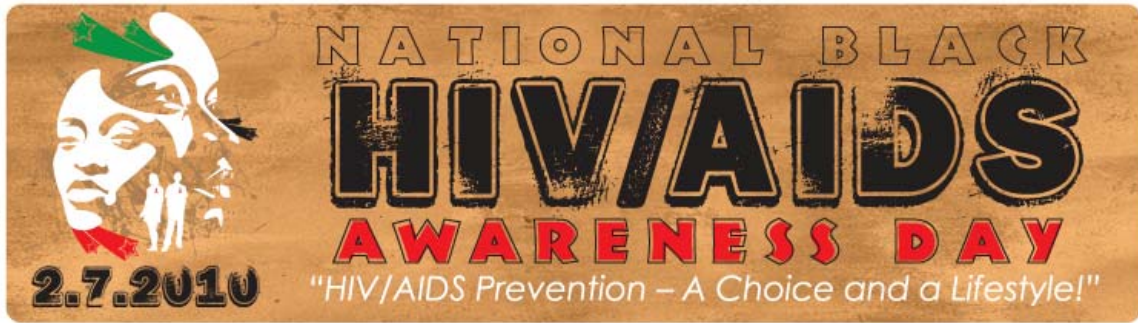
HOW TO ASK:

Once you know **who you want to approach** for sponsorship/funding/partnering, here is how to proceed:

- **Explain the need.** You need compelling information that shows the potential sponsor or partner why it is important for them to get involved. Prepare information that can be sent or left behind, including fact sheets about HIV/AIDS rates locally, regionally, and nationally, newspaper articles that illustrate the impact of HIV/AIDS in your area, and the press materials you plan to use in your campaign. Some health departments are able to provide HIV/AIDS data and statistics zip code by zip code.
- **Allow time for a reply.** It may take weeks, if not months; for an organization to be able to make a decision about donating. Give them as much time as possible to reply. However, be sure to follow up with them periodically to make sure you are still being considered for a donation.
- **Schedule a face-to-face meeting.** Find out who you should talk with about sponsorship and schedule a meeting with them. Be armed with information including fact sheets about HIV/AIDS rates and press materials whenever you meet with a potential sponsor. Also, be sure to take a formal invitation letter addressed to the individual with whom you are meeting. Do your research about any support they have provided in the past to your organization, community, or HIV/AIDS overall.

- **Be punctual & Dress to impress.** Once you have set up and confirmed a meeting, be sure to show up on time and wearing clothing that compliments the environment you are entering. When in doubt, dress suits for women and business casual for men is appropriate.
- Or, **mail a personalized letter with your factual information.** In-person meetings are far more preferable, but if this is not possible, find out who you should send information to regarding sponsorship and mail them a personalized letter. Always follow-up with a telephone call and try to schedule a meeting to determine if a donation is feasible and to discuss next steps.
- **Keep a record.** Make sure that you keep correspondence with organizations on file. This will make it easier for you to approach them in the future. It also helps you track each and every contribution/donation solicited and received.
- **Send a thank-you note.** In addition to thanking your sponsors and partners, let them know the impact NBHAAD had in your community, as well as nationwide. Let them know how many people participated and share success stories that affirm the importance of the event. You will have to gauge your relationship with the sponsor to determine if you should also include pictures in your correspondence. Then, put their names on your list to call next year. A thank you card *with a personal note* written inside along with your business card will go a long way in helping them to remember you, just in case you need their support next year.

Special Note: **Please don't hesitate to contact Healthy Black Communities, Inc. to provide a second eye or give constructive feedback on ideas you may have regarding fundraising. P: 877-384-5964, ext. 120 | E: info@blackaidsday.org**



PUBLIC SERVICE ANNOUNCEMENT

For Immediate Release: (Insert Date)
COMPANY/ORGANIZATION
Contact: (Insert Name)
T: XXX-XXX-XXXX • F: XXX-XXX-XXXX

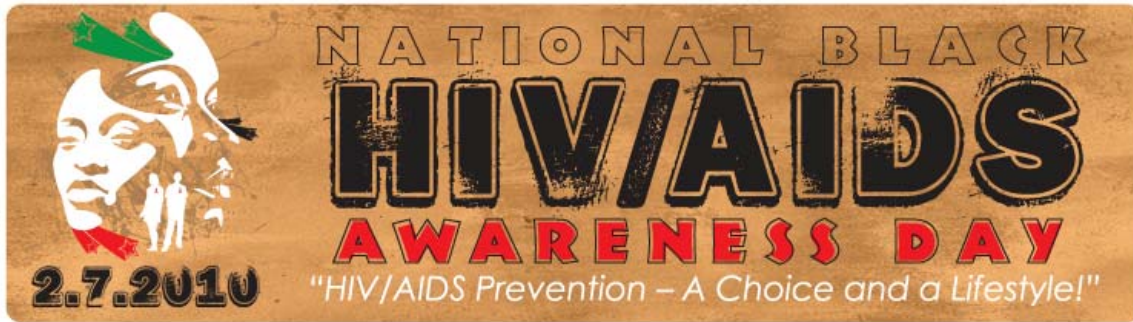
NATIONAL BLACK HIV/AIDS AWARENESS DAY

IS FEBRUARY 7TH

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FEBRUARY 7TH IS NATIONAL BLACK HIV/AIDS AWARENESS DAY. TAKE TIME TO
PAUSE AND SUPPORT THE CAUSE! GET EDUCATED, TESTED, INVOLVED AND
TREATED!

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PUBLIC SERVICE ANNOUNCEMENT

For Immediate Release: (Insert Date)
COMPANY/ORGANIZATION
Contact: (Insert Name)
T: XXX-XXX-XXXX • F: XXX-XXX-XXXX

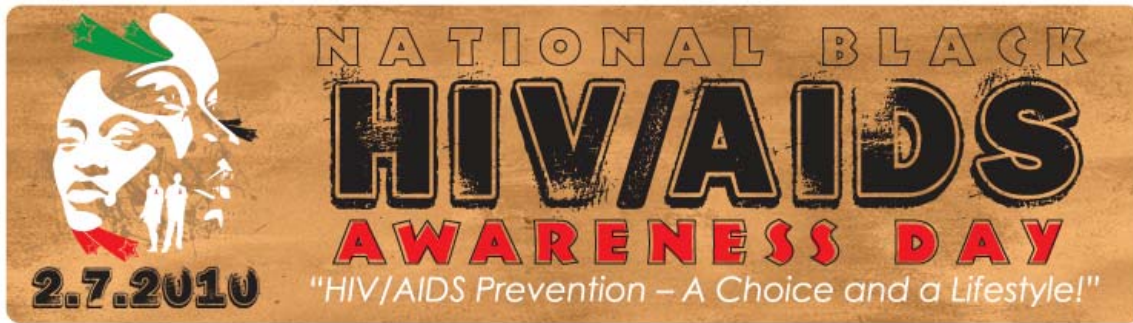
NATIONAL BLACK HIV/AIDS AWARENESS DAY

IS FEBRUARY 7TH

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NATIONAL BLACK HIV/AIDS AWARENESS DAY IS FEBRUARY 7, 2010. THIS IS YOUR TIME TO GET EDUCATED, GET TESTED, GET INVOLVED AND GET TREATED. MAKE HIV/AIDS PREVENTION A LIFESTYLE! TO LEARN MORE, VISIT WWW.BLACKAIDSDAY.ORG.

#



PUBLIC SERVICE ANNOUNCEMENT

For Immediate Release: (Insert Date)
COMPANY/ORGANIZATION
Contact: (Insert Name)
T: XXX-XXX-XXXX • F: XXX-XXX-XXXX

NATIONAL BLACK HIV/AIDS AWARENESS DAY

IS FEBRUARY 7TH

: 30 seconds

HIV/AIDS PREVENTION – A CHOICE AND A LIFESTYLE! THE HIV/AIDS CRISIS AIN'T OVER – WE STILL HAVE WORK TO DO. THE ECONOMIC IMPACT IS TAKING ITS TOLL! FEBRUARY 7, 2010 IS NATIONAL BLACK HIV/AIDS AWARENESS DAY. LET'S GET EDUCATED, GET TESTED, GET INVOLVED AND GET TREATED! IT'S TIME TO MAKE CHANGE IN BLACK AMERICA REAL NOW AND FOR FUTURE GENERATIONS! TO LEARN MORE, VISIT WWW.BLACKAIDSDAY.ORG.

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