



Tips for Building Partnerships for National Women and Girls HIV/AIDS Awareness Day

Partnerships are a great way to ensure community support for your planning and continued National Women and Girls HIV/AIDS Awareness Day celebration efforts. Working with partners also allows you to:

- Share resources
- Reduce community stigma of HIV/AIDS
- Increase visibility of your event and your organization
- Generate additional media attention
- Reach more women and girls
- Have a greater impact on women and girl's health

What organizations should I work with?

Below are suggestions of organizations that you may want to reach out to:

- Churches and faith-based institutions
- Colleges and universities, especially if they have medical schools or public health programs
- Health centers, clinics, and hospitals
- Businesses, including fitness centers, drug stores, grocery stores, etc.
- Nonprofit organizations, e.g., local sorority chapters, local fraternity chapters, etc.
- Local chapters of national groups, e.g., La Raza, Jack and Jill, Urban League, etc.
- Private organizations

What should I ask organizations to do?

Organizations often look for causes to support in their communities and can:

- Help organize an event, such as a panel discussion or screening event
- Provide a venue to hold the event
- Donate materials, including HIV/AIDS information or supplies
- Offer volunteers, including health care professionals, to administer screenings
- Promote the event by displaying posters, posting information to their websites, or sending information through their social media channels
- Issue press releases and conduct other media outreach

How do I find partner organizations in my community?

A quick Internet search can provide you with a list of organizations in your community. Create lists of organizations, including contact information that can help promote your National Women and Girls HIV/AIDS awareness activities.

How do I reach out to other organizations?

Once you have found organizations to work with for National Women and Girls HIV/AIDS Awareness Day, reach out to them. You can call or send a letter or email to the organization explaining why they should be a part of the initiative.

Sample email

Dear *[Insert contact name]*,

Did you know that nearly 280,000 women and girls in the United States are infected with HIV/AIDS? *[Insert the number of women and girls impacted in your city, county, or state]* of those women and girls live right here in *[insert your city, county, or state]*. On *[insert date]*, *[insert your organization's name]* will hold a National Women and Girls HIV/AIDS Awareness Day event to bring attention to this important public health issue. As a well-known organization in our community, we believe *[insert organization you are reaching out to]* can help us in our effort.

[Insert one or two sentences about your event and how the organizations you are reaching out to can participate, e.g., by helping to promote it or donating supplies or giveaways].

Thank you in advance for your consideration. I believe that a partnership between *[insert your organization]* and *[insert the name of the organization you are reaching out to]* would be a powerful combination and help prevent HIV/AIDS among women and girls in *[insert your city, county, or state]*.

Please let me know when we can set up a time to discuss this potential partnership further. In the meantime, to learn more about National Women and Girls HIV/AIDS Awareness Day, please visit womenshealth.gov/nwghaad. To learn more about *[insert your organization]*, please visit *[insert your website]*.

Sincerely,
[Insert your name]

If the organization expresses interest, set up a call or face-to-face meeting to discuss a potential partnership. You may want to have your ideas already thought out and ready to present during the meeting. Be prepared to offer background information about your organization and

National Women and Girls HIV/AIDS Awareness Day. The best type of partnership helps both groups, so think about what you/your organization can offer, too.

If partnerships have been made, you may want to hold regular conference calls or send emails to keep the partners informed as the event approaches. Monthly, weekly, or daily phone calls and/or meetings should be arranged to make sure all tasks are completed and everyone is on the same page.

Once the event is over, thank your partners by sending emails or placing phone calls, and keep the door open for future partnership opportunities.