



National Women and Girls HIV/AIDS Awareness Day Walk Toolkit



Introduction

The U.S. Department of Health and Human Services' Office on Women's Health (OWH) leads [National Women and Girls HIV/AIDS Awareness Day](#) (NWGHAAD), an annual observance to recognize the impact of HIV and AIDS on women and girls. OWH encourages partners and communities to host local walks on March 10 and throughout the month of March to bring awareness to NWGHAAD and show support to women and girls impacted by HIV and AIDS.

Today, about 1 in 4 people living with HIV in the United States is a woman 13 or older. About half of women living with HIV are in care, and only 4 in 10 have the virus under control. Women face unique HIV risks and challenges that can prevent them from getting care and treatment. Addressing these issues remains critical to achieving an HIV- and AIDS-free generation.

This toolkit offers step-by-step instructions for community leaders, activists, organizations, and stakeholders to coordinate, plan, and implement a National Women and Girls HIV and AIDS Awareness Day walk in their community. It also includes resources that will help you along the way.

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Getting Started

We know it takes organization, research, and assistance to create a well-planned community walk. To help you organize a stellar National Women and Girls HIV/AIDS Awareness Day walk we have included a list of in-depth steps and sample materials to utilize and review while you are planning. We realize that not everyone will have access to the same resources. Therefore, do not feel obligated to do every step recommended in this toolkit. When you are ready to start planning your walk start here with our step-by-step action plan.

Step 1: Assemble a Team

The first step to planning a great event is to recruit or identify individuals who will be involved with planning the walk. Once you have formed a team, designate a “point person” or walk chairperson to oversee the entire event. Suggested tasks for the team include:

1. **Course logistics:** Tasks include identifying a walk date, the distance of the walk, walk route, completing and filing of permits, and all activities that will take place on the walk route. (See Appendices A and L)
2. **Registration:** Tasks include determining a method of registration (online or hard copy), the length of the registration period, the number of walkers who can register for the walk, and if registration will be offered on the day of the walk.
3. **Promotion:** Tasks include promoting the walk to key stakeholders (walkers, volunteers, and partners) and determining the best type of promotion to target your organization’s various audiences. Promotion may be online via email blasts or include hard copy materials, such as flyers, brochures, etc. You may also want to take photos/videos before, during, and after the walk for future promotional needs. (See Appendix D)
4. **Budget:** Tasks include determining how costs, income, and expenses will be tracked and paid, and setting up a bank account, if needed.
5. **Promotional Items:** Tasks include reviewing your budget to determine if you can afford to develop promotional items. If your budget allows the use of promotional items, those items would include company branded t-shirts, bags, water bottles, etc. While selecting and creating promotional items consider the following: sizes available, design, colors, quantity needed, and cost. (See Appendix J)
6. **Partner development:** Tasks include creating a list of possible partners who align with the NWGHAAD mission and your organization, determining how partners will promote and support the event, and deciding how your organization will support and promote partner efforts.

7. Volunteer recruitment: Tasks include recruiting volunteers for the walk, determining the number of volunteers needed, creating a registration system, and assigning volunteer tasks.
8. Media outreach: Tasks include identifying key media outlets (online, print, and broadcast) that will alert stakeholders to the walk, pitching the media and creating media outreach materials (email pitch, media advisory, public service announcements, etc.) as needed. (See Appendices D, E, F, H, and K)
9. Walk logistics: Tasks include setup and tear down of the walk venue. Additional tasks under this item could include parking, registration/packet pickup, selfie stations/photo booths, information tables, press tables, speakers, drawings, prizes, information tables, giveaways, and entertainment.

If your organization identifies other needs, please create other tasks to meet the demands of your walk. Once you have identified your key tasks, it's time to get to work!

Step 2: Event Date

We encourage you to plan your event on or close to March 10. However, you can choose a different date if it works better for you and your community. Things to consider while selecting the date include:

1. Time of day
2. Weekend vs. weekday
3. Seasonal weather conditions in your city/community
4. Times that are most convenient for your key stakeholders to attend the walk
5. Venue/city availability and permits deadlines

Step 3: Course Logistics

We recommend that your team finalize date(s) prior to selecting a course location, to ensure that you can complete and submit the proper permits. When selecting your course location, you should take the following variables into consideration:

1. Permits — Meet with local officials including your local Park and Planning department (also known as Parks and Recreation and/or Parks and Services), police, and traffic control to obtain a permit for your event. We suggest obtaining permits early in the planning stages to avoid major issues while coordinating your event.
2. Distance — Keep in mind that you will have walkers of varying physical ability, so consider developing a shorter route for those who may need a modified route.
3. Time of day — Determine an appropriate time of day to hold your walk, because it will impact walk attendance and could affect the facilities or permits needed. For example, if March 10 is on a Tuesday and you want to hold the walk at 10 a.m., consider whether holding the walk during normal business hours will prevent people from attending.

4. Accessibility — The course should be accessible for all participants and walkers. Things to consider include:
 - a. Time of day and the impact this will have on participants' and walkers' ability to get to the course location.
 - b. Transportation to the walk — Will people use public transportation, drive, bike, or walk? Are there sufficient roadways, parking, and public transportation options available for walkers to use?
 - c. Accessibility of the course — Is the course accessible for participants and walkers with wheelchairs, strollers, etc.? To ensure the course will allow all to participate, you may need to work with your local Park and Planning department (also known as Parks and Recreation and/or Parks and Services), government, and city officials to create a modified route.
5. Parking — Consider parking options. Ideally parking should be near or along the walk route to allow easy access to and from the event. If your parking lot/public transportation stops are not near the course, consider using a bus service to run from the parking/public transportation stops to the course venue. Additionally, it is necessary to consider the size of the parking lot and the expected number of participants and walkers who will drive to the event. If parking is limited, make note of that fact in registration and promotion information.
6. Projected attendance — The walk's venue (for opening and closing rallies and the walk route) must accommodate your projected attendance. To ensure you do not exceed your venue's size, consider only allowing a certain number of registrants or limiting your registration period.
7. Facilities — Based on the projected number of participants and walkers, determine if certain facilities will be required. The location should offer adequate restroom facilities that are handicap accessible. In addition, if you anticipate certain event activities or fear weather may be an issue, consider locations with covered areas or those with enough space for tents.
8. Post-walk logistics — If you plan to offer activities following the walk, consider the need for a stage, sound system, electricity, seating, etc.

Step 4: Develop Timelines and Checklists

Timelines and checklists are essential to stay on track and make sure each task is accomplished. Determining the amount of time each task will take will help you decide the scale of your event. Consider developing timelines and checklists for the following.

Timelines (see Appendices A and C)

1. Week-by-week planning timeline: We suggest using a week-by-week timeline, however, depending on your walk you may find a monthly or daily timeline to be more helpful.
2. Day of Walk (Run of Show)

Checklists (see Appendix A)

1. Pre-walk
2. Run of show (day of the walk)
3. Post-walk

Step 5: Registration

Your organization has selected the event date and mapped out your walk route. Now it is time to select a method of registration. We recommend using an electronic registration option, such as Eventbrite. Electronic registration is a useful resource as it allows you to track your walk's projected attendance in real-time. Knowing your walk's projected attendance can help your team estimate the amount of supplies needed, as well as help you determine if further promotion surrounding the walk, is necessary. Before you select your method of registration consider the following questions:

1. What kind of information does my organization need to collect?
2. Will I require walkers to bring proof of registration?
3. What is the length of the registration period and how will that impact all other planning for the walk?
4. Will there be onsite registration?
5. Will walkers need to complete photo/video release forms or will we have a statement on the registration page informing them of the possibility of their images being used?

Step 6: Partners

Explore partnership opportunities within your community. Possible partners include: testing clinics, local businesses, churches, government organizations, schools, nonprofits, local grocery stores, medical centers, etc. Your partners should support the NWGHAAD mission, your organization's mission, and bring value to the walk.

You and your partners can support each other by cross-promoting the walk. Cross-promotion is when both parties agree to promote each other's missions, brand, and content, which will help increase visibility within the community.

How can partners support our walk?

- a. Monetarily support the costs associated with the walk.
- b. Provide volunteers.
- c. Donate items needed for the walk.
- d. Help generate participation and/or media coverage.
- e. Use their status to garner additional community partners.
- f. Post pre-approved social media post that will promote your organization's walk.

How can our organization support the partners?

- a. Include partners' names/logos on walk invite, flyer, and promotional materials to increase their visibility within the community.
- b. Include your partners in social media posts about the walk and/or re-tweet your partner's social media content.
- c. Allow partners to interact with walkers who may not be aware of their brands and/or community involvement.

Step 7: Promotion

Promotion of the walk will help you raise awareness and cultivate action. Our website offers a host of ideas you may find helpful as you promote your walk. Some ideas are outlined below.

Online Engagement

A cost-effective way to promote your event is through online channels. While you do not need to create a website or social media channels specific to your event, you may find these channels helpful to inform people about your walk. Your online page can also link to your registration page encouraging further action. Consider using e-blasts to alert those already signed up for the walk of urgent or important details.

Also, encourage partners to share information about the event via their online networks to help increase your event's visibility.

Social Media Tips (see Appendix I)

Consider using the following tips to help promote your walk:

1. Use the hashtag #NWGHAAD.
2. Download social media graphics at www.womenshealth.gov/NWGHAAD.
3. Designate someone to live tweet the event.
4. Provide a selfie station or photo booth at the walk so walkers can post pictures and videos on Facebook, Twitter, Instagram, Vine, Snapchat, etc.

Materials (see Appendices G and J)

Print

Print materials provide exposure for the event, sponsors, and partners and help to alert key stakeholders of the walk. If your budget allows, consider printing our partner resources or creating your own flyers, brochures, fact sheets, FAQs, and posters. If possible, provide participants, partners, local businesses, grocery stores, health clubs, hospitals, shopping malls, libraries, retail stores, women's groups, churches, testing clinics, etc. with promotional materials prior to the walk to increase the walk's visibility. On the day

of the walk it may be necessary to have a banner and signs to promote the walk and direct participants to the venue. These items will help add more visibility to the walk and provide onlookers with information on what you are doing. Therefore, several weeks before the walk consider ordering or making your walk banner and signs.

Promotional Items

Promotional items are giveaways and promotional items created to spread your organization's logo and message. Consider using promotional items at your event such as branded hats, water bottles, wristbands, t-shirts for volunteers, etc. When deciding what type of promotional items to buy, think about items your walkers would use most often and enjoy. Consider available sizes, design, colors, quantity needed, and cost. Be sure to review promotional items and sponsor/partner logos upon ordering.

Utilizing and Engaging Media Sources (see Appendices E, F, H, and K)

The media plays a large role in reaching prospective walkers and creating positive buzz around your walk. Therefore, seek partnerships from local newspapers (print and online), TV stations, bloggers, and/or radio stations. Some local media outlets may be willing to donate ad time or space in exchange to be a featured partner of the walk. Below are some important steps to take as you begin creating a list of possible media outlets the team should contact.

Select a media spokesperson.

Choose a spokesperson to be the face of your National Women and Girls HIV/AIDS Awareness Day walk. This person should be familiar with the Awareness Day and your organization's NWGHAAD walk, and he or she should be comfortable speaking to reporters. Spokespersons may include the organization president, the walk chairperson, a health care provider, an HIV-positive woman or girl, and/or a health advocate.

Create a media list.

Create a list of local newspapers, online news sources, blogs, and TV and radio stations to contact in your area. Go online or call the outlet to determine the best person to contact. For newspapers and online news sources, this may be the health editor or reporter. It may also be the Web editor. For TV, contact a producer or the news assignment desk. If you can't reach any of the above people, identify and try contacting the person who handles community affairs for the outlet.

Let the media know about your event. (see Appendix H)

Start by drafting a pitch email to tell reporters about the event and why they should write a story. The pitch email should include a media advisory. A media advisory is a document that invites a reporter to cover an event and includes key details about the event such as who, what, when, where, and why the event is taking place. Additionally, visuals such as links, videos, or images may be included in the media advisory to pique a reporter's interest. The media advisory can be cut and pasted into the bottom of the email. A press release can be sent in place of a media advisory or when a reporter requests more information.

Pitch your event to daily newspapers, online news sources, and TV and radio stations at least two weeks before the walk. For weekly publications, such as community newspapers, reach out at least one month in advance and try to get added to the online community events page. For monthly publications you need to reach out anywhere from three to six months in advance. Reporters, editors, and producers receive dozens, and sometimes even hundreds, of emails a day. If you do not receive a response after a few days, follow up with a phone call.

Provide media with event photos/videos and pre-written language.

Some print and online outlets may not have the time or resources to come out and cover your event or activity. If that is the case, offer to write the story and provide photos/videos to the outlet. If the media outlet is interested, send the article and photos (with captions) or a brief video to the outlet so it can post the event to its website or include the event in a future issue.

Step 8: Volunteers

Volunteers are essential to your walk. To recruit volunteers, reach out to partners, schools, universities, women’s organizations, and people in your immediate circle. When determining how many volunteers you will need, keep in mind projected attendance and all the things you need to accomplish before, during, and after the walk. Depending on these variables, you may need to adjust your number of volunteers. Please see the table below for the types of volunteers you may need for your walk. (See Appendix B)

Position	Tasks
Setup	Hang signs and banners. Set up tents, tables, table displays, decorations, chairs, and any other needed items.
Course Setup	Place route markers throughout the course so walkers do not get lost.
Course Monitors	Stand at intersections to ensure walkers stay on route. Provide enthusiastic direction to walkers. During the walk, patrol the course to check on and encourage any tired walkers.
Parking/Public Transport Greeters	Provide walkers with directions and set up directional signs to designate where the event is being held.
Pre-registration Check-in	Greet walkers and welcome them to your organization’s National Women and Girls HIV/AIDS Awareness Day walk. Ask them for their names and identification (if necessary) and check them into the event. Be sure they have signed a release form and provide them with a walker packet, which includes NWGHAAD materials/information, a route map, and any promotional items. Thank them for their support and show them where the course begins.
Registration Table	Greet walkers and welcome them to the NWGHAAD walk. Have them fill out the registration and release forms and provide them with their walker packet. Thank them for their support and show them where the course begins.
Media/Talent Handler(s)	Responsible for any talent or media at the event. They ensure the talent/media meet key spokespersons and partners. Have extra copies of the script on hand, get talent to the stage for their speeches, and make sure all needs are met

	before, during, and after the walk. There should be one handler per talent/spokesperson and at least one person checking in with the media and helping fulfill media requests.
Volunteer Check-in	Check in all volunteers, hand out volunteer shirts/bands, and direct volunteers to their assignment.
Floater	Assist in any area needed.
Back Liners/Route Cleanup	Follow behind the last walkers and clean up the route.
Breakdown and Cleanup Crew	Assist in taking down signs, breaking down tables/chairs, and packing items into trucks. Ensure that the event site is clean and clear of all trash and any items that were brought onsite. Ensure all vendors/partners pick up staging and all materials.
Point(s) of Contact	Serve as the coordinators or focal point of information concerning the walk. Working in concert with the chairperson, oversee all activities on the day of the walk.

Step 9: Day of the Walk Logistics/Course Logistics

Several weeks before the walk, we recommend that you discuss the event setup. Based on your available budget and projected attendance, it is very important to identify equipment such as a stage, sound, tents, tables, and chairs to ensure your event location is equipped with all materials necessary to implement the event. Items such as sound equipment and a stage will help participants see and hear you above the crowd. You may need to work with local officials, partners, etc. to make sure you have all necessary materials and facilities needed to coordinate the walk. Create a run of show and checklist of all necessary materials as you plan the day and walk logistics. As the day of the walk approaches, send reminder emails and make calls to participants, volunteers, and partners to confirm you have acquired all necessary permits, accommodations, and materials.

On the day of the event you should have all materials (participant packets, registration materials, etc.) and additional equipment delivered to the venue several hours before the walk begins, allowing ample time for setup. Setting up a day before the walk begins is highly recommended, but depending on the weather, the permits, and other community events in the area, you may be prohibited from doing so.

Step 10: Post-walk Activities

During the planning process, discuss any events you would like walkers to engage in after the walk. If you would like to have additional activities following the walk, consider necessary facilities, equipment, and materials. Post-walk activities allow you to further promote NWGHAAD and your event's partners.

Activities after your walk could include:

1. Guest speakers
 - a. Partners who donated to the event.
 - b. Women and girls (activists) who have been impacted by HIV and AIDS.
 - c. Other invested members from the community who support the NWGHAAD mission.
 - d. Local government officials (mayor, city council members, etc.).
2. Entertainment

- a. Music from a sound system or live singer/band.
- b. Play “Share your Story” videos from OWH’s YouTube playlist.
3. Mini information fair
 - a. Coordinate on-site HIV testing.
 - b. Set up tables with representatives from partner organizations or organizations in your community who support a similar mission to NWGHAAD.

Step 11: Walk Recap

Once the event is over, it’s time to regroup and complete a few follow-up tasks. During this meeting the team should consider doing the following:

1. Post a walk recap and photos/video on your website and social media, with an online thank you to walkers.
2. Meet with volunteers on the walk’s success and making next year’s more successful.
3. Send a recap e-blast to walkers, partners, sponsors, and volunteers to let them know the success of the event.
4. Assess overall budget and make sure all costs have been paid.
5. Post the date for next year’s walk if you plan to have one.
6. Direct all those who participated in the event to additional resources about how they can continue to support women and girls affected by HIV and AIDS.
7. Send personalized thank you letters (email or via mail) to:
 - a. Sponsors
 - b. Partners
 - c. Volunteers
 - d. Walkers
 - e. Local officials who participated in the event
 - f. Local officials who helped you coordinate the event
8. Begin planning your walk for the next year!

Appendices

The following appendices include sample documents that can be utilized as you plan your walk. These are only samples and must be modified to fit the needs of your walk.

Appendix A: Week-by-week Planning Guide

- Checklists
 - Three Weeks Prior to the Walk
 - Day of the Walk

Appendix B: Volunteer Assignment Sheet

Appendix C: Timeline

Appendix D: Photograph/Video Release Form (English/Spanish)

Appendix E: Pitch Email (English/Spanish)

Appendix F: Radio Public Service Announcement (English/Spanish)

Appendix G: Frequently Asked Questions

Appendix H: Media Advisory (English/Spanish)

Appendix I: Social Media Messages (English/Spanish)

Appendix J: NWGHAAD Logo (English/Spanish)

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Appendix A: Week-by-week Planning Guide

Weeks Before the Walk	Administrative	Partners and Supplies	Promotion and Recruiting
9	<ul style="list-style-type: none"> ▪ Create walk team. ▪ Discuss possible course locations, dates, and times. ▪ Set event goals. 	<ul style="list-style-type: none"> ▪ Propose possible partners and sponsors. 	<ul style="list-style-type: none"> ▪ Discuss online promotion channels and possible means to recruit volunteers and walkers. ▪ Create event website and social media channels.
8	<ul style="list-style-type: none"> ▪ Finalize location, date, and time of the walk. ▪ Obtain permits. ▪ Create an online registration page for participants/walkers. 	<ul style="list-style-type: none"> ▪ Finalize a partner list and sponsor list. ▪ Draft partnership agreement forms. ▪ Draft sponsorship package. 	
7	<ul style="list-style-type: none"> ▪ Make online registration live. 	<ul style="list-style-type: none"> ▪ Contact possible partners and sponsors and discuss benefits of supporting this walk. 	<ul style="list-style-type: none"> ▪ Announce event on your website and social media channels. ▪ Prep for media outreach. ▪ Determine the number of volunteers needed and propose their assignments.
6	<ul style="list-style-type: none"> ▪ Reserve course equipment (barriers, sound system, stage, tents, tables, etc.). 	<ul style="list-style-type: none"> ▪ Continue to solidify partnerships/sponsorships. ▪ Begin to create a supplies checklist. 	<ul style="list-style-type: none"> ▪ Contact/give flyers to community organizations, local businesses, schools, churches (for walkers and volunteers). ▪ Promote event on social media and prep media outreach.
5	<ul style="list-style-type: none"> ▪ Reserve stand-by ambulance/police escort for event. 	<ul style="list-style-type: none"> ▪ Finalize partnerships, secure all logos, and work with partners to promote the event. 	<ul style="list-style-type: none"> ▪ Submit pitch emails and media advisory to local publications (weeklies, community magazines). ▪ Promote the event through social media.
4	<ul style="list-style-type: none"> ▪ Reserve portable toilets or any other necessary facilities. 	<ul style="list-style-type: none"> ▪ Order necessary event supplies. ▪ Order promotional items. ▪ Order or create walk banner and signs. 	<ul style="list-style-type: none"> ▪ Contact local news and radio stations. ▪ Promote the event through social media.
3	<ul style="list-style-type: none"> ▪ Create run of show for the day of the event. 		<ul style="list-style-type: none"> ▪ Continue media outreach and online promotion.
2	<ul style="list-style-type: none"> ▪ Create volunteer schedule/assignments (setup, during event, cleanup). ▪ Check in with vendors. 	<ul style="list-style-type: none"> ▪ Check in with partners. 	<ul style="list-style-type: none"> ▪ Promote the event through online channels. ▪ Finalize volunteer assignments.

<p>1</p>	<ul style="list-style-type: none"> ▪ Check that you have all necessary items secured to host the event. 	<ul style="list-style-type: none"> ▪ Follow up with partners to make sure all necessary items they are supplying for the event will be ready. ▪ Host a volunteer prep/run of show meeting ▪ Final check that you have all supplies you need. 	<ul style="list-style-type: none"> ▪ Post messages through your online channels. ▪ Email participants/walkers to remind them about the walk.
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Checklists

Three Weeks Prior to the Walk

- Assemble walk day participant packets including:
 - Promotional items
 - Course maps
 - NWGHAAD information/flyer
- Contact media outlets and invite them to the walk.
- Send reminder e-blasts with final details to:
 - Walkers
 - Participants (with their assignments)
 - Partners
 - Sponsors
- Check in with local officials, facility managers, and/or vendors to ensure all permits are finalized and confirm all materials and additional accommodations/equipment will be delivered on time for the event.
- Create signs, such as directional and informational signs.
- Make a list of materials you will need to bring with you to the walk and begin to put all items in clearly marked folders and boxes.
- Continue to publicize the event.
- Create the following:
 - Run of show
 - Staff/volunteer assignments
 - Emergency protocol
- Schedule walk recap meeting for one or two days after the event.

Day of the Walk (including post-walk activities and supplies)

- Setup (general areas that will need to be set up prior to walkers arriving)
 - Volunteer check-in
 - Registration check-in
 (Depending on your event's needs you may or may not require a volunteer and registration check-in.)
 - Course
 - Tents
 - End chute
 - Directional posters and signs
 - Post-walk activities (Specific setup will depend on your activities. Examples include HIV testing, a photo booth, and/or a selfie station.)

- Cleanup
 - Take down all signs and banners.
 - Throw away and dispose of all trash properly.
 - Account for all needed supplies.
 - Load up vans/cars needed to return supplies and rented facilities.
 - Check out volunteers.

- Supplies (Supplies needed will depend on your walk's needs)
 - Volunteer instructions/assignments
 - Copies of release forms, registration forms, course maps, NWGHAAD promotional flyers
 - Tables and chairs
 - Tape (scotch, duct, and packing)
 - Trash bags and containers
 - Scissors
 - Pencils/pens/sharpiers
 - Staplers
 - Paper clips
 - First-aid kits
 - Directional signs and banners
 - Tent or shelter to cover the area in case of inclement weather
 - Stage
 - Name tags for volunteers
 - Tool box
 - Bull horn/whistle
 - Press check-in
 - Cell phones or communications devices
 - Electricity/sound
 - Podium
 - Projection screen
 - Stand-by ambulance or emergency vehicles (talk with city officials to determine if this is necessary)

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Appendix B: Volunteer Assignment Sheet

Position	Tasks
Setup	Hang signs and banners. Set up tents, tables, table displays, decorations, chairs, and any other needed items.
Course Setup	Place route markers throughout the course so walkers do not get lost.
Course Monitors	Stand at intersections to ensure walkers stay on route. Provide enthusiastic direction to walkers. During the walk, patrol the course to check on and encourage any tired walkers.
Parking/Public Transport Greeters	Provide walkers with directions and set up directional signs to designate where the event is being held.
Pre-registration Check-in	Greet walkers and welcome them to your organization's National Women and Girls HIV/AIDS Awareness Day walk. Ask them for their names and identification (if necessary) and check them into the event. Be sure they have signed a release form and provide them with a walker packet, which includes NWGHAAD materials/information, a route map, and any promotional items. Thank them for their support and show them where the course begins.
Registration Table	Greet walkers and welcome them to the NWGHAAD walk. Have them fill out the registration and release forms and provide them with their walker packet. Thank them for their support and show them where the course begins.
Media/Talent Handler(s)	Responsible for any talent or media at the event. They ensure the talent/media meet key spokespersons and partners. Have extra copies of the script on hand, get talent to the stage for their speeches, and make sure all needs are met before, during, and after the walk. There should be one handler per talent/spokesperson and at least one person checking in with the media and helping fulfill media requests.
Volunteer Check-in	Check in all volunteers, hand out volunteer shirts/bands, and direct volunteers to their assignment.
Floater	Assist in any area needed.
Back Liners/Route Cleanup	Follow behind the last walkers and clean up the route.
Breakdown and Cleanup Crew	Assist in taking down signs, breaking down tables/chairs, and packing items into trucks. Ensure that the event site is clean and clear of all trash and any items that were brought onsite. Ensure all vendors/partners pick up staging and all materials.
Point(s) of Contact	Serve as the coordinators or focal point of information concerning the walk. Working in concert with the chairperson, oversee all activities on the day of the walk.



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Sample Volunteer Instructions

Times: Volunteers should arrive at [start time]. We will be finished by [end time].

Attire: Volunteer shirts/wrist bands, etc. will be available at volunteer check-in. Please wear comfortable clothes and sneakers. You will be outside the whole day so please come prepared with hats, sunglasses, sunscreen, etc.

Parking: There is plenty of parking on the street or in one of the parking garages.

Please note: Other positions may arise and volunteers will be assigned tasks accordingly. A confirmation will be emailed to you the week before the walk with more details. Thank you so much for your flexibility!

For more information please contact [insert team members name] at [insert phone number] or [insert email address].

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Appendix C: Timelines

Run of Show

The following document is the run of show for the [insert organization or city name]'s National Women and Girls HIV/AIDS Awareness Day walk on [insert date].

- | | |
|------------|---|
| 6 am | Event day volunteers arrive at the course site.
Volunteers are checked in and trained. |
| 6:15 a.m. | Event materials and supplies are dropped off at the site. |
| 6:45 a.m. | Set up of the course, registration area, and post-walk venue. |
| 9 a.m. | Registration begins. |
| 10:30 a.m. | Walk begins/kickoff speaker speaks. |
| 11 a.m. | Begin cleanup of registration area. |
| 12:15 p.m. | Arrive at post-walk location/ending speakers speak.
Begin cleanup of the course. |
| 12:30 p.m. | Post-walk activities/speakers begin. |
| 2 p.m. | Post-walk activities end.
Begin cleanup of the entire event area. |
| 3:30 p.m. | Clean-up is complete.
Volunteers check out and leave the course. |

Great job, and thank you for your hard work on our National Women and Girls HIV/AIDS Awareness Day walk!

We will see you at the walk recap meeting on [insert day, time, and location].

SAMPLE

Appendix D: Photograph/Video Release Form

[Insert Organization Logo]

[Insert name of organization]

Photograph/Video Release Form

I, _____, give [insert name of organization] the irrevocable right to use my name and photographic/video likeness in all forms of media for promotion, advertising, trade, display, exhibition or editorial use, and any other lawful purposes. I also waive any right to inspect and approve the finished product or copy that may be used in connection with an image that [insert name of organization] has taken of me, or the use to which it may be applied. I have read this release and am fully familiar with its contents.

(Parent or legal guardian must sign for minor children under 18.)

Signature: _____

Address: _____

City, State, Zip: _____

Phone: _____

Email: _____ *(optional)*

Consent (if applicable)

I am the parent or guardian of the minor named above and have the legal authority to execute the above release. I approve the foregoing and waive any rights in the premises.

Signature: _____

Print Name: _____

SAMPLE

[Ingrese logotipo de Organización]

[Ingrese nombre de la organización]

Permiso fotográfico y de video

Yo, _____, doy a [nombre de la organización] el derecho irrevocable de utilizar mi nombre y mi imagen fotográfica/video en todos los medios para promoción, publicidad, comercio, exhibición, exposición o uso editorial y cualquier otro fin lícito. También renuncio a cualquier derecho de inspeccionar y aprobar el producto final o copia que pudiera utilizarse en relación a la imagen que [nombre de la organización] ha tomado de mí, o el uso al que se puede aplicar. He leído este permiso y estoy familiarizado con su contenido.

[Padre o tutor legal debe firmar para todos los menores de 18 años de edad].

Firma: _____

Dirección: _____

Ciudad, Estado, Código Postal: _____

Teléfono: _____

Correo electrónico: _____ (opcional)

Permiso (si aplica)

Soy el padre o tutor del menor arriba mencionado y tengo la autoridad legal para ejecutar el permiso previo aquí descrito. Apruebo lo anterior y renuncio a cualquier derecho sobre el local (el establecimiento o la sede).

Firma: _____

Nombre impreso: _____



SAMPLE

Appendix E: Pitch Email

Dear [Name],

March 10 is [National Women and Girls HIV/AIDS Awareness Day](#). On National Women and Girls HIV/AIDS Awareness Day, we invite women and girls in our community/city to offer support and hope, reduce stigma, share information, and empower women and girls to learn about the importance of HIV and AIDS prevention, care, and treatment.

[Name of event] Awareness Walk in [insert City, Town]

On [Insert date], [Insert name of organization] is hosting the “[Name of event] Awareness Walk” from [Insert start and end times] in [Insert city]. The walk will begin near the [Insert recognizable landmarks]. Invited guests include [Insert name of guests, if available].

I am happy to provide more information or set up interviews with spokespersons, such as [Insert names and titles of spokesperson(s)], who are available to tell you more about National Women and Girls HIV/AIDS Awareness Day and why we are hosting this important event.

Thank you,

[Name]

[Title]

[Phone Number]

[Email]

[Insert organization website or Facebook event page]



SAMPLE

Estimad(o/a) _____

El 10 de marzo es el Día Nacional de Concientización sobre el VIH/SIDA en las Mujeres y Niñas. Este día, invitamos a las mujeres y niñas de nuestra comunidad/ciudad a mostrar su apoyo, reducir el estigma, compartir información y empoderar a otras a conocer la importancia de la prevención del VIH/SIDA.

[Nombre del evento] Marcha de Concientización en [Ciudad, Pueblo]

El [Fecha], [Nombre de la organización] llevará a cabo la [Nombre del evento] Marcha de Concientización de [Hora de inicio] a [Hora de término] en [Ciudad, Pueblo]. La marcha comenzará cerca de [Ingreso punto de referencia]. [Nombre de invitados, si es que hay] estarán presentes como invitados especiales.

Será un placer proporcionarle más información u organizar entrevistas con algún portavoz, como [Nombre(s) de portavoz], quien(es) estará(n) disponible(s) para hablar sobre el Día Nacional de Concientización sobre el VIH/SIDA en las Mujeres y Niñas y la importancia de nuestro evento.

Gracias,

[Su Nombre]

[Cargo]

[Telefono]

[Nombre o logotipo de su organización]

[Sitio web o pagina de Facebook de su organización]



SAMPLE

Appendix F: Radio Public Service Announcements

Consider working with your local radio station's public service director to get public service announcements (PSAs) aired in your community before your organization's walk. Tailor the following PSAs with your specific walk information.

:15 seconds

JOIN [INSERT NAME OF ORGANIZATION] ON MARCH [INSERT DATE] AT [INSERT START TIME] FOR THE NATIONAL WOMEN AND GIRLS HIV AND AIDS AWARENESS WALK [OR INSERT ANOTHER NAME OF THE WALK].

TO LEARN MORE, GO TO W-W-W-DOT [INSERT WEBSITE] OR CALL [INSERT PHONE NUMBER].

:30 seconds

IN HONOR OF NATIONAL WOMEN AND GIRLS HIV AND AIDS AWARENESS DAY, COMMUNITIES ACROSS THE NATION ARE HOLDING WALKS IN MARCH TO RAISE AWARENESS OF HIV AND AIDS PREVENTION.

JOIN [INSERT NAME OF ORGANIZATION] ON MARCH [INSERT DAY AND YEAR], AT [INSERT START TIME] FOR THE NATIONAL WOMEN AND GIRLS HIV AND AIDS AWARENESS WALK [OR INSERT ANOTHER NAME OF THE WALK], FROM [INSERT STARTING POINT TO ENDING POINT].

TO LEARN MORE, GO TO W-W-W-DOT [INSERT WEBSITE] OR CALL [INSERT PHONE NUMBER], THAT'S [INSERT PHONE NUMBER].

SAMPLE

Guiones para radio de anuncios de servicio público

Considere trabajar con el director de anuncios de servicio públicos de su estación de radio local para conseguir anuncios de servicio público (PSAs, por sus siglas en inglés) en su comunidad antes de la marcha de su organización. Adapte los siguientes anuncios con la información específica de su marcha.

:15 segundos

ÚNASE A [EL NOMBRE DE LA ORGANIZACIÓN] EL [INGRESE EL DÍA] MARZO, [INGRESE EL AÑO] A [INGRESE HORA DE INICIO] PARA LA MARCHA NACIONAL DE CONCIENCIAZCION SOBRE EL VIH/SIDA EN LAS MUJERES Y NIÑAS [O INGRESE EL NOMBRE DE LA MARCHA].

PARA CONOCER MAS, VISITE W-W-W-PUNTO [SITIO WEB] O LLAME AL [NUMERO DE TELÉFONO].

:30 segundos

EN HONOR AL DIA NACIONAL DE CONCIENTIZACIÓN SOBRE EL VIH/SIDA EN LAS MUJERES Y NIÑAS, LAS COMUNIDADES DE TODO EL PAÍS ESTAN CELEBRANDO CAMINATAS DURANTE EL MES DE MARZO PARA EDUCAR A LAS MUJERES Y NIÑAS DE LA PREVENCIÓN.

ÚNASE A [EL NOMBRE DE LA ORGANIZACIÓN] EL [INGRESE EL DÍA] MARZO, [INGRESE EL AÑO] A [INGRESE HORA DE INICIO] PARA LA MARCHA NACIONAL DE CONCIENCIAZCION SOBRE EL VIH/SIDA EN LAS MUJERES Y NIÑAS [O INGRESE EL NOMBRE DE LA MARCHA], DESDE [INGRESE PUNTO DE INTERES DONDE COMENZARÁ LA CAMINATA] HASTA [INGRESE PUNTO DE INTERES DONDE TERMINARÁ LA CAMINATA].

PARA CONOCER MAS, VISITE W-W-W-PUNTO [SITIO WEB] O LLAME AL [NUMERO DE TELÉFONO]. DE NUEVO, LLAME AL [NUMERO DE TELÉFONO].

SAMPLE

Appendix G: Frequently Asked Questions

Q: What is National Women and Girls HIV/AIDS Awareness Day?

A: National Women and Girls HIV/AIDS Awareness Day (NWGHAAD) is an annual, nationwide observance that sheds light on the impact of HIV and AIDS on women and girls. Every year on March 10 and throughout the month of March, federal, national, and community organizations come together to offer support and hope, reduce stigma, share information, and empower women and girls to learn the importance of HIV and AIDS prevention, care, and treatment.

Q: What is the National Women and Girls HIV/AIDS Awareness Day walk?

A: The National Women and Girls HIV/AIDS Awareness Day walk signifies a journey to prevent and end HIV and AIDS. The walk also signifies the journey necessary to help HIV-positive women and girls get the ongoing care and treatment they need to live long, fulfilling lives.

Q: Who is hosting the walk?

A: [Insert name of organization] is hosting the National Women and Girls HIV/AIDS Awareness Day walk in our community.

Q: Who can participate?

A: Anyone can participate regardless of age, race, ethnicity, sex, and gender. The course is accessible for those with strollers, walkers, canes, and wheelchairs. If you are under the age of 16, you must provide a minor consent form signed by a parent or guardian and be accompanied by a parent or guardian who is also a registered walker. Volunteers must be 18 years of age at the time of the walk. Join us by either walking, volunteering, or becoming a partner.

Q: When and where does the walk take place?

A: The walk will take place on [insert date] from [insert start and end time] at [insert location/address].

Q: How long is the walk?

A: The course is [distance]. The walk begins at [insert starting location] and ends at [insert ending location].

Q: What if I can't walk that far?

A: If you get hurt or are unable to continue to walk while out on the route, one of our volunteers will help you reach medical attention or get you back to your mode of transportation.

Q: How do I register for the walk?

A: Walkers can register online at [insert link]. Registration is open from [insert start date to end date]. Day-of registration is [permitted or not permitted].



Q: Will the event be held during bad weather?

A: We will make every effort to hold the walk on the specific date and time listed. However, we hold the right to cancel or change the date or location due to circumstances that may endanger the health and safety of walkers, such as unusually severe or extreme weather, fire, natural disaster, epidemic, or riot. In the event the walk is cancelled or changed, we will take action steps to inform registered walkers and volunteers as soon as possible by email and/or phone and by posting announcements on our website and social media channels.

Q: Will there be transportation from the parking area or public transportation to the walk?

A: We do not provide transportation to the event. The parking area and public transportation depots are located less than [insert number] miles away. Greeters will be located at the parking area and public transportation depot to give you directions to the course.

Q: Are there additional resources where I can learn more about National Women and Girls HIV/AIDS Awareness Day and the walk?

A: Yes. Please visit: [Link to your organization's website/registration page, social media pages, and/or the NWGHAAD website at www.womenshealth.gov/NWGHAAD].

SAMPLE



SAMPLE

Appendix H: Media Advisory

FOR IMMEDIATE RELEASE
[Insert date]

Contact: [Insert contact name, phone, and email]

MEDIA ADVISORY

[Insert organization] is observing National Women and Girls HIV/AIDS Awareness Day with [Insert name of event and/or type of event, for example: “Walk from Location A to Location B”]

[City, State] — [Insert organization] will hold a [insert walk name] for women and girls in the [insert city or town] community. The event is part of the observance of National Women and Girls HIV/AIDS Awareness Day.

National Women and Girls HIV/AIDS Awareness Day is a nationwide observance held on March 10 to raise awareness of the increasing impact of HIV and AIDS on women and girls and empower people and communities to take action. HIV and AIDS is a serious public health issue in the United States — women and girls of *all ages* can get HIV and AIDS. As individuals and communities, we all have a role to play in educating and empowering women and girls to prevent HIV, get tested, know their status, and protect themselves if they are having sex.

WHAT: [Insert details about your event, including title, and 2–3 sentences on the type of event and what you will be offering.]

WHEN: [Insert details about date and time.]

WHERE: [Insert details about where the event will take place. Consider including directions and/or parking information, but keep it to 1–2 lines.]

WHO: [Insert details about your organization and any important people who are presenting or speaking.]

For more information about women and HIV and AIDS, visit womenshealth.gov/NWGHAAD.

[Organization boilerplate]

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SAMPLE

PARA PUBLICACION INMEDIATA
[Fecha]

Contacto: [Nombre, telefono, correo electronico]

COMUNICADO DE PRENSA

[Nombre de la organización] está observando el Día Nacional de Concientización sobre el VIH/SIDA en Mujeres y Niñas con [Nombre o tipo de evento, por ejemplo: “Caminata del Punto A al Punto B”]

[Ciudad, Estado] — [Nombre de la organización] llevará a cabo una [nombre de la caminata] para las mujeres y niñas de la comunidad de [nombre de la ciudad o pueblo]. El evento es parte del Día Nacional de Concientización del VIH/SIDA en Mujeres y Niñas.

El Día Nacional de Concientización del VIH/SIDA en Mujeres y Niñas, es una observancia a nivel nacional celebrada el 10 de marzo para crear conciencia sobre el creciente impacto del VIH/SIDA en las mujeres y niñas y, motivar a la gente y a las comunidades a tomar acción. El VIH/SIDA es un problema grave de salud pública en los Estados Unidos — las mujeres y niñas de *todas las edades* pueden contraer el VIH/SIDA. Como individuos y comunidades, todos tenemos un papel que desempeñar en la educación y la capacitación de mujeres y niñas para prevenir el VIH, que se realicen la prueba, que conozcan su estado y se protejan si están teniendo relaciones sexuales.

QUE: [Ingrese detalles de su evento, incluyendo título y 2-3 frases describiendo el tipo de evento y lo que ofrecerá].

CUANDO: [Ingrese información sobre la fecha y la hora].

DONDE: [Ingrese detalles de dónde se realizará el evento. Considere incluir direcciones y/o información de estacionamiento, sin pasarse de 1-2 renglones].

QUIEN: [Ingrese detalles sobre su organización y cualquier persona importante que este atendiendo o hablando].

Para más información sobre las mujeres y el VIH/SIDA, visite womenshealth.gov.

[Texto organizacional]

###



SAMPLE

Appendix I: Social Media Messages

As you begin planning social media posts visit us on Twitter ([English/Spanish](#)), [Facebook](#), or on our [website](#) for inspiration and additional resources. Also, don't forget to tag us in your posts. We look forward to seeing your walks in action!

Twitter Messages/Mensajes para Twitter

You can help stop HIV and AIDS in women and girls. Join us for our walk on [Date]. #NWGHAAD.

Tú puedes ayudar a detener el VIH/SIDA en mujeres y niñas. Únete a nuestra marcha el [Fecha]. #NWGHAAD

March 10 is #NWGHAAD! Commemorate the day with us. Visit [Website] to learn more and participate.

¡El 10 de marzo es #NWGHAAD! Celebra con nosotros. Visita [Sitio Web] para conocer más y participar.

.@womenshealth has resources about HIV and AIDS for women and girls. #NWGHAAD

.@saluddlamujer cuenta con recursos sobre el VIH/SIDA para mujeres y niñas. #NWGHAAD

Facebook Messages/Mensaje para Facebook

What are you doing on National Women and Girls HIV/AIDS Awareness Day? Join us on March 10 as we walk to support women and girls affected by HIV and AIDS. Register today! [Website]. #NWGHAAD

¿Qué harás el Día Nacional de Concientización sobre el VIH/SIDA en Mujeres y Niñas? Camina con nosotros el 10 de marzo para apoyar a las mujeres y niñas que se ven afectadas por el VIH y SIDA. ¡Regístrate hoy! [Sitio Web]. #NWGHAAD



SAMPLE

Appendix J: NWGHAAD Logo

Download the English and Spanish NWGHAAD logo [here](#).



