



Social Media Toolkit

The information provided in this toolkit is meant to help you spread the word about OCRA, ASF and why you are riding. It's also useful for fundraising!

General Information:

OCRA Website: www.ocrideforaids.com

AIDS Services Foundation Website: www.ocasf.org

Login for Personal Rider Webpage: <http://asf.convio.net/OCRA6>

Ride Hashtag: **#OCRA2015**

Facts at a Glance:

- **Event info:**
 - **Date:** October 24th, 2015
 - **Time:** 7:00am – Registration Opens, 7:30am - Start for All Routes
 - **Location:** William R. Mason Regional Park - 18712 University Dr, Irvine, CA 92612
 - **Available Routes:** 30-miles (Taste of OCRA), 62-miles (Metric Century) and 100-miles (Century Ride)
- This is the 6th Annual Orange County Ride for AIDS.
- ALL proceeds benefit AIDS Services Foundation Orange County (ASF).
- ASF's mission is to prevent the spread of HIV and improve the lives of men, women, and children affected by HIV/AIDS in Orange County.
- It is **VERY** important that you **include your personal donation page link** in all of your communications. To shorten this link, 1. Click on the "Personal Page" tab in your participant center, then click on the blue "URL Settings" Link. 2. Then type in your custom link in the box provide and push "Save."

1.

Home Email Progress Personal Page

Edit Your Personal Fundraising Page ([View Personal Page](#))

Personal Page URL: ([URL Settings](#))
http://asf.convio.net/site/TR/Events/RideforAIDS?px=1006283&pg=personal&fr_id=1050

This page is Public

Title

2.

Home Email Progress Personal Page

Edit Your Personal Fundraising Page ([View Personal Page](#))

Personal Page URL: ()
<http://asf.convio.net/goto/>



The following is a sample email you can send to your contacts letting them know about your ride and asking them for their support.

Subject: Support Me in the Orange County Ride for AIDS!

Orange County Ride for AIDS (OCRA), benefitting AIDS Services Foundation Orange County (ASF), is holding its sixth annual ride on October 24, 2015. I plan on riding my bike <insert # of miles> miles along with other cyclists who are also “riding for a reason.” That reason? To raise awareness and money to prevent the spread of HIV and improve the lives of the men, women, and children affected by HIV/AIDS in Orange County.

My personal fundraising goal is \$<insert amount> and I hope you will support me by making a donation!

ASF was founded in the late summer of 1985 by a small group of volunteers because people were dying, had nowhere to turn, and desperately needed help. ASF is now the largest and most comprehensive nonprofit HIV/AIDS service provider in Orange County. Each year ASF helps more than 1,300 men, women, and children who are living with HIV or impacted by HIV disease. Services include food, transportation, housing, case management, emergency financial assistance, children and family programs, Latino outreach programs, mental health counseling, support groups, HIV testing, and an extensive array of HIV prevention and education programs.

Please help me help others by making a tax-deductible contribution to AIDS Services Foundation Orange County. The link below will take you directly to my personal web page where you can make a secured online donation.

<insert link to your personal fundraising page>

You can also mail your donation to:

AIDS Services Foundation Orange County
17982 Sky Park Circle, Suite J
Irvine, CA 92614-6482

(If you mail your donation, please download and include the offline donation form from my donation page.)

Thank you for your help and support!

Sincerely,

<insert your name>

P.S. Your employer may have a matching gift policy. If so, this can easily double or triple your donation. If you submit a form to match your donation, please let me know.

facebook

The following are sample Facebook Status Updates you may use on your individual page to promote the ride. As a rule, people respond to personal stories the most. If you feel comfortable, the more specific you can be about why you are riding, the better.

Pages to “like” on Facebook:

Orange County Ride for AIDS (OCRA): <https://www.facebook.com/pages/Orange-County-Ride-for-AIDS/>
AIDS Services Foundation: <https://www.facebook.com/ASFOC>

Sample Posts:

I am riding for a reason, and you can too! Join me for the 6th Annual Orange County Ride for AIDS happening on October 24! All proceeds go to help the 7,500 Orange County men, woman and children affected by HIV/AIDS. Sign-up here: <http://www.ocrideforaids.org>

I am riding <__> miles on October 24th to support the 7,500 Orange County men, woman and children infected by HIV/AIDS. Help me help them by donating to my ride. Your gift can be made here: [<Personal Donation Webpage Link goes here>](#) Thank you!!!

AIDS is not over. In Orange County alone, 5 people are diagnosed with HIV/AIDS every week. This is the reason I am riding in the Orange County Ride for AIDS. Please help me raise money and awareness for this very important cause. Support me by visiting: [<Personal Donation Webpage Link goes here>](#) Thank you!!!

Did you know roughly 50% of new HIV infections occur in young adults between 13 and 29? Support HIV/AIDS prevention by sponsoring me as a rider in Orange County Ride for AIDS. I ride for a reason. [<Personal Donation Webpage Link goes here>](#)

1 in 5 of those living with HIV doesn't know it. Support AIDS Service Foundation's free HIV testing. Sponsor me as a rider in the Orange County Ride for AIDS. [<Personal Donation Webpage Link goes here>](#)

BONUS!

Update your cover and profile photos to show some extra support!

[Click here to download the cover photo.](#)

[Click here to download the profile photo.](#)

Facebook Cover Photo

Facebook Profile Photo



On October 24, 2015,
I am riding to support those
in Orange County who are
affected by HIV/AIDS.





The following are sample tweets you may use for your Personal Twitter Account. Please include hashtag #OCRA2015 to categorize tweets about the event among the Twitter community. ASF will be posting updates from its twitter account, @OCASF.

Who to “follow” on Twitter:

ASF: <https://twitter.com/OCASF>
ASF Twitter Handle: @OCASF

Project Hashtag: #OCRA2015

Sample Tweets:

AIDS is not over. Sign up for the Orange County Ride for AIDS on 10/24. www.ocrideforaids.com I ride for a reason. You can too! #OCRA2015

@OCASF connects people w/ #HIV to health care. Support their work at [<Personal Donation Webpage Link goes here>](#) #OCRA2015

Did you know roughly 50% of new HIV infections occur in young adults between 13 and 29? Support HIV/AIDS prevention by sponsoring me as a rider in #OCRA2015. [<Personal Donation Webpage Link goes here>](#)

Every week in the OC 5 people are diagnosed with HIV/AIDS. This is the reason I am riding in #OCRA2015. Help me help @OCASF. [<Personal Donation Webpage Link goes here>](#)

Let’s work together for an AIDS-free future. Please sponsor me as I ride for a reason on Oct. 24 at #OCRA2015 [<Personal Donation Webpage Link goes here>](#)

I am riding <__> miles on Oct. 24 to support the 7,500 OC men, woman and children infected by HIV/AIDS. Help me help them. #OCRA2015 [<Personal Donation Webpage Link goes here>](#)

BONUS!

Update your profile photo to show some extra support!
[Click here to download the profile photo.](#)

Twitter Profile Photo





Instagram

If you use Instagram, share the photos you take while you're training for the ride and encourage people to support you! You know what they say, a picture is worth a thousand words!

Tag on Instagram:

Tag your photos with: #OCRA2015

Sample Captions:

Training hard for the <__> mile ride I will make on Oct. 24 in honor of the 7,500 OC men, woman and children infected by HIV/AIDS. Help me help them. [<Personal Donation Webpage Link goes here>](#) #OCRA2015

Making a difference never looked so good! I'm training for the Orange County Ride for AIDS to raise awareness for HIV/AIDS. And you should be too! Join me on Oct. 24. Sign up here: www.ocrideforaids.org #OCRA2015

I am sweating for the sake of those living with HIV/AIDS. On Oct. 24 I will ride __ miles #OCRA2015. By supporting me you're supporting this very important cause. Please donate: [<Personal Donation Webpage Link goes here>](#)