

FACE AIDS Chapter Guide 2009-10

Chapter Guide 2009-10

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Welcome!

Dear FACE AIDS Chapter,

Welcome! Thank you for your commitment to fighting AIDS in Africa and promoting global health equity. With statistics like 33 million people living with HIV in 2006, it can be easy to retreat, to feel defeated. But together, as a unified movement, we can make significant strides towards ending the pandemic and its devastating consequences. More generally, we can create an army of young people dedicated to social justice, who will carry our shared values and sense of purpose throughout their entire lives. As a chapter, you are at the heart of our work.

This guide aims to support you by articulating the founding story, major accomplishments, and key goals of the face AIDS movement; outlining skills critical for success (i.e. building your team, building your community, and building your network); and highlighting resources available to you.

It is important to remember, though, that every chapter is unique. Innovative leadership is key to our success. We hope that this guide will aid you in your efforts to mobilize and inspire youth to fight AIDS in Africa. Thank you for all that you do.

Sincerely,
The FACE AIDS National Team

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Introduction to the FACE AIDS National Team

Who are all those people who send you emails, anyway? **Meet the National Team!**

Executive Director and Managing Director: We're here to support you, the chapters, and the National Team in our efforts to mobilize and inspire youth to fight AIDS in Africa. We work to develop and implement strategies to achieve our mission, cultivate a rewarding organizational culture, maintain a strong relationship with Partners In Health, build meaningful partnerships, and spread the word about FACE AIDS and all the incredible things you are doing! We also handle the nitty gritty stuff like insurance, accounting, taxes, reporting to the Board of Directors, and major fundraising, to keep us legit. :)

Africa Program Director: The APD lives for one year in Kirehe, Rwanda to collaborate with Partners In Health and carry out all FACE AIDS activities with HIV-affected individuals in Rwanda. This includes the pin-making projects, Rwandan FACE AIDS chapters, World AIDS Day Youth Forum, and more! Keep tabs on the APD at blog.faceaids.org.

Chapter Relations Directors: These are your primary points of contact at FACE AIDS National. Chapter Relations Directors maintain regular communication with you, the chapter leaders. They keep you up to date on national action campaigns, conferences, events, and major organizational developments. Use them for questions, concerns, and information!

Development Team: Fundraises on the national level, helping to cover FACE AIDS operational and programmatic costs, and most importantly, to match student fundraising 1:1. The Development team reaches out to private individuals, foundations, and corporations, holds major events, and brainstorms other creative fundraising efforts. If you need advice on how to raise funds to support your chapter's operations, or want to work with us on reaching out to potential donors, please coordinate with the Development team.

Africa – U.S. Relations Director: Connects FACE AIDS Chapters in the U.S. to FACE AIDS operations in Africa. Maintains communication with the

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Africa Program Director in Rwanda. Supports chapters particularly interested in programming on Africa, providing materials, resources, and assistance as necessary. Works with the Programming team on campaigns related to FACE AIDS activities in Africa.

Programming Team: The National Programming team plans and coordinates all campaigns, challenges and partnerships that FACE AIDS chapters around the country participate in. The programming team works closely with the Events team and Education director to make sure that everything National and chapters are doing forwards our mission in new and exciting ways. Contact the programming director with any questions or suggestions about current and future campaigns.

Education Director: The education director researches and writes extensively about HIV/AIDS and social justice issues, keeping FACE AIDS up to date with the latest news and information. The education director, along with the programming team, creates monthly educational toolkits that help chapters promote discussion and valuable events.

Events Team: The National Events team plans and executes all FACE AIDS national events, ranging from fundraisers to awareness events to conferences. They are experts in planning, foresight, efficiency, and communication!

Recruitment Team: The National Recruitment Director and Regional Recruiting Coordinators are responsible for spearheading the growth of FACE AIDS chapters. They serve as an initial point of contact for new chapter leaders and constantly pursue opportunities to expand our reach and recognition. If you have an idea on where and how to start a new chapter, see the Build Your Network section of this guide and reach out to the Recruitment Team!

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The FACE AIDS Story

Founding Story

In 2005, three Stanford students working in a Zambian refugee camp met Mama Katele, a grandmother living with AIDS. Through Mama Katele, the students came to realize the impact of AIDS in her community and how little their generation knew about the human cost of the pandemic. Determined to help Mama Katele and to engage their peers in a fight for global health, they developed a program through which people affected by AIDS in Africa could gain income making beaded AIDS awareness pins. The pins, in turn, would provide the basis of a movement to inspire students to stand up against the pandemic and raise money to support those working in Africa to overcome the ravages of disease and poverty.

FACE AIDS began as a series of week-long campaigns devoted to selling beaded pins and raising awareness about the AIDS epidemic. The funds raised from these pins went to support the pin-makers in the Zambian support group. As it became clear that a more sustained effort was needed to sell pins and build a student movement, FACE AIDS transitioned to the chapter model, recruiting heavily from 2006 onward. Our initial goal was to raise \$1 million in one year. In 2006 we partnered with Partners In Health (PIH), with the goal that all of our funds raised that first year would go to them. In 2007, as members of the refugee camp began to return home, Partners In Health invited FACE AIDS to bring our pin-making project to its community in Rwanda. In September 2007, we began pin-making projects with 100 men and women affected by AIDS in Rwanda, working in coordination with Partners In Health.

Major Achievements

Since the founding of FACE AIDS in 2005, we have made huge strides in the fight against AIDS in Africa. FACE AIDS has:

- engaged students at over 150 college and high school campuses across the United States and four chapters in Rwanda.
- provided employment opportunities and structured savings and business training to over 300 people affected by HIV/AIDS in Zambia and Rwanda.

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- fundraised and donated over \$1 million to Partners In Health-Rwanda.

"I am very impressed and moved by FACE AIDS. What a wonderful and creative commitment by students to confront the challenges of global poverty and disease. Most importantly, FACE AIDS has it just right: these problems are solvable, and this is the generation to solve them. Bravo to all of you."

–Dr. Jeffrey Sachs, Special Advisor to the UN Secretary General on the Millennium Development Goals

Our Current Work

Today, FACE AIDS is a 501(c)3 non-profit organization dedicated to mobilizing and inspiring youth to fight AIDS in Africa. By engaging young people with individuals affected by HIV in rural Africa, FACE AIDS gives a human face to a global tragedy, fighting the anonymity and distance that often leave youth feeling powerless to act. Our organization seeks to build a broad-based student commitment to global health equity, developing the leadership needed to overcome the pandemic.

FACE AIDS engages in a three-pronged strategy to mobilize and inspire youth to fight AIDS.

(1) Providing Economic and Educational Opportunities for HIV-affected Rwandans: FACE AIDS sponsors capacity-building programs for individuals most affected by HIV/AIDS in rural eastern Rwanda. Members of HIV associations earn an income by crafting beaded AIDS awareness pins, and local microfinance experts help them to use savings from their income to design and run small businesses. FACE AIDS also provides social and economic empowerment opportunities for vulnerable Rwandan youth, including tuition and school fees assistance, leadership and psychosocial support conferences, and guidance for students who organize awareness and education projects in their communities.

(2) Inspiring a Youth Movement: FACE AIDS mobilizes thousands of students across the U.S. to lead campaigns to promote education and awareness about HIV/AIDS and raise funds to support initiatives to combat the pandemic. Chapter leaders at over 170 college and high school

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campuses distribute our beaded AIDS awareness pins with the biography and photograph of the individual pin-maker, thus directly connecting someone in the U.S. to an individual affected by HIV/AIDS in Rwanda. Involvement with a FACE AIDS chapter is designed to enable young people to become life-long leaders in global health, international development, and social justice efforts.

(3) Providing Comprehensive Health Care: FACE AIDS chapters distribute the beaded AIDS awareness pins in exchange for \$5 donations, which are matched 1:1 by private donors standing in solidarity with young people striving to make a difference now. Combined with other fundraising efforts, 100% of the total raised is sent to Partners In Health, an internationally acclaimed NGO providing healthcare services for the world's most devastated populations. PIH-Rwanda uses these funds to provide free HIV treatment and comprehensive healthcare to FACE AIDS pin-makers and their communities.

Your FACE AIDS Story

Yes, **your story**, not just the story of FACE AIDS, though the strategy and inspiration behind FACE AIDS is of course crucial to convey as well. An important part of being a leader in the movement for global health equity means being able to tell others who you are and what led you to take on this fight for social justice. If you are asking someone to consider joining us in this work, they have to know why it is worth it.

How do you tell your story? Think about when you first began to care about AIDS, poverty, and injustice. What made you care? What made you feel like you had to do something about it? What helped you realize that you could in fact make a difference? The step from empathy to action is significant. Help others to understand how and why you took it, and why they should, too. One way to do this is to talk about how the world could genuinely be different if we all took action.

Stories are what drive involvement. Just as we strive to put a face on the AIDS pandemic, tell the story of why you, why them, why now.

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The Pins: Donations and Accountability

Beaded AIDS awareness pins are made by HIV-affected individuals in Rwanda. These individuals work together in HIV associations, and receive income during the pin-making cycle and structured savings and business training afterwards.

The pins should be distributed by you, the chapters, in exchange for \$5 donations. Each \$5 donation will be matched by private donors. Thus, for each pin sold, \$10 of money goes back to the pin-makers and Partners In Health in Rwanda.

Orders for pins can be made online through the FACE AIDS website. In addition to the pins, we will send you cards that tell the story of the individual who made the pin, helping to put a face on the HIV/AIDS pandemic. If pins are ordered as part of the Back To School Campaign, which aims to pay the school fees of vulnerable, HIV-affected secondary school students in Rwanda, they will come with inspirational bookmarks that tell the stories of Rwandan FACE AIDS Chapter leaders, all of whom benefit from the PIH school fees program.

When you order pins, you are making a commitment to fundraise for FACE AIDS and specifically to provide comprehensive health care to the individuals who made them. We will support you in every way that we can to be successful in your efforts, and we expect you to **send funds raised back to FACE AIDS** so that we can send it to PIH. Please do not send checks directly to PIH, as they need to pass through our records first so that we can match them. We promise that 100% of your funds go directly to PIH. (Seriously - you can check out our accounting records and tax forms at any time if you'd like).

Checks from your fundraising efforts should be send to:

FACE AIDS
P.O. Box 46
Palo Alto, CA 94302

Your Chapter Relations Director will work with you to keep good records of the number of pins you have ordered and the total funds you have sent

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in.

We know that as a chapter you need to cover the costs of your events and operations. We hope to help you do this by providing you with resources, sample letters, advice, etc., but we ask that you do not use money from pin sales for anything other than donations to Partners In Health. If you have questions about this policy, please don't hesitate to reach out to us.

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Bringing It All Together: Our Movement

Who Are We?

Energized people who arm themselves and their communities with vital information and a nuanced understanding of HIV/AIDS, poverty, development and human rights in order to improve access to quality of life for everyone.

What Are We Doing?

We're joining together to build a movement of people passionate about social justice and health care equity. We're not only talking about the issues but also taking concerted action together to amplify our positive impact.

How Will We Have the Most Impact?

By building strong, sustainable relationships as we take action. This movement starts with you, but it can only grow and have a huge impact through the connections we make. We're all part of something much bigger than ourselves and that's why this year we are challenging ourselves to innovate more than ever before, while focusing on three core objectives: building your team, building your community and building your network.

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Building Your Team: Getting Started

Sharing responsibility and creativity allows you to be the best chapter you can be! To achieve this you need to get a core group of dedicated individuals as invested and excited as you are. And once you have your team it's important to keep growing your chapter, by engaging more chapter members at different levels of commitment.

Getting Started

Find an advisor

Some schools require that every club has an adviser. Even if your school does not, an adviser can bring cohesion to your chapter and provide you with vision and direction is to talk with faculty at your school whose interests overlap with FACE AIDS' mission. More likely than not they have valuable experience and insight that will help you become a strong, motivated, successful chapter. Reach out to them!

Partner with other clubs on your campus

Often times, starting a new chapter can seem like a daunting task. One way to make it easier is to start by partnering with other clubs on your campus. For example, if your school has a strong social service or honors society club, it may make sense to start off by partnering with them to get the ball rolling. Once you have a more established presence on your campus, you can branch out and be an independent chapter.

* Download the Constitution Template [here](#).

Find a Dedicated Team

Although it is possible to carry out the goals of FACE AIDS as one person, the strongest chapters that truly mobilize their campuses are always comprised of at least a few strong leaders. One of the most important things we can do as student leaders is recruit people with similar interests and passions. The trick is finding them!

The first step towards building an effective team is finding the right people. The strongest team members are those who are dedicated to the

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FACE AIDS mission of fighting AIDS in Africa, but they can come from anywhere. If you have close friends who are willing to get involved, that is great. Beyond that, send messages to existing AIDS/international health/African/social justice student groups and individuals.

Reach out to teachers/professors/advisors. Use all of your resources to find and build a strong core of dedicated leaders.

Remember, running a successful FACE AIDS chapter is a team effort. There are many different aspects to running a successful chapter, and each requires a different skill set. Below are what we believe to be the five core positions in a FACE AIDS chapter, and what each position should focus on.

How to Find a Dedicated High School Team

1. See if you have any close friends that are interested.
2. Talk to other student groups on campus with active students.
3. Talk to teachers to see if they know any student leaders who'd be willing to get involved.
4. See if your school has a "Club Day" to sign up new members, have information about FACE AIDS, get names, email addresses, and phone numbers.
5. Put announcements in your school bulletin.
6. Start a Facebook group and invite friends.

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Building Your Team: Leadership Positions

Chapter President

The Chapter President is in charge of rallying the team around a shared vision, facilitating meetings, communicating with the national organization, and providing support and feedback for individual members. The core of the Chapter President's role is team building, the importance of which cannot be overstated.

Specific responsibilities for the Chapter President include:

- Contacting students and student groups to solicit interest in participating in the FACE AIDS chapter. Planning and organizing team meetings.
- Communicating with your school's contact at FACE AIDS National.
- Understanding the overarching vision and model of FACE AIDS and communicating that to the team

Education Coordinator

The Education Coordinator is in charge of planning the educational components of the chapter, overseeing the distribution of educational materials, and ensuring that all FACE AIDS events provide participants with the resources to get involved and communicate the effects of the AIDS crisis in a meaningful way. In a broader sense, the Education Coordinators primary task is to empower students to take a stand against AIDS by putting a human face on the pandemic and showing them how they can help.

Specific duties include:

- Searching out specific opportunities on their campus (internships, scholarships, volunteering projects, etc.) and incorporating them into the educational material.
- Working with the events planner to incorporate the educational materials into each event to maximize student exposure.
- Referring interested students to the appropriate resources so that they may become more informed and involved in the AIDS epidemic.

Events Coordinator

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The Events Coordinator is in charge of planning and organizing FACE AIDS events on their campus. The Events Coordinator works with the team to develop event ideas and with the school administration to secure venues, organize speakers, and promote the event to the community. These events are an important tool in fulfilling our mission to mobilize and inspire students to fight AIDS in Africa.

Specific duties include:

- Facilitating communication within the team, especially with the Educational Coordinator, to develop ideas for events.
- Finalizing a list of events that the team is committed to pursue, and talking to the administration to begin planning the events.
- Communicating with and securing necessary participants for the events (speakers, panelists, etc.)
- Working with the PR coordinator to promote the events to the community.

Fundraising Coordinator

The Fundraising Coordinator's primary role is engaging the community both on campus and off to support the FACE AIDS chapter. The Fundraising Coordinator also monitors pin distribution and is ultimately responsible for making sure that all of the money raised is sent back to FACE AIDS National.

Specific duties include:

- Working with the events coordinator to create fundraising opportunities (i.e. an entry fee into a basketball tournament.)
- Approaching local businesses, dorms, professors, academic departments and community members to raise matching grants.
- Keeping track of money raised from pin distribution.

Public Relations Coordinator

The Public Relations (PR) Coordinator is in charge of using the media to promote their FACE AIDS chapter. The PR Coordinator can use media such as their school newspaper, local newspapers, and local television stations. The publicity generated by the PR Coordinator maximizes the

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team's exposure to their community to garner support for the chapter and to spread the message that students at their school are making an impact in the fight against AIDS.

Specific duties include:

- Maintaining your chapters' profile webpage through the www.community.faceaids.org website.
- Sending press releases to local newspapers and news stations with an introduction to the mission and a summary of events.
- Updating school publications and facilitating interviews and op-eds with their local school newspapers.
- Using social media such as Facebook and Twitter to spread awareness about your chapter's activities and provide members of the community with ways they can join your efforts.

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Building Your Team: Growing Your Chapter

Recruiting new members

Once you have a strong team in place, the next step is building your chapter. This is an ongoing process that lasts all year. Your chapter can never be too big!

A robust chapter has members with all different levels of interest and commitment. Not everyone you reach out to will want to devote hours every week to FACE AIDS. Chapter members should be people who are excited about the issues and want to be involved in whatever way they can, whether its volunteering to help run an event or talking to friends about AIDS in Africa or doing anything else that feeds into the mission of FACE AIDS.

Running meetings

Chapter meetings are your best opportunity to engage your leadership team and chapter members. Take advantage of the time you have with them to build their commitment to the FACE AIDS movement.

Spend your first meeting talking with everyone about what FACE AIDS does and building a sense of commitment between each chapter member and the organization. Go beyond the basics of the FACE AIDS mission and discuss why it is important. Why do you care about FACE AIDS, AIDS in Africa or health inequity around the world? What difference can one person make in this global movement? What is the purpose of getting involved? Once each person at the meeting feels a sense of purpose and urgency, they are more likely to play an active role in the chapter throughout the year.

At later meetings, it is up to you as the chapter leader to decide on the main focus. If you have an event coming up, talk about what specific tasks need to get done and decide who will be responsible for each thing. If you are planning on tabling and talking about a particular AIDS-related issue, make sure that everyone on your team and in your chapter understands the issue and is comfortable talking to other people about it.

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No matter what your agenda is for the meeting, **it is important that every person leaves knowing what he/she is responsible for and why it is important to complete that task.**

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Building Your Team: Future Sustainability

End of Year Transition

Making sure that a foundation is set up for the next year is the best way to ensure that your chapter keeps making an impact both on your campus and in Africa.

It is important to engage your team in long term planning and to begin your strategy for next fall in the spring. Hold a meeting in the middle of your spring semester (or at the beginning of your spring quarter) just for this purpose.

Think back to the initial goals you set for yourselves in the beginning of the year. Did you sell the number of pins you wanted to? Did you hold as many events as you would have liked? What did you do well? What could you do better?

Once you have a good idea of where you've been as a chapter the next step is to start thinking about how to move forward. Where do you want to go as a chapter from here? Do you want to do the same things next year? What do you want to change? Who will take over the leadership? How will you recruit new people to your group?

Once you've thought about these questions, you should come up with a transition plan. This plan should detail how you will transition your leadership to keep the chapter active next year. If several members of your chapter are graduating, how will you replace them? Make sure to have regular meetings about this. You do not want the organization that you have created to fall apart when you leave! If you put a transition structure in place you will leave a sustained impact for years to come.

Recruiting

An important part of any transition is making sure that you have all the people you need to achieve your goals. Make sure you have someone responsible for the key positions. Send out an application to relevant email lists and groups that would be interested. This application can be whatever you think is necessary to achieve your team's goals, but there

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are some specifics you should sure you get:

- Contact information-this can include name, phone number, email, etc.
- Availability-how will this individual prioritize FACE AIDS? Is it their first commitment or do they have too many responsibilities?
- Why FACE AIDS? Try to get at what motivates the individual to be involved with your chapter.
- Skills. Think strategically: Will this person contribute effectively to your team? Do they have the tools they need to fulfill the role for which they are applying?
- Make sure you include a deadline for applications.
- Also, make sure to interview the applicants. Keep in mind you're trying to build a team. If there are people you find difficult to work with, your chapter can suffer.

These are some basic suggestions, but they should help you find some quality people for the positions.

Planning for Next Year

Once you have found your team for the coming year, make sure to set up a time where you all can meet and discuss your plans and vision for the coming year. Going back to your reflection, think about where you want to go from there. How many pins do you want to see? What events do you want to hold? How are you going to accomplish that? What will your timeline be? If you come up with a good plan for the coming year in the spring, once you come back in the fall you can get started right away. People can even start thinking about what they need to do over the summer!

If you need any help figuring out how to transition, get in touch with your Chapter Relations Director from FACE AIDS National. They are your best resource!

Spotlight: Fall Conference

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Every year, FACE AIDS holds a fall conference at Stanford University where chapter leaders and members of their teams come to meet each other, be inspired by leaders in global health and develop new ways to engage their communities. Attending the conference is not only a great way to get new ideas, but also to develop your intra chapter leadership.

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Building Your Community: Reaching Out On Your Campus

Once you've built your team, you'll want to continue to the next level and build your community. By this we mean forming partnerships and relationships with individuals and groups on your campus and in the surrounding community. This is important for impact, awareness and visibility, access to resources, and sustainability.

Reaching Out On Your Campus

Who can you look to in order to build your community on campus? Think about:

- **Student Groups with Similar Missions:** Think beyond public health to social justice more broadly. AIDS affects migration, gender, education, business, science, governance, human rights, and more.
- **Professors and Departments:** Same idea as students. Public Health, African Studies, Biology, and International Relations might be natural places to start, but think inter-disciplinary. If you are an undergraduate, don't be afraid of reaching out to professional schools (e.g. law, medicine, business, education) on your campus.
- **Administrators:** Tell your University President, Provosts, Deans, High School Principal, Head of Student Activities, Class Presidents, Community Service Advisors, Pre-Med Counselors, etc. what you are up to. Their support will be invaluable, so make sure they get to know you and FACE AIDS.
- **Student Dorms:** Residence Halls may have community service officers or philanthropy funds available. They are also full of students looking for impactful activities and leadership opportunities. Make a presentation, distribute pins, and connect with Resident Assistants.
- **Fraternities and Sororities:** Most fraternities and sororities engage in community service and philanthropy work. Partner with them on events and fundraisers to benefit FACE AIDS!
- **Events:** At high school events (football games, parent teacher conferences, back-to-school night, etc.) set up a FACE AIDS stand to

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give out information about what you're up to and the larger movement while selling pins.

Try to harness already well established networks on your campus, once you can get a few well connected people and groups invested in FACE AIDS, your visibility should sky rocket and you'll have a much easier time getting people to come to your events (this is also one of the pluses of recruiting a diverse team: they get their friends to come support FACE AIDS!)

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Building Your Community: Reaching Beyond Your Campus

Who can you look to in order to build your community beyond your campus? Think about:

- **Friends and Family in the Area:** Reach out to friends and family living in the area to help you hold house parties, connect you to local businesses and organizations, brainstorm event ideas, etc. Use adults you respect as mentors along the way.
- **Local Businesses:** They may support you by posting fliers about your upcoming events, donating food or other in-kind goods or services, allowing you to use their space, etc.
- **Local Non-Profits and NGOs:** Similar to student groups with similar missions, you can form relationships with local non-profits and NGOs with similar missions and/or values. Work together on events, fundraisers, whatever you'd like!
- **Faith Communities:** Churches, synagogues, temples, mosques, etc. may let you give a presentation, meet with students, sell pins, place an event announcement in a newsletter, etc.
- **Community Centers:** Give a presentation and/or do a FACE AIDS service project with a local YMCA, Recreation Center, Boys and Girls Club, senior citizen center, AIDS hospice, etc.
- **City Council:** Your City Council or other local bodies may hold community service days, know about street fairs you could table at, highlight your chapter's work at a town hall meeting, etc.
- **Government Offices:** You are doing great work! Let your local Congressperson's office, public health center, etc. know about it.
- **Community Gatherings:** Does your city have a carnival or fair where booths or tables can be set up? If so, have your chapter set up a FACE AIDS booth to sell pins or tell about FACE AIDS.

Why?

It's simple. Together Everyone Achieves More. (Cheesy, we know. But still true).

How?

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1. Face to face meetings are always the most personal, successful ways to form a strong relationship.
2. Handwritten notes inviting someone to meet with you or speak with you by phone are more likely to garner a response than a form letter. Just write clearly. :)
3. Phone calls
4. E-mails and Facebook messages

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Building the Network

As leaders in the fight against AIDS in Africa, and the fight for global health equity and social justice, we must work to empower others to find their own place in this movement.

Any level of involvement in FACE AIDS is meaningful and important, but establishing a chapter is establishing an entity that will exist long after the founders and chapter leaders move on to the next stage in their lives (where they will hopefully start new chapters!). Chapters are engaged, effective, impactful. They are about innovation and leadership, solidarity, and action. They are about making change.

Supporting others to start FACE AIDS chapters and become part of something bigger than themselves is the ultimate step in building our network and growing our movement.

Your Role

While the FACE AIDS National Team has a Recruitment Director and Regional Recruitment Coordinators who devote significant efforts to building new chapters, you have something extremely valuable that we do not: local knowledge and relationships. These two factors are key when striving to mobilize and inspire others.

We are asking you to help us inspire new chapters and grow this movement.

Where to Start?

Identify Potential Chapter Leaders and/or Members:

- **Friends:** Start with the ones who come to mind easily. Then push yourself to think a step or two beyond that group.
- **Friends of friends:** Meeting a friend for coffee to tell them about FACE AIDS? Have them bring along a "plus one."
- **Activists:** The fight for social justice extends well beyond AIDS in Africa. Reach out to individuals and organizations with similar values. You don't necessarily have to convince someone to do

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something different than what they're already doing. Just let them know that there's a network, a movement, out there called FACE AIDS, and that we'd love to join together with them. The more people involved, the more ideas we are sharing, the stronger we are.

- **Nearby Campuses:** Community colleges, high schools, middle schools. Challenge your rival school to build a stronger chapter than yours.
- **Non-Traditional Students:** Don't forget about those who attend night classes, study part time, or are home schooled.
- **You!** If you move from high school to college, from one college to another, etc., take FACE AIDS with you. Start a new chapter in your new community.

The Conversation

You've identified a potential chapter leader or member. What do you say?

- Introduce Yourself
- Introduce Our Mission
 - What problem is FACE AIDS trying to address?
 - Tie the challenge to the individual you are speaking with.
- Find Out About Them
 - Listen. What are their interests? What do they already know about FACE AIDS? Explore together how FACE AIDS might fit into their interests, aspirations, and values.
- The Steps Forward:
 - What role are they interested in playing? What commitment level?
 - Join a chapter. Start a chapter.
 - Will you join the movement to fight AIDS in Africa and promote global health equity?
 - Will you start or join a FACE AIDS chapter? Can I put you in touch with the National Team to start your chapter?
- Their Unique Role
 - Why will this action make a difference?
 - Why do they, as an individual, matter in this fight?
 - Urgency: Why it Matters NOW
- Wrapping Up

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- When you leave the conversation, know the next step and then take it!
- Have them register to be a chapter on the FACE AIDS website and FACE AIDS National will follow up with them and get them started as a chapter.

Be a Leader

You are asking someone to do what you are already doing yourself. Think about your own motivations and inspiration, and it will be easy to help others feel that this is worth their time, that they can make a difference, and that they know what the next step is. No one will join us in this movement unless you ask them to.

The National Team's Role

Once you have recruited a new chapter to the FACE AIDS movement, the National Team can take the next steps to support the chapter as it establishes itself and grows.

During the process of reaching out to potential chapter founders, use the Recruiting Director and Regional Recruitment Coordinators as resources. Ask them for help, advice, and materials at any point. If you identify a potential leader but cannot follow-up yourself, pass along the name to them.

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Appendix 1: FACE AIDS Pitches

One of the most important challenges involved in running or participating in a FACE AIDS chapter is knowing exactly what we do, what we're trying to accomplish, why we're doing it, and above all how to communicate it. Your chapter can't recruit, raise awareness, or earn support without being able to talk about what you're doing. This guide is meant to help you build confidence in your own "pitch."

What is FACE AIDS?

Imagine that you're in an elevator. Just before the door closes, Bill Gates, Anderson Cooper, and Barack Obama run up and squeeze in with you. Now imagine the conversation.

Barack Obama: Hey there, thanks for holding the door. What's your name?

You: Hi. I'm [your name]. It's an honor to meet you all.

You all shake hands and smile at one another. Anderson Cooper looks at the FACE AIDS pin on your shirt.

Anderson Cooper: What's the pin for?

You have until the elevator gets to the 33rd floor. How do you explain? Just remember what we do and how we do it. It might go a little bit like this.

You: Well, I'm a part of a youth-led non-profit called FACE AIDS. I'm the chapter leader at my school, [school name]. Our mission is to mobilize and inspire students to fight AIDS in Africa. We do this in three ways.

1. Capacity Building

These pins are made by HIV-affected individuals in rural Rwanda. Individuals earn an income, and then work with local microfinance experts to build up savings and start and sustain small businesses.

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2. Inspiring a Youth Movement

We take all of the pins back to the States, and student leaders in chapters all around the country distribute them along with the biographies and pictures of pin-makers, thus directly connecting someone in the U.S. with an HIV-affected individual in Rwanda.

3. Comprehensive Health Care

The pins are distributed in exchange for \$5 donations, which are matched 1:1 by private donors and grants. All that money is donated to Partners In Health in Rwanda to provide comprehensive health care to the pin-makers and their communities.

It's a pretty amazing network of the most fired-up, motivated young leaders in global health, and we've already raised over \$1.6 million for the cause.

The three stand there, nodding with great respect and impressed looks on their faces.

Distributing Pins

Getting a donation for the pin means saving a life. If you can explain what FACE AIDS is and what the pins mean, getting them out there in exchange for a \$5 donation should be easy. Just catch someone's attention, and let them know how they can make a difference with just \$5.

Once you have someone's attention, it's easy--as you know--to explain the story of the pin and its maker. Consider this quick pitch:

"I work for an organization called FACE AIDS, a student movement to provide HIV treatment in rural Africa. These pins are made by HIV-affected individuals in Rwanda, many of whom live in poverty and lost everything in the genocide, and this is [pin-maker's name]. His/her story is on the back of this card, and each donation is matched 1:1 and sent to fund comprehensive health care. Just twelve of these pins can save a life for a year, and I'd really appreciate it if you could help me out with one--it's just \$5. My school has already saved [insert number here] lives this week/month/year."

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Joining FACE AIDS

In the same way that your smooth pitch could recruit the support of Bill Gates in an elevator, the same story is your best resource in recruiting new students to the cause. Consider some of these opportunities to find new members:

- Ask supportive professors to stand in front of their lecture for one minute before class, and give your pitch. Tell people about your next meeting.
- When you sell a pin, tell students how easily they can save lives just like you do by selling these pins alongside you.
- At events, welcome everyone with your elevator pitch and tell them to get in touch with you afterward if they want to join.

Why our cause matters

Not everyone will understand why we're doing the work that we do, or how it makes a difference. Here's one example of how to answer an oft-received question:

Comment: How does \$5 make a difference?

Answer: First of all, every donation is doubled by our sponsors, so each pin sends \$10 to Rwanda. Second, it takes just \$60 to give a child antiretrovirals for a year, and less than \$150 to cover an adult. We can send an HIV-affected student to school for just \$250. All it takes is a few pins to make a very important difference.

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Appendix 2: Publicity and Social Media

Facebook

Everyone you know is likely on Facebook, but we might not all be using this site to its full potential in the fight against HIV/AIDS in Africa. Here's a check list of features that could prove very useful in promoting your events and education points. It's important to remember that Facebook features have the greatest impact when many people use them at the same time. For example, if your chapter all changes their profile photos to your event flyer, at the same time, many more people will notice that than isolated changes.

Groups

Making a group for your chapter is a good idea; just make sure to put your school name in the title of the group!

Events

Creating an event and inviting a ton of people is one of the best ways to let people know about your events. It's helpful to use the "create friend list" option so you can invite entire lists of friends to events instead of clicking on each individual person.

Profiles

If you have a dedicated team, they can use their profiles for very effective publicity by posting:

- **Status updates:** Can be about an event you're hosting or facts and quotes about HIV and other global health issues. This is also a good place to post links to FACE AIDS websites and news articles.
- **Notes:** members can write notes about why they care about global health or are members of FACE AIDS and tag a lot of their friends in it.
- **Photos:** Post photos of your events and tag as many people in

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- them as possible.
- **Profile Pictures:** Chapter members can all change their photos at the same time to an event flyer or a campaign poster (i.e. Back To School bookmarks.) To advertise effectively.

Twitter

Working with twitter is all about engaging in conversations. It might take a little time to get used to, but don't be discouraged. Useful ways to use twitter:

- Make sure to follow FACE AIDS @ <http://twitter.com/faceaids>
- Also follow PIH @ http://twitter.com/PIH_org
- Post links relating to global health- i.e. FACE AIDS websites and news articles
- Respond to the twitter accounts of organizations, politicians or celebrities talking about FACEAIDS
- Retweet posts by FACE AIDS and PIH

You Tube

Check out the videos posted on the FACE AIDS channel:
<http://www.youtube.com/user/faceaidsnational>

Send us your chapter's videos and we'll post them! Also share them on Facebook and Twitter!