

A young girl with dark hair, wearing a blue and red patterned shirt and brown pants, is kneeling on a cobblestone street at night. She is lighting a candle in a glass holder with a matchstick. Another lit candle is visible in the foreground. The scene is dimly lit, with the primary light source being the candles.

 INTERNATIONAL
AIDS
CANDLELIGHT MEMORIAL

Coordinator's
Manual



Global
Health
Council



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2004 Sponsors





International AIDS Candlelight Memorial

The International AIDS Candlelight Memorial Campaign, a program of the Global Health Council, is a year-long mobilization project that encourages communities and individuals around the world to get involved in HIV/AIDS work by participating in a world-wide memorial that takes place on the third Sunday of May. The Global Health Council provides all registered communities with the framework to effectively organize a Memorial in their communities.

Each year, Memorials take place in over 3000 communities in more than 85 countries. The International AIDS Candlelight Memorial has become the largest grassroots AIDS event in the world.

MISSION OF THE INTERNATIONAL AIDS CANDLELIGHT MEMORIAL
The International AIDS Candlelight Memorial Campaign aims to create a global community by involving all sectors of the community in a world-wide AIDS Candlelight Memorial on the third Sunday in May:

The Campaign is based on the following principles:

- To Honor and Remember the 28 million people lost to AIDS;
- To Support the 42 million people living with HIV/AIDS;
- To Defend all of those who are not infected with HIV/AIDS.

HISTORY AND NATURE OF THE MEMORIAL

The first International AIDS Candlelight Memorial was held in 1983, when the cause of AIDS was unknown and no more than a few thousand AIDS deaths had been recorded. The organizers wished to honor the memory of those lost to this mysterious disease and to demonstrate support for those living with AIDS. That remains the focus of the event today.

Since the beginning of the pandemic, AIDS has claimed more than 28 million lives, with over 42 million now living with HIV and AIDS. As AIDS continues to ravage communities around the world, the Candlelight Memorial has become a way for communities to take action by publicly mourning loved ones lost to AIDS, and by strengthening local and national commitments to fighting the pandemic. In small

communities, it can help to increase awareness, understanding, volunteerism and fundraising. In large cities, it brings together a diverse spectrum of people who care about HIV/AIDS. In all cases, the event creates a sense of global solidarity and generates worldwide attention.

Local observances of the Memorial vary from community to community. Each Coordinator has the opportunity to tailor the framework of the Candlelight Memorial to meet the particular needs of the people he or she is serving. Events can vary from a few friends gathering at a park or a place of worship to thousands of people marching through town holding candles and singing songs. There is no "right" way to organize a Memorial.

Today, thousands of communities around the world come together in solidarity to light candles and remember those who have been impacted by HIV/AIDS. The Memorial has become a mobilization project and an excellent way for the Local Coordinators to engage the community in many different types of HIV/AIDS activities.

Local observances are coordinated by organizations, individuals, governments and faith-based communities. The organizing groups are considered "Local Candlelight Coordinators," and they receive all the necessary tools, including the official poster and the Coordinator's Manual, to help them produce effective Candlelight observances for their communities. Everyone is welcome to register as a "Local Candlelight Coordinator".

2004-2005 MEMORIAL GLOBAL THEME

"TURNING REMEMBRANCE INTO ACTION"

The International AIDS Candlelight Memorial theme is designed to give the global community a voice in the fight against HIV/AIDS. This year, we have selected a two-year theme that focuses on remembering those who have been touched by HIV/AIDS and keeping these memories alive through collective action.

The goal of this theme is to encourage communities to incorporate action-oriented activities that extend beyond the official Candlelight event. It is an opportunity to discuss not only the impact of HIV/AIDS within the community but also how your community will address issues such as prevention, care, treatment and education. This two-year commitment serves to strengthen ties within the community and empower individuals to take action toward changing the face of HIV/AIDS.

Official International AIDS Candlelight Memorial Spokesperson



Miss Universe 2003 Amelia Vega

Each year, the reigning Miss Universe travels around the world and encourages communities to mobilize their efforts around the International AIDS Candlelight Memorial. Since the beginning of her work with the Global Health Council, Miss Universe has visited Candlelight Communities in Panama, Kenya, China, Dominican Republic, Puerto Rico and the United States and has filmed four Public Service Announcements. The reigning Miss Universe launches the International AIDS Candlelight Memorial on World AIDS Day and promotes the importance of getting involved in the local community response to HIV/AIDS.





Statistics

THE GLOBAL EPIDEMIC

By the end of 2002, more than 5 million new cases of the human immunodeficiency virus (HIV) were reported worldwide, bringing the total number of those currently living with HIV to 42 million across the globe, up 2 million from 2001. In the same year, 3.1 million lives were claimed by AIDS.

EASTERN EUROPE AND CENTRAL ASIA

The world's fastest-growing HIV/AIDS epidemic is happening in Russia, Eastern Europe and Central Asia, where an estimated 250,000 new infections and 25,000 deaths occurred in 2002. An estimated 1.2 million are currently living with HIV in this region.



ASIA AND THE PACIFIC

In Asia and the Pacific, an estimated 1 million people acquired HIV in 2002, bringing the total number of people living with the virus to 7.2 million. The epidemic claimed the lives of 490,000 people in the region in the past year.



AFRICA

Sub-Saharan Africa is by far the worst-affected region with 29.4 million people living with HIV/AIDS – up 1.3 million from a year ago. In 2002, an estimated 3.5 million new HIV infections occurred and deaths reached 2.4 million in this region.



THE MIDDLE EAST AND NORTH AFRICA

In the Middle East and North Africa, the number of people living with HIV now totals 550,000 – a figure that includes the estimated 83,000 people who acquired the virus in 2002. The epidemic claimed close to 37,000 lives in the same year.

LATIN AMERICA AND THE CARIBBEAN

In 2002, an estimated 210,000 new infections occurred in Latin America and the Caribbean, bringing the total number of adults and children living with HIV to 1.9 million.

HIGH-INCOME COUNTRIES

A larger epidemic also threatens to develop in the high-income countries, where over 76,000 people acquired HIV in 2002, bringing to 1.6 million the total number of people living with HIV/AIDS.

Source: UNAIDS and the World Health Organization.

ADULTS AND CHILDREN ESTIMATED TO BE LIVING WITH HIV/AIDS 2002

For Updates on Global AIDS Statistics visit www.unaids.org



**TOTAL:
MORE THAN 42 MILLION**



Candlelight Activity Calendar

	IMPORTANT DATES	CHECKLIST
DECEMBER	WORLD AIDS DAY – DECEMBER 1ST Kick off for the International AIDS Candlelight Memorial Campaign	STEP ONE ● Getting Started & Planning Phase <input type="checkbox"/>
JANUARY		STEP TWO ● Tailoring the Event to Your Community <input type="checkbox"/>
FEBRUARY	Last day to register – February 1	STEP THREE ● Identifying and Inviting Speakers <input type="checkbox"/>
MARCH	Candlelight material mailed out to registered communities – March 1	STEP FOUR ● Fundraising and Sponsorship <input type="checkbox"/>
APRIL		STEP FIVE ● Marketing and Promotion of Your Memorial <input type="checkbox"/> STEP SIX ● Arranging Local Press Coverage - Prepare press releases and media advisories <input type="checkbox"/>
MAY	International AIDS Candlelight Memorial Day – May 16	● Final Preparations <input type="checkbox"/> - Create a detailed schedule of events - Design programs to hand out - Make sure to take care of the logistics
JUNE		● Evaluation and Follow-up <input type="checkbox"/>
JULY		● Planning for Next Year's Memorial and World AIDS Day. <input type="checkbox"/> Note: This is a good time to think of ways to integrate the two-year theme into next year's advocacy activities.



STEP ONE

GETTING STARTED

REGISTER AS A LOCAL COORDINATOR

The first step to holding a successful Candlelight Memorial in your community is to register as an official Local Coordinator. This is done by visiting www.candlelightmemorial.org and filling out the on-line registration form. If you are unable to access the Internet, you can send your request to be a coordinator to the Global Health Council offices in Washington, DC.

Please send registrations and any questions to:

The Global Health Council – Candlelight Registration

1701 K Street, N.W., Suite 600

Washington, DC 20006

FAX: 202-833-0075

GATHER SUPPORT

Once you have become a Local Coordinator, you will need to gather support from other interested organizations and individuals in your community. Occasionally, there are multiple Candlelight Memorials in a given community; there is no rule or mandate about the number of Memorials that may take place in a city or village. However, it might be advantageous to work with the other interested coordinators to help bring the community together and to share resources.

DEVELOP A TIMELINE

After deciding who is going to be involved in the process, you should develop a calendar or a list of actions that must take place to implement your plans. Please refer to the Candlelight Memorial calendar that is provided for you in this kit to help you get started.

Special Considerations

THERE ARE SOME THINGS THAT MAY INVOLVE SPECIAL CONSIDERATION OR ADDITIONAL TIME TO DO.
BELOW IS A LIST OF ITEMS THAT MAY REQUIRE SPECIFIC ATTENTION.

PERMITS

If your event is going to be held outdoors, it may be necessary to obtain certain permits and insurances. Examples of permits that are commonly needed are: parade permits, sound permits, public gathering permits and private property permits. It is advised that you contact your local government offices to inquire what you will need for your event. You should always make the request in writing and follow up with a personal call. Be sure to allow sufficient time for your requests to be processed.

CONTRACTORS

If your event will require a stage, sound amplification and/or special lighting, you'll probably need the services of various contractors. As with any aspect of the Candlelight event, you should ask for the donation of services and materials. If the first contractor you approach is not willing or able to donate his or her services, don't hesitate to ask another. Donors of services or materials (often referred to as "in-kind donations") can be listed as sponsors of the local event.

VOLUNTEERS

Volunteers can make a big difference in your ability to organize a successful event. Volunteer tasks might include distributing posters/flyers, mailing press releases before the event, providing security and collecting donations to support your organization. If you use volunteers at the event, it is a good idea to provide them with some item of apparel, such as an armband or a T-shirt, vest, hat or name tag that will identify them as event volunteers. It may be helpful to hold a volunteer orientation meeting before your event to assign tasks and provide any training necessary. (If volunteers will be used for security, and your event is to be held outdoors, it is advisable to review your security plans with local law enforcement agencies.)



STEP TWO

TAILORING THE EVENT TO YOUR COMMUNITY – PICKING THE TYPE OF EVENT

An observance of the International AIDS Candlelight Memorial can take on many forms and can have multiple purposes. One of the most important steps in planning for your event is determining what role your Memorial will serve and how it will involve the various sectors of your community. Below is a list of the various forms that a local memorial can take.

ACTIVITIES AT THE MEMORIAL

THE READING OF NAMES

One of the most common elements of the International AIDS Candlelight Memorial observances is the reading of names of people who have died of AIDS. Sometimes those names have been provided by audience members. For example, in Reno, Nevada, USA, the event program included a form asking participants to write down the names of those they are mourning so that they could be read aloud.

DRAMATIC PERFORMANCES

Short plays, skits and puppet shows are excellent ways to educate the public about HIV/AIDS. A local high school or theater group might be happy to plan a performance for inclusion in your event. You might want to offer them pre-vention information or statistics to include in their script.

Music

You may choose to invite local singers or musicians to participate by performing a selection appropriate to the occasion. You can encourage a whole school or congregation to attend your event by including their chorus or choir in your program.

READINGS

One way to involve a specific community member, even a child, is to invite her or him to read a written work. (Many people who are shy about public speaking would rather read a piece written by someone else than write a speech themselves.) The reading could be a poem, a selection from a religious text, a prayer or a passage from a book. Topics might include AIDS, survival, loss, grief, political or personal struggle, love or memory.

AWARDS

You may wish to use the event as an opportunity to publicly recognize and thank people who have been “heroes” and “heroines” in the fight against HIV and AIDS in your community. Identify one, two or three such people, and prepare engraved plaques or framed citations to be presented at the

VARIOUS FORMS OF THE MEMORIAL

POLITICAL

At times, the event has a political theme. For example, in 1983, the event was officially held in solidarity with more than 170 HIV-infected Haitian political refugees who were being held at an internment camp at the U.S. Naval Base at Guantanamo Bay, Cuba.

RELIGIOUS/SPIRITUAL

Sometimes, the event has a religious or spiritual focus; many AIDS Candlelight events take the form of interfaith memorial services.

ARTISTIC

Occasionally, the event is artistic in nature. For example, Barcelona’s 1997 observance included the performance of songs from the popular musical ‘RENT’ on a huge banner-draped stage. In Santa Barbara, California, participants created and displayed colorful quilt panels dedicated to loved ones who died from AIDS, resulting in significant local press attention.

In many places, however, the event is small and personal. Some observances have no more than 20 participants. Smaller observances can allow for more individual involvement including personal testimony from each participant on the effects of the epidemic in his/her own life.



CONTINUED ON PAGE 8



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event. Try to keep diversity in mind when selecting award recipients. The recipients should be notified ahead of time, so that they can plan what to say when they accept their awards at the event.

AUDIENCE PARTICIPATION

Group participation is often an effective part of Candlelight events. One particularly moving aspect of some Candlelight ceremonies has been the "calling out of names." In this portion of the program, a speaker asks those in attendance to call out the names of people they know who have died of AIDS. This seems to work best at large events.

At large or small events, participants may be asked to come forward to say a few words about someone they know who died of AIDS, perhaps lining up at a microphone for this purpose. (It can help to select the first few speakers ahead of time to start this part of your observance off smoothly; once one or two people speak, more will join in.) However it is accomplished, the public acknowledgment of the deaths of loved ones can be a cathartic and powerful experience.

RITUALS

Many observances of the International AIDS Candlelight Memorial include rituals, either traditional or created specifically for their local event. Mary Virginia Annel describes a dramatic ceremony that took place during a 1997 AIDS Candlelight Vigil in El Salvador:

"All the lights were turned off. A youth theater group circled the auditorium carrying candles and signs bearing the names of those who have died. A man chanted the names of each of the people who died while the kids lifted high their signs with the names and the candles they held. The audience chanted back 'presente' (present) and lifted candles. With each name, more candles were lit until the auditorium was aglow with light."

You may wish to modify this ritual or one of the following rituals for your event or create a ritual of your own that fits the needs of your community:

LIGHTING OF CANDLES

Each candle can be used to light another. Consider starting with one candle lit at a point in a circle or starting with a candle at the front of a room so that the light of the flames can be seen spreading to fill the space. Alternatively, candles can be lit one at a time while names are read. At one site, the participants lit 40 candles, one for each person in their area who had died that year, then everyone's candles were lit from those 40.

EXTINGUISHING OF CANDLES

In Guam, participants in the 1997 International AIDS Candlelight Memorial extinguished candles in the sea symbolizing the loss of life to AIDS. In Winston-Salem, North Carolina, USA, a candle was blown out as each name was read aloud.

NATIVE AMERICAN NAME BURNING CEREMONY

In Tacoma, Washington, USA, Candlelight organizers adapted a Native American ritual to include in their observance. The names of everyone who has died of AIDS in the past year in their county were written on rice paper. Participants were allowed to add names of loved ones. As each name was read, a participant accepted the name and burned it.

RELEASE OF DOVES OR FLOWERS

As a dramatic illustration of loss or letting go, many coordinators plan dove releases. At events that take place near a river, participants may scatter flowers in the river in a gesture of hope, memory and loss.

MEMORIAL MEAL

In Evansville, Indiana, USA, an AIDS Interfaith Memorial was followed by a potluck reception to which participants contributed the favorite dessert of a loved one lost to AIDS.

PERMANENT AND TEMPORARY MEMORIALS

Many Local Coordinating Organizations encourage participants to create some sort of visual or written memorial to those who have died. These can either be temporary, lasting only through the course of the event, or they may be permanent. Here are some ideas:

Quilt Panels

Some events include an opportunity for those who have created panels for the NAMES Project Quilt to display them. After the event the panels are collected and sent to the NAMES Project. A panel can also be created at the event by encouraging participants to write names on 3' x 6' pieces of fabric.

Albums

If you make a large blank book available for participants to write in, it can be kept as a record of your annual event. Photos, obituaries and personal writings can also be included.

Altars

A cloth covered table decorated with candles or lamps can be used to display photos or personal items of those who have died. This gives each participant a chance to share their feelings about someone they are mourning and learn about other people whose lives were taken by the AIDS pandemic.

Names

Names of those who have died can be displayed in a number of ways: written on a long red ribbon or as memorial ornaments hung on a tree, for example. One Local Coordinating Organization ends its Candlelight procession in a commercial district where names of those who have died are chalked on the sidewalk to be seen the following morning by people going to work.



STEP THREE

IDENTIFYING AND INVITING SPEAKERS

You may plan to have various people speak at your event. Sometimes a speaker is a well-known personality or public official. But a “regular person” can be just as effective by speaking from the heart about his or her own experiences living with HIV/AIDS, caring for someone with HIV/AIDS or losing a loved one to the disease. However, speakers should keep in mind that some participants have not had these experiences. It’s important that they use plain language that everyone can understand. After all, participation in the International AIDS Candlelight Memorial is often a person’s first step towards greater involvement in the fight against HIV and AIDS.



Nonkosi Khumalo accepts the Mann Award for Health and Human Rights on behalf of South African AIDS activist Zackie Achmat.

SPEAKERS MAY WISH TO INCLUDE THE FOLLOWING TOPICS IN THEIR SPEECHES:

- Information about the effect HIV/AIDS has had on the local community;
- Information about resources in the local community to assist people with HIV/AIDS and their loved ones;
- Experiences living with HIV/AIDS;
- Political struggles faced by the community affected by HIV/AIDS, such as discrimination, barriers to treatment, lack of available prevention tools, etc.

PARTICIPATION OF LEADERS AND OFFICIALS

Elected officials, community leaders and their families can enhance the impact of the International AIDS Candlelight Memorial. Their participation creates publicity and sends a message to the community that HIV/AIDS is an important civic concern.

Sometimes these leaders are recognized around the world. In past International AIDS Candlelight Memorials, U.S. President Bill Clinton and First Lady Hillary Clinton placed candles in the windows of the White House in Washington, DC; African National Congress President Nelson Mandela and the late Princess Diana issued statements of support for the event; and Bishop Desmond Tutu addressed event participants in Cape Town.

But whether or not local leaders are famous, their participation can increase visibility of your event. They can participate by

speaking at the event, by attending the event, by issuing a proclamation or writing a letter of support to be read at the event, by agreeing to endorse the event, or by lighting candles in the windows of their residences on the evening of the event.

SOME SUGGESTIONS OF WHOM YOU MIGHT INVITE:

- Directors of local hospitals, HIV/AIDS organizations, and other health organizations
- Directors of community agencies that serve specific populations (such as women, youth, communities of color, etc.)
- The governor (especially if the state capital is nearby)
- Prominent athletes
- Members of the City Council
- Television and radio personalities
- The mayor
- Music personalities
- Religious leaders
- Other local celebrities

Obtaining their addresses will require a bit of simple detective work, with the help of the phone, the phone book, and local newspapers. (Also on-line search engines can be helpful, if you have access to them. Remember that many government officials can now be reached by e-mail.)



Sample 'Letter of Invitation' for Local Leaders and Officials

Your Organization's Letterhead

March 4, 2004

City Official's Name

Official's Address

Town A

Any Country 50505



Dear City Official's Name,

We are writing to invite you and your family to join citizens of our town for the International AIDS Candlelight Memorial on Sunday, May 16, 2004. This year marks the 21st anniversary of the world's largest annual community-based AIDS event; locally, (your organization) has coordinated the event for the last four years. This year, caring people around the world - from Argentina to Zambia - will join to remember those who have died of AIDS and in support of those who are living with HIV/AIDS.

The (your town) observance of the event will take place on Sunday, May 16, at ___ p.m. in (location). We will light candles, hear remarks from _____, and listen to songs by the _____ Chorus. The event will also serve as an opportunity for participants to learn about the HIV/AIDS services offered locally, and about the opportunities they have to volunteer.

Because of the compassion and concern you have shown for people living with HIV/AIDS during your term as (official's title), we would be honored if you and your family joined us for this event. We would also be greatly appreciative if you would speak briefly. You might offer remarks on the impact HIV/AIDS has had on your life, and on how important it is for our citizens to be aware of the impact HIV/AIDS has had on our region.

If you and your family are unable to join us for the event, perhaps you would be able to light a candle in your home, and permit us to include your name among the event's endorsers.

I can be reached by phone at (your phone number), and by letter at the (your organization), (your address).

I look forward to your response.

Sincerely,

Your name

Event Coordinator - International AIDS Candlelight Memorial



STEP FOUR

FUNDRAISING AND SPONSORSHIP

FUNDRAISING

Coordinating a local observance of the International AIDS Candlelight Memorial usually requires some expense. It's possible to recover some of the costs by using the event as an opportunity to raise funds or by getting necessary goods and services donated (called "in-kind" donations). It's even possible, with a bit of effort, to have a net gain in funds as a result of the event.

You may use any or all of these strategies, and you may think of some new ones. Local businesses, non profit organizations and public figures may be willing to sponsor the local observance of the event, particularly if you are able to offer them public acknowledgment of their support.



SPONSORSHIP

1. IDENTIFY PROSPECTIVE SPONSORS. Include organizations that do business with people who have HIV and AIDS. Include health-related organizations; businesses owned by people who you think care about HIV and AIDS; churches, synagogues and other religious organizations; large companies (which may be better able to afford sponsorship); and companies that are very visible in the community (who would be eager to enhance their image through support of a community event) and public figures.

2. CHOOSE AN AMOUNT OF MONEY that you might reasonably expect sponsors to pay. Depending on the size of your event and the resources of the community, you might set your sponsorship level at \$50, \$100, \$200 or more. You might also set several levels of sponsorship; for instance, "Local Sponsors" might pay \$50 and "Major Local Sponsors" might pay \$100. In this case, Major Local Sponsors should always be listed ahead of Local Sponsors, and should be printed on the posters and flyers in larger type. Let potential sponsors know that a higher level of sponsorship will result in greater visibility.

After a week, make a follow-up phone call. Ask whether or not your letter was received, and whether the recipient has any questions you might be able to answer. If you can't get a commitment over the phone, simply ask that the potential sponsor contact you when he or she has made a decision. If the potential sponsor cannot afford a cash donation, you might suggest a possible in-kind donation, meaning a donation of goods or services. Suggest setting up an appointment to discuss the event and sponsorship opportunities.

3. MENTION SPONSORS IN YOUR PRESS RELEASES. List them on your printed materials. As you'll see, the poster includes a blank space where you may fill in local information (such as the time and location of your event). This is a convenient space in which to add a list of local sponsors. You can also list your sponsors on your flyer or event program (if you have one). Especially generous sponsors might be listed on your letterhead.

4. RECOGNIZE SPONSORS AT YOUR EVENT. One of the speakers at your event might say something like this: "The Anytown observance of the International AIDS Candlelight Memorial has been made possible by the generosity of local sponsors. We'd like to thank the Anytown Unitarian Church; Lonette's Beauty Salon; Yee, Brown and Guerrero Medical Group; and Rosenfield Construction for their support."

Lastly, it's sometimes necessary to remind sponsors to pay. If an organization agrees to sponsor the event, but doesn't send you a check, you might send them a reminder and an invoice.

Cutline here



Sample 'Invitation to Sponsor' Letter

Your Organization's Letterhead
March 4, 2004
Company A Representative's Name
Company A
Company A's Address
Town B, Any Country 50505



Dear Representative's Name,

On behalf of (your organization), I'm writing to invite (company) to become a Sponsor in the observance of the 21st International AIDS Candlelight Memorial, scheduled for Sunday, May 16, 2004. The Candlelight is the world's largest annual grassroots AIDS event. This year, it will be observed in more than 3,000 cities in 85 nations. It honors the memory of people who have died from AIDS and demonstrates support for people living with HIV and AIDS.

< Include local event information here >

The Candlelight Coalition uses the event to raise awareness and to attract volunteers. Your sponsorship will make it possible for us to stretch our limited funding to make the event a success.

Sponsorship is \$__, and Major Sponsorship is \$__. All sponsors will be acknowledged on the event poster, flyer and event program. Major Sponsors will be acknowledged in all press releases. Checks should be made out to "title of your organization or person's name". Please respond to our request by April 16. If you have any questions, please call me at 505-555-5050. Thank you.

Best wishes,

Your name

Event Coordinator, International AIDS Candlelight Memorial



STEP FIVE

MARKETING AND PROMOTION OF YOUR EVENT

Promoting and marketing your event can be one of the most challenging parts to organizing a successful event. This step usually takes the most amount of work and can require greater resources. However, promoting and marketing your event can be the most exciting part of organizing.

Not all the outreach and promotion for your event needs to depend on the media. There are many ways of getting the word out that depend on your volunteers and your community, rather than on TV stations or newspapers. We have listed a number of these strategies below; please send us any other ideas you may have so that we can share them with other Local Coordinating Organizations.

EVENT POSTER

Posters have blank space for information about the time and location of the local observance of the event. This space may also be used to identify sponsors and to identify the local coordinating agency. You may find it easiest to use computer graphics to lay out the local information in a way that fits on the blank space on the poster. Then print it on adhesive-backed paper (office supply stores sell it as "copier labels" or "laser labels"). We recommend the kind that is full-sheet, or one label per page. Use scissors or a paper cutter to cut the pages to the proper size, and presto, you've got a label that fits neatly in the blank space on the poster. Below is an example of a local information label:

7 PM, SUNDAY, MAY 16, 2004
TOWN COMMUNITY CENTER

Major Sponsors: Lorenzo's Market, People Living with HIV/AIDS Coalition of Niceville, Mayor Victor Adu

Sponsors: Niceville Lesbian/Gay/Bisexual/Transgender Coalition, Bo's Chicken & Waffles, Paladium Disco, Interfaith AIDS Network

If you're not able to use the technique described above, you may wish to simply use a permanent ink marker to hand-write the information on the poster.

Obviously, posters should be placed in the most prominent possible locations, in areas frequented by people who you think might be interested in the event. Indoor locations are preferable to outdoor locations because they are protected from the weather. For these reasons, shop windows are ideal. Often, shop owners/managers will permit you to hang posters in their shop windows. Note that as a courtesy, you should be responsible for taking down the posters after the event.

DIRECT MAIL

You may wish to collect names and addresses of event participants and send a fundraising letter to them at a later date. This fundraising strategy is referred to as "direct mail" and you should be aware that it typically has a return rate of only one percent. The most effective way to collect names and addresses is to circulate a petition. Think of an important municipal or state issue that affects people with HIV and AIDS, write a resolution on the issue (a paragraph or two that advocates for a change in policy or increased funding, for example) and print it at the top of the petitions. The photocopied petitions can then be used as a source of names and addresses for your mailing list.

If your agency is supported in part through private donations, you may wish to let your donors know that you are the organizer of the local observance of the International AIDS Candlelight Memorial. Your role as event organizer is one more compelling reason why people should donate to your agency.

LOGO

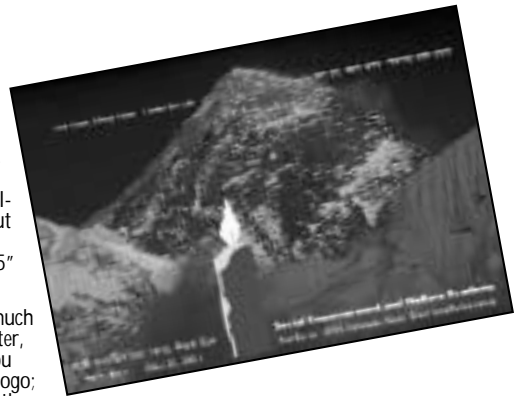
We are including a copy of the logo for the International AIDS Candlelight Memorial, printed in various sizes. The logo sheet also contains the banner "The World's Largest and Oldest Annual Grassroots AIDS Event," which is not part of the logo proper, but which may be used in conjunction with the logo in any arrangement that suits you.

FLYERS

The flyer functions like the poster does - it advertises the event to the public. It can be mass-produced on a photocopier (colored paper is eye-catching). The flyer can be any size, although it's usually most convenient to lay it out as a full-page (8.5" x 11" or "A4") or half-page (8.5" x 5.5" or "A5") design.

The flyer generally contains much less information than the poster, because it's much smaller. You may wish to include only the logo; the date, time and location of the local observance of the event; a phone number for additional information; the name of the coordinating organization; and a list of local sponsors (if you have them).

Post flyers on bulletin boards at businesses, community organizations, schools, colleges and churches, cafes, bars, bus stops, etc. Distribute flyers by hand: outside of clubs, during busy hours at train or bus stations, at political or community events. Ask AIDS organizations to sponsor the event by sending out your flyer to their mailing list with a



CONTINUED ON PAGE 14



CONTINUED FROM PAGE 13

mailing or newsletter (and be sure to acknowledge their help in your materials). You may need permission to distribute flyers.

LETTERHEAD

Letterhead is stationery with the name of the event and the contact information for your Local Coordinating Organization. By adding your address, phone number, fax number and e-mail address (if possible), you can produce attractive letterhead with the Candlelight logo for use in your mailings (press releases, invitations to officials, sponsorship solicitations, etc.). Letterhead makes your coordinating efforts look more "professional."

PROGRAM

An event program lets the participants know what to expect and gives them something to keep. A program might be made using a single sheet of 8.5" x 11" paper, set horizontally and



Cutline here

folded over once, to create a little booklet. The program should include a list of the speakers and performers at your event and the sequence of their appearances, and the name of the coordinating organization and any sponsors. You may want to print the text of brief readings in your program or the words to songs that will be sung. If your organization provides HIV/AIDS-related services year-round, you might want to include a mission statement or list of services. Also consider including the phone numbers of other local organizations that serve people with HIV/AIDS and any HIV prevention information appropriate to your audience. Remember that this may be the one item that attendees take home with them.

Please don't forget to send us copies of materials that you create to save in our archive.

ANNOUNCEMENTS

Send an announcement of your event to AIDS organizations, other community organizations and supportive religious congregations to be read at any meetings they hold. Make sure especially to distribute announcements to HIV/AIDS support groups, to support groups for the friends and family of people with HIV/AIDS, and to grief and loss support groups. If you can, try to attend open organizational meetings to promote involvement in your Candlelight event. At any event where announcements are allowed, make sure to mention your Candlelight observance.

BANNERS

If you know of a business or an organization that has a great, visible location, consider asking to hang a banner off their balcony or on the side of their building. This is an excellent way for a business to sponsor your event if they can not give money. The banner should include the name of the event, the time and place, and a number to call for information or to volunteer. If the banner looks good, it can be used at your event. Special permits may be required.

CANDLE DISPLAYS

Some businesses or organizations may be willing to help in promoting your event by devoting window space to a Candlelight display. This requires only a flyer and a candle (perhaps with a red ribbon tied around it) placed in a spot easily visible from the street. The more often someone sees your flyer the more likely it is that they will remember to attend.

"CHAIN LETTER" BY POST OR E-MAIL

Send organization employees and volunteers a brief, appealing announcement of your event. Ask them to please forward it to anyone they know (in the local area) who might be interested in attending or volunteering at the event. Make sure to provide a contact number and e-mail address.

WEB SITE

Having a page on the Internet makes information about the event available to anyone who has access to the net. People searching for local HIV/AIDS information will come across your page and learn about your event. You can show off your event to potential donors or volunteers by encouraging them to look at your web page. People around the world will be able to learn what your organization does to fight AIDS.

CANDLELIGHT MEMORIAL WEBSITE - LINK TO US

You also have the option to link your website to the Candlelight Memorial Website. If you are interested please visit www.candlelightmemorial.org for more information.



STEP SIX

MEDIA

PRESS RELEASES

Press releases are the simplest, most effective way for you to provide the media with information about your observance of the International AIDS Candlelight Memorial. We have included a sample press release announcing the event and this year's theme; if you haven't already sent out a press release, we suggest that you add local details to this one and send it out soon. Even if you did send out a press release, another one should go out in April to provide the media with updated information about your local event. You can also send out a new press release if a celebrity or elected official agrees to speak at your event or writes a statement of support.

STEPS TO PRODUCING AND DISTRIBUTING A PRESS RELEASE INCLUDE:

1. MAKE A MAILING LIST

Using the phone book, research local newspapers, radio stations and television stations. If you have the time, call the news sources and ask to whom you should send a press release. You may also ask, at this time, to whom you should send Public Service Announcements and Community Calendar Announcements. (More information on these can be found in the next section.) Researching all these questions in one call will save you time later on. Big city newspapers often have a particular reporter who covers AIDS news. If you do not know the names of specific news editors or reporters, address the envelopes to "City News."

2. WRITE THE PRESS RELEASE

Format: At the top of the press release, include a contact name and phone number, the date of mailing, and the words "FOR IMMEDIATE RELEASE." The sample press release illustrates the correct format. Your media contact should be one of the event organizers or someone else who can speak knowledgeably and concisely about the subject.

Headline: Centered, in bold, slightly larger type, the headline should state the central information about your event. You can also give a secondary headline in smaller type, but still bold face.

Content: The first paragraph must include who, what, when, why and where. To the media, the issue is not the story; the event is the story. Give the event name, the site, the time, major participants (especially public figures), and basic program content. Also include the information that your event is part of a global grassroots event taking place in over 3,000 communities in 85 countries around the world.



The second paragraph might include the theme, a sentence or two on the history of the International AIDS Candlelight Memorial and the information that the event is coordinated worldwide by the Global Health Council. The following paragraphs should include a quote from a local HIV/AIDS authority about the importance of acknowledging the effect that AIDS has had on your region and/or a statistic illustrating that effect. You might also include a quote from someone who has lost a loved one to AIDS and/or a person living with HIV/AIDS.

3. DISTRIBUTION AND FOLLOW UP

Something useful to know about reporters: They can be busy. If you "write the story for them" by including quotes and statistics, they will often simply use your facts and quotes as their article. This is good news for you. Press releases should be no longer than three pages. Don't worry about

filling up three pages, though – one or two pages are sufficient. Send the press release to everyone on your media list. News organizations prefer to receive press releases by mail rather than by fax unless the news is an urgent, late-breaking story.

If you have time, you may wish to follow up on your press release with a phone call. Call the media a couple of days after your press release has arrived in the mail, and ask to speak to the city news editor (of course, the editor who handles local news stories may have a different title). Explain to the city news editor that you mailed a press release about the local observance of the International AIDS Candlelight Memorial, and ask if he or she received it. If so, tell the editor how important you believe the event is for your community, and ask him/her to assign a reporter to write a story about it. Offer to provide him/her with the names of people who could be interviewed for a story, such as people with HIV/AIDS, or people who care for people with HIV/AIDS.



Example of a Press Release

Your Organization's Letterhead Here

FOR IMMEDIATE RELEASE

CONTACT: YOUR CONTACT PERSON

MARCH 1, 2004

505-555-5050

21st Annual International AIDS Candlelight Memorial to be observed worldwide on May 16, 2004

The largest global grassroots AIDS event.

On May 16, 2004, the International AIDS Candlelight Memorial will be held in more than 3,000 communities in 85 countries making it the largest grassroots AIDS event ever. The annual event, coordinated worldwide by the Global Health Council, commemorates the lives lost to AIDS, demonstrates support for people living with HIV/AIDS, and mobilizes community-based responses to HIV/AIDS.

<Details of local International AIDS Candlelight Memorial event including place, time, date and who is organizing it.>

The theme of this year's International AIDS Candlelight Memorial is "Turning Remembrance into Action." According to Grassroots Coordinator, your name, "The International AIDS Candlelight Memorial is an opportunity for each of us to dedicate ourselves – for the first time or once again – to the fight against AIDS. We will join together in our commitment to continue our fight against AIDS until the pandemic is over for all people everywhere."

<A quote from one of the local organizers, a local person living with HIV/AIDS and/or a friend or family member>

Around the world, Local Coordinating Organizations, which are often community-based AIDS organizations, religious groups, or coalitions of people living with HIV/AIDS, have already begun planning Candlelight events in their areas. Anticipated Candlelight observances include a variety of events, from the lighting of candles and oil lamps in over 200 rural villages in Southeast India to candlelit processions in Latin America to interfaith memorial services held in towns all over the U.S.

<Description of the program of your local event.>

For further information about the local event, or to volunteer to help organize or staff the event, call (contact name) at the (organization name) at (phone number).

#



Media Advisory

Media advisories are condensed, one-page versions of press releases. They are written in a "who, what, where, when, why" format, and do not need to be double-spaced. They serve as a reminder to the media, and should be timed to reach the media just a couple of days before the event (Thursday, May 13 or - at the latest - Friday, May 14). Media advisories should be sent by fax, to convey a sense of urgency, but mail is fine if it is not possible to fax. Media advisories also give you an opportunity to provide the media with information about any late developments in your plans, such as a change of time or location, or the list of people who will speak or perform at your event.

Anytown HIV/AIDS Coalition

MEDIA ADVISORY

CONTACT: JUAN RODRIGUEZ

MAY 16, 2004

505-555-5050

ANYTOWN AMONG OVER 3,000 CITIES TO PARTICIPATE IN
2004 INTERNATIONAL AIDS CANDLELIGHT MEMORIAL

Congresswoman Bermudez, basketball star Jerry Jenkins to speak

WHO: The citizens of Anytown, hosted by the Anytown HIV/AIDS Coalition, with guest speakers Congresswoman Juanita Bermudez and basketball star Jerry Jenkins, and the Choir of First Baptist Church.

WHAT: The Anytown observance of the 2004 International AIDS Candlelight Memorial, held this year in over 3,000 communities in 85 countries. The program includes a candlelight procession and musical performances.

WHERE: The bandstand in Anytown Park

WHEN: 8:00 p.m., Sunday, May 16, 2004

WHY: To remember those who have died of AIDS and to support those who are living with HIV and AIDS. To provide information to the citizens of Anytown about the HIV/AIDS services and volunteer opportunities offered by local HIV/AIDS organizations. To promote the theme: "Turning Remembrance into Action."

QUOTES: "The International AIDS Candlelight Memorial gives us an opportunity to rededicate ourselves to the fight against AIDS," says Congresswoman Juanita Bermudez.

"My sister has AIDS," says Anytown Swishers basketball star Jerry Jenkins. "I want her to know I stand by her all the way, and I want to help educate the community about the reality of AIDS."

"Over 100 citizens of Anytown have died of AIDS," says Maria Loyola, executive director of the Anytown HIV/AIDS Coalition. "It's important to realize that we've got to improve education and prevention in our community, as well as take care of the people who are already infected."

END



Press Kits and Media Contacts

WHAT IS A PRESS KIT?

A Press Kit is an efficient way to make sure that reporters leave the scene of your event with the story you want them to report. By providing all the necessary tools for a reporter to cover your event you make it more likely that they will include the information you are hoping to disseminate. The kit should be distributed in a plain professional-looking folder. You may want to decorate the outside with a sticker with the Candlelight logo and the name and date of your event.

WHAT IS IN A PRESS KIT?

The following elements should be in every press kit:

- Press release
- More complete background information than is in your press release including:
 - History of your organization and its involvement with the International AIDS Candlelight Memorial
 - Fact sheets with statistics and quotes on the local state of the AIDS epidemic
 - The business card of at least one media contact

YOUR PRESS KIT MIGHT ALSO INCLUDE:

- An Event Program listing names of speakers and performers
- Letters of support from local, national and international organizations and leaders (pick two or three that will most impress locally)
- Agency Brochure(s) of the organization(s) coordinating the event
- An appropriate pamphlet or flyer from your organization or a local AIDS service provider
- Information about any special honorees at the event or about a particular person or people being memorialized
- An article or two about the state of the epidemic

WHO IS A MEDIA CONTACT?

At the very least, a media contact is the person (or people) listed on the press release. She or he is available by phone before and after the event to answer questions and give quotes to reporters. It is also very helpful to have a media contact at the event itself (who may or may not be the same person who is listed on the press release).

The media contact should be someone who is comfortable being quoted by name and is informed about the event and the issues. He or she should be prepared to point out spokespeople to the reporters as well as let them know what to expect during the event. If you have more than one media contact (and if your event is large, you probably should) aim for some diversity in your media representation, for instance, one man and one woman. Before the event, organizers may wish to consider some of the most likely questions to be asked by reporters and prepare a “sound byte” or two for the media contact(s) responses.

WHAT DOES THE MEDIA CONTACT DO WITH THE PRESS KITS?

A media contact should distribute press kits by hand to every member of the news media at the event. “Have you received a Press Kit yet?” is an excellent opening line. It gives the media contact an opportunity to become recognizable to the reporter. It also is a time to give a brief interview or set up an on-site interview with a speaker, a performer or a participant who has agreed to be interviewed (such as a person with HIV/AIDS or a friend or family member). After introducing him/herself and setting up an interview (if possible), the media contact should thank the reporter, express appreciation for the reporter’s presence, indicate availability for any further questions, and ask for the reporter’s business card or at least name. Keep a list of reporters who attend the event to use when promoting future events. Next time you can send a press release directly to a reporter who has already shown interest in the issue (as well as to the editor’s desk)!



www.candlelightmemorial.org

THE GLOBAL HEALTH COUNCIL HAS DEVELOPED AN INTERNATIONAL AIDS CANDLELIGHT MEMORIAL WEBSITE TO BE USED AS A RESOURCE FOR ALL OF THE LOCAL CANDLELIGHT COORDINATORS. IT HAS MANY FEATURES THAT YOU WILL FIND USEFUL WHEN ORGANIZING YOUR LOCAL MEMORIAL.

INTERNATIONAL AIDS CANDLELIGHT MEMORIAL

Mobilizing your community in the fight against HIV/AIDS

Monday, 2 February 2003

About Us Get Involved! Local Memorials Donate

Join the global movement... **Get Involved!**

Coordinate
When you coordinate a Candlelight Memorial in your community, the Global Health Council provides you with tools to make this event a success.

Attend
Check out the Directors to find if a Candlelight Memorial is scheduled for your community.

Sponsor
We are always looking for new partners and sponsors that can help us continue this unique project.

An ongoing project of the International AIDS Candlelight Memorial

hot seats

Students Addressing HIV/AIDS Through Advocacy and Art

Register your community today!
Remembering the Cause, Renewing our Commitment
18 May 2003

Join Our Newsletter

What's New

Miss Universe Volunteers for HIV Test

Justine Pasek, 2002 Miss Universe, is the official spokeswoman for the International AIDS Candlelight Memorial.

The 2003 International AIDS Candlelight Memorial will take place on Sunday, 18 May 2003.

"From Argentina to Zambia, the world-wide response to HIV/AIDS must be in a spirit of kinship that is one of inclusion and not exclusion, of compassion, and of joint action..."
- Peter Piot, Executive Director, UNAIDS

ON-LINE COMMUNITY

Downloadable Coordinator's Manual
The official Coordinator's Manual will be made available on the website shortly after the hard copy is mailed out. This will allow you to make additional copies of it and send it out to other interested parties.

SIGN UP FOR OUR LISTSERVE

You can sign up for our bi-monthly email listserve to keep up-to-date on what is going on in the Candlelight community. This listserve will provide you with information on events leading up to the Memorial, events and issues surrounding community mobilization, resources and networks to help you with your event, and other global AIDS related issues.

LOCAL COORDINATOR INFORMATION

A list of all registered Candlelight Coordinators is posted on the Candlelight Website. You can use this list to contact other coordinators to get program ideas, to join efforts or to talk about various issues surrounding Candlelight.

ON-LINE REGISTRATION

The Candlelight site allows you to register with the on-line registration form. This is probably the quickest and easiest way to register.

ON-LINE COMMUNITY

MESSAGE BOARD: Allows Coordinators to share ideas on individual experiences about organizing a Candlelight Memorial and other issues related to HIV/AIDS

SPOTLIGHTING A COMMUNITY: The work of a different community is highlighted every other month.

"WHAT'S NEW" – News about what's new with the Candlelight Memorial.

CONTINUE TO CHECK THE WEBSITE FOR UPDATED INFORMATION.
IF YOU HAVE QUESTIONS OR COMMENTS, PLEASE E-MAIL US AT
CANDLELIGHT@GLOBALHEALTH.ORG.



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Notes



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www.globalhealth.org