



## Campaign Toolkit: The Global Fund to fight AIDS

### THE ISSUE

Over the past few decades, the incredible progress we have made against HIV/AIDS has created a false sense of security about an epidemic that still claims more than 2,500 lives every day. AIDS is still a crisis, despite what you might see on the news or hear from lawmakers. Medical advancements have created hope for many newly infected, but an HIV diagnosis is still a death sentence for people unable to get life-saving treatment.

Heading into 2019, we want to proactively convince the Administration that this crisis is still real, that turning back now will cost us hard-won progress, and that the only way to continue battling the disease effectively is to **fully fund the Global Fund in the President's 2020 budget proposal to Congress.**

### THE CAMPAIGN

The first phase of ONE's Global Fund campaign efforts will focus on the Administration. During his campaign, President Trump said America was "going to lead the way" in the AIDS fight, and committed to doubling the number of people on treatment by the year 2020. "I believe so strongly in that," he said. At another event, he stated that America's current level of investment in the Global Fund—contributing one-third of the total raised by the Fund—"sounds good" and that it's "the kind of thing we should be doing."

We'll be sending cards to Office of the U.S. Global AIDS Coordinator and Health Diplomacy asking Secretary of State Mike Pompeo (through letters and tweets) to ensure the FY2020 budget stays consistent with President Trump's campaign commitment. Previous proposals from the Office of Management and Budget (OMB) Director Mick Mulvaney have ignored the President's preferences on the issue, and we believe next year's budget should reflect the President's stated wishes. **We expect this phase of our campaign to last through the end of this year and through the release of the President's budget in February.**

### THE ADVOCACY ACTIONS

- 1) **Postcards to Secretary Pompeo:** Your goal is to generate personalized postcards to Secretary of State Mike Pompeo asking him to ensure the FY2020 budget stays consistent with President Trump's campaign commitment. We will mail you pre-designed postcards that contain blank space for action-takers to fill in a personalized message to Secretary Pompeo using the sample message in this toolkit. Help us meet our goal for ONE Campus chapters to get 1,000 postcards!

[Go here to report](#) your postcards and upload a [ONE Campus data spreadsheet](#) with the name and contact information of each person who wrote a postcard. Once you've reported and submitted the data from your actions, simply mail your postcards to Secretary Pompeo--the mailing address is pre-printed on the postcard.



- 2) **Tweets at Secretary Pompeo:** We're also asking you to generate Tweets at Secretary Pompeo using the sample tweets in this toolkit. Don't forget to [report](#) and submit a [data spreadsheet](#) for all your actions, including Tweets!

## CAMPAIGN TACTICS

Here are some ideas for ways you can generate postcards and Tweets to Secretary Pompeo:

- **Tabling** — Tabling is a tried and true way to collect handwritten messages. Table in the student center, near a dining hall at lunchtime, or on the quad! Try providing a giveaway like a ONE wristband or candy in exchange for completing a postcard.
- **Host an Event** — Organizing an event is one of the most effective ways to collect cards and letters. Asking your ONE members, classmates, and friends to come to a simple get-together (with a letter writing action at the end of night) could be a low-bar ask that many would be open to saying yes to.
- **Delegating to Your Volunteer Team** — If you're working with even just one other Executive Board member, ask if they can commit to collecting 5-10 cards before the end of the month. Having just a few people responsible for their own individual goal will make it much easier to collect cards and contribute toward your chapter's overall catalytic action goal.

## RESOURCES

### 1. Event & Reporting Tools

- [Question Form](#) — If you come across anyone at an event who has a question you cannot answer, have them fill one of these out and send it to ONE Headquarters.
- [Event Data Reporting Form](#) — When as you collect catalytic actions or complete a tabling event, use the form to report your event/actions, and be sure to attach a completed [spreadsheet](#) with the contact info of those who took action.

### 2. Messaging

- Global Fund Resources
  - [Main Talking Points](#)
  - [In-Depth Talking Points](#)

### 3. Catalytic Action Resources

- Sample Handwritten Letter — See below
  - Sample Tweets — See below
  - Global Fund Postcards – Request using this [form](#)
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## **Sample Handwritten Letter (Pompeo Global Fund Letter)**

*Dear Secretary Pompeo,*

*AIDS is still a crisis. During his campaign, President Trump said America would continue to 'lead the way' in the global AIDS response. [INSERT PERSONAL REASON WHY YOU CARE]. Please ensure that your FY2020 budget proposal at least maintains the United States' investment to the Global Fund at its current level.*

*Sincerely,*

*[NAME]*

*[SCHOOL]*

*[CITY, STATE, ZIP CODE]*

*[EMAIL]*

## **Sample Tweets**

Dear @SecPompeo, during the campaign, @realdonaldtrump promised the U.S. would lead the way against HIV/AIDS. Will you fight to protect @GlobalFund funding in the FY2020 budget like the President wants?  
#endAIDS #onecampus

AIDS is still a crisis @SecPompeo! More than 2,500 people die from AIDS-related causes every day- nearly two per minute. Will you fight to save millions of lives by protecting funding for @GlobalFund in the FY2020 budget?  
#endAIDS

Did you know @SecPompeo: the @GlobalFund has saved 27 million lives in its first 15 years? Will you commit to protecting these smart, effective investments in the FY2020 budget? #endAIDS #onecampus