

BECOME A



CAMPUS REP

NOW

What are Campus Reps?

High school and college students that help promote UTAC and sell our merchandise on their school campuses.

What is Until There's A Cure?

501(c)3 nonprofit dedicated to eradicate HIV/AIDS by raising awareness and funds through the sale of merchandise sales.

Why should you become one?

Opportunity to gain experience in sales/marketing and earn a commission.

**For more information,
email: info@utac.org**

Until There's A Cure

Campus Representative Manual



**Until There's A Cure Foundation
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History of Until There's A Cure

Until There's A Cure Foundation was created in 1993 by two California mothers who were fueled by concerns about the effects of HIV/AIDS, specifically on the lives of their children. This concern inspired the mothers to create the non-profit organization, Until There's A Cure.

The Foundation was the first non-profit organization to create and sell a bracelet to raise funds for a cause. *The Bracelet* was designed to help increase awareness, and to promote compassion, understanding, and responsibility. It serves as a symbol that bridges and unites people to fight HIV/AIDS together.

Our product line includes eleven different styles of bracelets, made of a variety of materials and at price points from \$5 to \$125. Several of our bracelets provide a market for HIV+ craftspeople and support AIDS care and prevention in the developing world.

About Until There's A Cure

Until There's A Cure® is a national organization dedicated to eradicating HIV/AIDS by raising awareness and funds to combat this pandemic.

Our dream is that no one else will become infected with HIV. For those who are HIV positive, we are dedicated on their behalf to educating all people about the virus and the overwhelming need for love and compassion in fighting this pandemic.

Our goal is to fund prevention education, care services, and vaccine development, and to increase public awareness of AIDS, using *The Bracelet* as the tool. *The Bracelet* will not only serve as a bridge to unite people to fight HIV/AIDS, but will help to increase consciousness, compassion, understanding, and responsibility.

Until There's A Cure is committed to:

- Funding innovative programs which promote AIDS awareness and prevention education.
- Providing financial support for care and services for those living with AIDS.
- Supporting and advocating for AIDS vaccine development which offers the best hope for reducing the spread of HIV.

Job Description

We're thrilled to have you on board! As a campus representative for Until There's A Cure, your primary responsibility will be promoting and marketing UTAC through the sales of our merchandise on your school campus. Other responsibilities include gathering feedback on UTAC products from peers by conducting surveys, questionnaires, etc to find out which UTAC product(s) appeals the most to high school and college students. This is an informative opportunity for students looking to gain experience in sales, marketing, or any other related fields.

Being a campus representative means flexibility—you choose when you work and how much you work. Your success as a campus representative intern greatly depends on the amount of effort put into the internship. Although you are your own boss, you still have the full support and resources of the foundation at your disposal. We are here to give you suggestions, answer questions, and help you learn as much as you can about our cause. During your time with Until There's A Cure, you will gain valuable skills that will have great value in your future endeavors. As a campus representative, you serve as a link between UTAC and your school administration.

Compensation

As a campus representative not only do you gain skills and experience, but you also receive a discount code. This code is to be used by yourself, your friends and family, and anyone you advertise it to in order to buy our merchandise. This code will give anyone who uses it **10% off their purchase**. Your code directly corresponds to you, meaning that we will use this code to track how many sales you generate for Until There's A Cure. In return, you will receive a **20% commission on each item** that is purchased using your discount code. Each product you sell helps bring awareness and funds towards fighting the pandemic of HIV/AIDS. The following are potential commission scenarios:

- If you sell a \$150 bracelet you will receive \$30 commission
- If you sell a \$50 bracelet you will receive \$10 commission
- If you sell a \$20 bracelet you will receive \$4 commission

Our products are located and available for sale at:
<https://until.org/shop/>

Group Sales Tactics

You are in a setting where there is no lack of a population—a school campus! Whether you are a freshman trying to see what your campus has to offer, or a veteran student who already knows the ropes, make a list! Make a list of clubs, sororities, fraternities, sports teams, local newspapers, local businesses, or even event fairs.

You don't need to be on a sports team or in a fraternity to reach these members. Contact coaches and presidents about attending a meeting or passing on information for you. Many schools have different posters and fliers up promoting different causes or meetings. Promote our cause, and give information on how to learn more. There may already be a club on your campus dedicated to HIV and AIDS. Find out! If there is, they would definitely be interested in our cause, so reach out to them about attending a meeting. If there is not a club on your campus dedicated to HIV/AIDS and you are feeling extra ambitious, you could always start one!

Advertising and Embracing Social Media

Easy and fun ways to reach out:

- Hand out and hang up posters and flyers to students on campus; see guidelines and policies for advertising with posters at your school.
- Set up a table or booth in a popular area, or at an event fair.
- Create and hand out business cards with information and the discount code on it.
- Put an advertisement in your school newspaper and school website.
- Post on your own social media pages.

Feel free to share and like our various accounts, while utilizing the power of social media to expose others to the great cause we support. Below are the links to the different Until There's A Cure social media sites:

<https://www.facebook.com/Until.Org>

<https://instagram.com/untilorg/>

<http://pinterest.com/UntilOrg/>

<http://www.twitter.com/UntilOrg>

<http://www.youtube.com/user/UntilTheresACure>

Important Facts

Human Immunodeficiency Virus

Human – HIV only infects humans.

Immunodeficiency – HIV weakens your immune system since it destroys cells that normally fight disease and infection.

Virus – HIV is a virus that only replicates by taking over a cell in the body of its host.

HIV is transmitted through bodily fluids such as blood, semen, pre-seminal fluid, breast milk, vaginal fluids and rectal mucous–this includes sexual contact, pregnancy, childbirth and breastfeeding, injection drug use, occupational exposure, and rarely, blood transfusion and organ transplant. Although HIV is transmitted through bodily fluids, it is not transmitted through saliva.

Symptoms of HIV include: flu-like conditions, chills, rash, muscle aches, night sweats, sore throat, fatigue, swollen lymph nodes and mouth ulcers. However, many people who are HIV+ report having no symptoms. This is why it is important to get tested.

AIDS-Acquired Immuno Deficiency Syndrome

Acquired – AIDS is not inherited, but rather it is acquired.

Immuno – Your immune system is affected.

Deficiency – You get AIDS when your immune system isn't working properly

Syndrome – A syndrome is a collection of symptoms and signs of a disease.

AIDS has a range of complications and symptoms. AIDS is the final stage of the HIV infection. One is diagnosed with AIDS if they have one or more Opportunistic Infections, certain cancers (lymphomas and other immune system cancers) or a very low number of CD4 cells.

Important Facts (continued)

U.N. AIDS statistics, based on the latest data from 182 countries, show that worldwide:

- 199,000 children were newly diagnosed with HIV in 2013
 - In countries such as Lesotho and Malawi, 20% and 12% of children diagnosed with HIV died, respectively.
- In countries such as Nigeria, the number of infected HIV persons increased significantly
 - Sub-saharan Africa bore almost 70% of new HIV infections in 2013
- 1,300,000 million pregnant women were diagnosed HIV positive in 2013
- In 2013, 1.5 million people died from AIDS-related causes worldwide.
- 2.2 million–2.8 million people became newly infected with HIV in 2011.

The Center for Disease Control statistics show that in the United States:

- At the end of 2013, an estimated 47,352 persons in the United States were diagnosed with HIV.
- The cumulative estimated number of people diagnosed with AIDS in the United States was 1,182,528 at the end of 2013.
- At the end of 2013, an estimated 9,843 persons in the United States 13 years and younger were diagnosed with AIDS.
- The cumulative estimated number of deaths of persons with a positive HIV diagnosis in the United States through 2013 was 683,076.

Thank you for your time and commitment!

We know that high school and college are busy, exciting, and challenging times in a student's life. We appreciate you choosing to work with us while you are simultaneously working hard in school.

Throughout your time with UTAC, please keep in contact with us through email or phone. We will be checking in with you frequently and updating you on current projects here at the Foundation. This will ensure that you feel connected and informed with what we are working on presently. You will also be provided with contact information of other campus representatives , both in your area and not, so you can brainstorm together and bounce ideas off one another.

Most importantly, welcome to the

Until There's A Cure team!