

## **MOCA's Sixth Annual Silent No More Walk Run Saturday September 17 Rosland Park, Edina**

### HELP GET THE WORD OUT

We'd like your help distributing Walk/Run posters and brochures. If you attend the Annual Meeting, please plan to pick up materials to distribute at your workplace, your place of worship and businesses in your neighborhood or you can call MOCA at 952-890-8775 and make arrangements to pick up brochures and posters at our office in St. Louis Park. It's a great way to raise awareness of ovarian cancer.

### IDEAS FOR RAISING PLEDGES

The pledges from the Walk/Run help MOCA meet its mission of funding ovarian cancer research in Minnesota, raising awareness of the disease and providing support to women with ovarian cancer and their families.

Here are a few ideas to help you increase your Walk/Run pledges in support of MOCA:

- Ask your family, friends, neighbors and colleagues to support you by walking with you.
- Have a bake sale or car wash at your school, office or place of worship.
- Hold a silent auction at your workplace.
- Invite your friends to dinner and ask them to make a donation in the amount they would have paid if they'd gone to a restaurant.
- Set a goal for the amount you want to raise. If you are uncomfortable asking people to sponsor you, try asking just one person each day.
- Make it a party – create a team and compete with your team members to raise the most pledges.
- Mail a letter to all your friends letting them know why you want them to sponsor you. Follow up with an email to remind those that have not responded. (*sample on reverse*)
- Double your money – ask your employer about matching funds.
- Hang a pledge form up on a bulletin board at work.
- Instead of receiving gifts for your birthday or another special occasion, ask your family and friends to make a donation to MOCA.
- Host a happy hour for your friends, neighbors, co-workers and ask them to donate what they would have spent if they gone out.

#### **NEW THIS YEAR: SPECIAL PRIZES FOR THE TOP WALK/RUN PLEDGE GETTERS!!**

##### **Adult Pledge Getters**

1<sup>ST</sup> Place: \$500 cash

2<sup>ND</sup> Place: Jewelry Piece valued at \$250

3<sup>RD</sup> Place: It's a surprise!

##### **Children Under 12 Pledge Getters**

1<sup>ST</sup> Place: Bike from Erik's valued at \$300.00

2<sup>ND</sup> Place: Ipod Shuffle

3<sup>RD</sup> Place: It's a surprise!

## A FEW SUGGESTIONS FROM TOP PLEDGE GETTERS

**Diane Boldt**, who was diagnosed with ovarian cancer a year ago, said she beat the bushes to get pledges. “I went door to door in my neighborhood. It was during the time I had chemo and I was wearing a scarf – I think that helped me raise more money! I also worked at North Memorial for 30 years so many of my co-workers made pledges and there was an employee match. I was determined to raise as much as I could for MOCA. I hope to do it again this year. I just had my CA125 and my marker is at 11!”

**Jodi Nelson**, from Willmar, walked with her sister Jill in memory of her mother Betty Shepperd who died of ovarian cancer in 2003. Jodi sent lots of emails and made many phone calls to her family and friends. She encouraged people to pledge online through [www.active.com](http://www.active.com). Jodi used the web as a way to let people know her mother’s story. She contacted friends of her mother’s on both the east and west coasts. Active.com made it easy for them to donate online.

**Connie Manuel**, another ovarian cancer survivor, said she reached out to her network of family and friends to raise pledges for the Walk/Run. The faculty, staff, students and alumni at Waconia High School were also very supportive of her efforts. Like Jodi did for her mother, Connie posted her story on [www.active.com/donate/moca5.com](http://www.active.com/donate/moca5.com). About half of her pledges were made online. She sent a copy of her story to friends and family who aren’t internet savvy so that they could donate money by mail.

### SAMPLE LETTER (FEEL FREE TO PLAGIARIZE)

*Dear Family and Friends,*

*As many of you know, I was diagnosed with ovarian cancer this year. It was, and continues to be, a scary time for me, but because of your love and support, prayers and encouragement, I am getting through each day and remain optimistic that the treatments I am receiving will be successful in fighting this disease.*

*It is often difficult to find a bright side in a situation like this, however, I’ve been fortunate to have found a special group of women who have gone through, or are going through, what I am. Knowing that I am not alone is a tremendous comfort for me. The group to which I am referring is Minnesota Ovarian Cancer Alliance (MOCA). It is a non-profit group, founded six years ago by a group of ovarian cancer survivors, to raise awareness of the disease, and its symptoms, and also to fund ovarian cancer research in Minnesota. In the past five year’s, MOCA has awarded close to \$1 million in research grants!*

*MOCA’s biggest fundraiser is the Silent No More Walk/Run for Ovarian Cancer. This year the event is being held on Saturday, September 17 at Rosland Park in Edina. I would be honored to have you join me, and my family, to share the experience, celebrate life, and honor all of the brave women fighting this disease. If you aren’t able to attend, your contribution would be sincerely appreciated. Please submit your donation to me prior to the event so that I may turn it on the day of the race.*

*If you would like to learn more about ovarian cancer or MOCA, please visit their web site: [www.mnovarian.org](http://www.mnovarian.org).*

*Living with cancer is a whole new experience for me, one that I never dreamed I would have to go through. Thank you for all that you have done for me in the past few months. I appreciate it more than you will ever know.*

So we can track pledges made to you, please include the following information at the bottom of your pledge letter and note that it can be torn off and sent in with a donation:

This donation is in honor of/memory of DESIGNEE'S NAME HERE.  
I am pledging it to: YOUR NAME.

### SIGN UP NOW!

It’s not too early to register for the Walk/Run. You can do it now online at [www.active.com](http://www.active.com). Click on individual sports and enter “MOCA.” Or check out MOCA’s website at [www.mnovarian.org](http://www.mnovarian.org) for more information about the Walk/Run and other examples of pledge letters, including one from the family member of a survivor.