

## Overcome Ovarian Cancer Walk



### 6 STEPS TO A WALK TEAM!

**The Plan:** A letter-writing and/or email campaign. It's one of the most effective AND one of the easiest ways to raise money for the Walk. The average letter-writing campaign raises \$2,500! Get all of your team members involved. By simply drafting a "Dear Family and Friends" letter or email explaining why you and your family are participating in the OverCome Ovarian Cancer Walk, you can reach your largest audience without even leaving the comfort of your home!

#### **Step 1: Develop Your Mailing List**

Before you send your letter or email, you need to determine who to send it to. Remember — the larger your distribution list is from the start, the larger your results!

#### **Step 2: Write Your Letter**

Not sure what information to include in the body of your letter? See the sample letter online or try breaking it down into these [four areas](#):

- Start by explaining your connection to Ovarian Cancer.
- Provide some facts about Ovarian Cancer.
- Discuss what GOCA is doing and the community outreach programs.
- End your letter by telling people how they can help.

#### **Step 3: Mail Your Letters**

Send your letters out early and send out reminders! You will give those who receive them time to tell their friends, family and co-workers about the OverCome Ovarian Cancer Walk.

#### **Step 4: Collect the Money**

Make sure that all the checks are made payable to the Georgia Ovarian Cancer Alliance or GOCA.

#### **Step 5: Turn in Your Money**

On Walk Day, bring the money you have raised and collected with you. GOCA staff and volunteers will be on hand to gratefully accept your pledges and donations.

#### **Step 6: Say "Thank You"**

After the Walk is over, be sure to acknowledge everyone who donated. Send a Thank-You note!