

**RealOptions**  
OBRIA MEDICAL CLINICS

March 9th  
Martial Cottle Park | San Jose



03.09.2019  
**Walk for Life**  
5K RUN

Dear Friends of RealOptions,

It's time again for our annual Walk for Life and 5K Run on Saturday March 9, 2019! This event is of key importance to help us continue to provide life-affirming services to women, men, students, and families through our four medical clinic and outreach programs. We encourage you to form church, family, community, or corporate teams.

In addition to the walk and run, there will be prizes, music, food, a kid zone, and other festivities to help us celebrate the gift of life!

Please note that YOU DO NOT NEED TO BE PRESENT ON THE DAY OF THE EVENT to participate with us. You can get pledges and walk or run wherever you are! We appreciate your partnership!

We are honored to advance a culture of LIFE with you,

A handwritten signature in cursive script that reads "Valerie".

Valerie Hill  
CEO

**RealOptions**  
OBRIA MEDICAL CLINICS

March 9th  
Martial Cottle Park | San Jose



03.09.2019  
**Walk for Life**  
5K RUN

### **Who is RealOptions?**

RealOptions is a 501(c)3 nonprofit organization recognized for its quality of care by providing consultations and life affirming professional medical services, and material support to women, men, students, and families. RealOptions has four licensed medical clinics serving Santa Clara and Alameda Counties that are devoted to caring for patients physically, emotionally, and spiritually. RealOptions strives to be the first place people go to learn all their options. We offer a broad spectrum of education, intervention, and healing services to the community positively impacting thousands of students and families each year.

### **INTERVENTION**

**RealOptions Obria Medical Clinics** provide pregnancy tests, STD testing and treatment, pregnancy options consultations, ultrasound to determine viability, 1st and 2nd trimester prenatal care, material support, abortion pill reversal treatment, and community-assistance referrals.

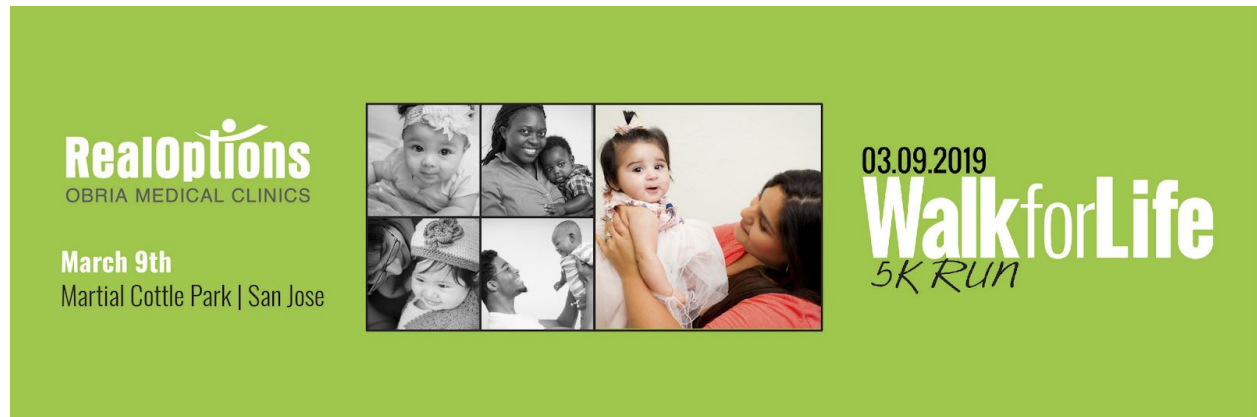
**College Campus Outreach** provides campus resources, referrals, information, and compassion to pregnant and parenting students at local universities and community colleges to support them so they can choose life and achieve academic success.

### **EDUCATION**

**RealTalk** is a sexual risk avoidance program that has reached over 80,000 students and parents with a multimedia, interactive, curriculum. RealTalk for Students engages students in dynamic discussions and models healthy lifestyle choices. RealTalk for Parents builds on the foundation of the student curriculum to equips parents with tools and resources to help them engage in open conversations with their children and monitor behaviors that could put the student at risk.

## HEALING

Our **Hope Programs** reach out to our community and local churches to provide healing pathways to anyone impacted by pregnancy loss, abortion, or miscarriage through monthly support groups and weekend retreats throughout the year.



The image is a promotional banner for the 'Walk for Life 5K Run' event. It features a green background. On the left, the 'RealOptions' logo is displayed in white, with 'OBRIA MEDICAL CLINICS' underneath. Below the logo, the date 'March 9th' and location 'Martial Cottle Park | San Jose' are listed. In the center, there is a collage of six black and white photographs showing various people, including women and children, in different settings. On the right side, the date '03.09.2019' is written above the event title 'Walk for Life' in a large, bold, white font, with '5K RUN' written in a smaller, handwritten-style font below it.

## EVENT INFORMATION SUMMARY

The Walk for Life and 5K Run is a fundraising and community awareness event that benefits **RealOptions**. All proceeds go towards providing life affirming services to women, men, students, and families through our four medical clinics and outreach programs in the Bay Area.

**When:** Saturday, March 9, 2019

**Locations:** Martial Cottle Park  
5283 Snell  
San Jose, CA 95136

**Schedule:** 8:30 AM Check in  
9:00 AM Welcome  
9:15 AM Walk/5K Run  
10:15 AM Prizes and Breakfast  
11:00 AM Music and Activities

### Event Highlights:

- 2-mile walk
- 5K run\* includes chip timing and results posting at Martial Cottle Park
- Kid zone
- Family event

**\*RUNNERS PLEASE NOTE:** A minimum \$50 sponsorship (per runner) is required.

## Event Details:

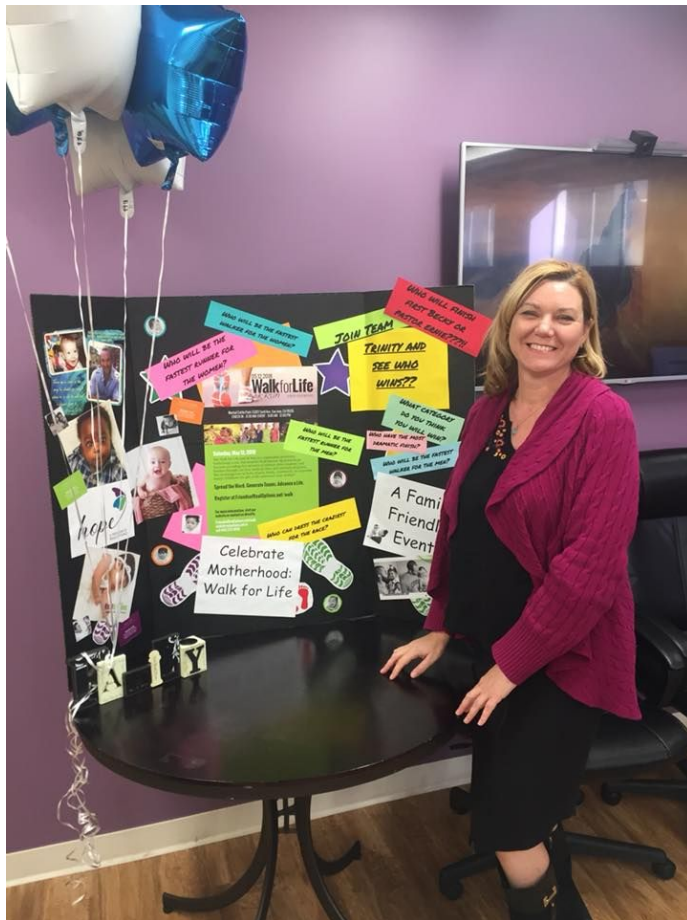
[www.friendsofrealoptions.net/walk](http://www.friendsofrealoptions.net/walk)

**Event Parking:** Parking available. Fees apply. Free Street parking available.

**Contact Us with Questions:** Leah Gaul, 408-229-9836 x1003 or email [walk@realoptions.net](mailto:walk@realoptions.net)

## Your Display Table

It is ideal to have a bright, eye-catching display in a prominent location at for up to three weekends prior to Walk for Life.



**Display Dates:** Feb 17, 24 -March 3

### **MAKE SURE YOUR DISPLAY IS INFORMATIVE**

- ✓ Walk for Life & 5K Pledge Forms
- ✓ Event Information Summary Sheet
- ✓ Walk for Life Bookmarks
- ✓ RealOptions Information
- ✓ Your Team Goal

### **SUGGESTIONS TO MAKE YOUR TABLE EYE-CATCHING**

- ✓ Bright-colored Tablecloth
- ✓ Colorful Balloons
- ✓ Photo Display from your Team members last year
- ✓ Candy

### **BE INTERACTIVE AND ATTRACT ATTENTION**

- ✓ **Make eye contact** with people when they walk by – say hello to everyone.
- ✓ **Stand in front of your table**, not behind it.

- ✓ **Be bold.** Explain the Walk for Life & 5K Run and the services of RealOptions.
- ✓ **Make it personal!** Share your why
- ✓ **Personally ask people to participate.** Have them sign up so you can add them to your team.
- ✓ **Strength in numbers!** Ask your team members to help you staff the table.

## Suggested Bulletin Announcements Samples

### **SAMPLE Bulletin Announcements RealOptions Walk For Life & 5K Run, Saturday March 9, 2019, at Martial Cottle Park in San Jose**

Make your love for life live on. RealOptions Obria Medical Clinics and (your church name) are going "On Mission" to advance a culture of life in the Bay Area! Join the "(your church team name)" as a volunteer or as a participant on March 9 at Martial Cottle Park. To volunteer, email [walk@realoptions.net](mailto:walk@realoptions.net). To walk or run, register under (church team name) at [www.friendsofrealoptions.net/walk](http://www.friendsofrealoptions.net/walk).

Walk or Run and celebrate the gift of life! Participate in the Annual Walk for Life & 5K Run on Saturday, March 9th at Martial Cottle Park. This event benefits the work of RealOptions Obria Medical Clinics which serves thousands of women, men, families, and students in our community every year. Start by getting a pledge sheet from the RealOptions information table [table location] or by registering online at [www.friendsofrealoptions.net/walk](http://www.friendsofrealoptions.net/walk).

CALLING ALL LIFE GROUPS! Walk as a team at the Annual Walk for Life & 5K run on Saturday, March 9th at Martial Cottle Park. Create a team name and start asking people to sponsor you. Get a pledge sheet from the Walk information table [table location] or register online at [www.friendsofrealoptions.net/walk](http://www.friendsofrealoptions.net/walk) for more information. Go the extra mile for a mom & baby!

Join hundreds of others next Saturday, March 9th, at Martial Cottle Park to support the life-affirming work of RealOptions Obria Medical Clinics. All funds raised will provide free support services for mothers and their babies. You can volunteer, walk, or run. Get a pledge sheet from the RealOptions information table [table location] or visit [www.friendsofrealoptions.net/walk](http://www.friendsofrealoptions.net/walk).

## **Crowd Fundraising Tips**

- o **Set a goal.** Write the number on your pledge form or on your online fundraising page. Be sure to thank your sponsors after the event!
- o **Start your pledge sheet(s) with a generous pledge.** Most people will follow the example of the first pledge on your form or online fundraising page.
- o **Support yourself.** Others will appreciate that you are devoting both your time and your own finances.

o **Dedicate your walk or run to someone** who has been touched by RealOptions programs or services – a birth mom who gave you the gift of life, your adoptive parents who gave you the gift of a family, a friend that received services from from us, a teenager who benefited from a RealTalk presentation, a man or woman who has been healed by a past abortion or miscarriage loss, or a friend or family member who dedicated their time to serving at RealOptions.

o **Create a personalized fundraising page** that can be connected to your social networking sites and emailed to your friends and family. Use this page like an online pledge sheet to ask for and collect secure donations that are tax deductible. Visit [www.friendsofrealoptions.net/walk](http://www.friendsofrealoptions.net/walk) for the link to design your fundraising page.

o **Contact everyone who sponsored you last year.** Thank them for their pledge and ask for their support again. Ask for a specific amount, such as \$50 or \$100; if they can't donate that much they will offer what they can. Be sure to direct your sponsors to your fundraising page!

o **Make an announcement or show the short event video** at your social club, service club, or small group. Call our Event Staff at 408-229-9836 to schedule a RealOptions speaker for a short presentation.

o **Be enthusiastic when asking for pledges.** Let people know their support makes a difference in the lives of women, men, teenagers, and families in our community. For client stories visit our YouTube channel at [www.youtube.com/realoptions3](http://www.youtube.com/realoptions3).

o **Use special occasions.** If you have a birthday, anniversary, or other special occasion coming up, ask for pledges in lieu of gifts.

### **Sample Sponsor Request Letter**

\*Sharing your **Why** is recommended when you ask people to sponsor you. This is an example of one of our "why's":

Dear Family and Friends,

My family and I are honored and privileged to be "On Mission" with RealOptions because we value the gift of life! RealOptions equips and empowers women and men through life-altering decisions.

We are walking in honor of my birth-mom this weekend. She chose life for me at the age of 15 when she found herself in an unplanned pregnancy. She shared with me recently that she not only had the support of her mother but a place to go for help when she needed it the most. What started out as a nightmare ended up changing the trajectory of her life in a positive way while

she was pregnant with me! She made an adoption plan for me, got serious about school, improved her grades, and made a decision to go to college during her nine month journey with me. Her courage and sacrificial act of love to give me the gift of a family lives on now through me, my husband, and her two grandsons. We will be forever grateful to her and to my parents who adopted and raised me and for the blessing of life and family.

That is why we are committed to the amazing work that goes on at RealOptions. They provide medical care, support services, and compassion to women like my birthmom and pre-born babies like me. We believe that every life whether planned or unplanned has a purpose. That is why we are asking you to either join our team and raise support for the good work RealOptions is doing through your circle of friends and family or for your tax-deductible donation (sponsor us) to help fully fund RealOptions so that there is a safe place women and men can turn for medical services and support when they need it the most!

Thank you for sponsoring us and/or joining us at the Walk for Life and 5K Run and for saying "Yes" to the mothers, fathers, students, and children who need your help in the Bay Area! Because every life has purpose and the beauty of possibility!

Register & join our team <http://www.friendsofrealoptions.net/walk> or [sponsor us](#)

Be Blessed,