

March 12th

Martial Cottle Park
or Choose Your Location
Check-In at 8:30am
Walk at 9:00am

  #WFL22
@friendsofrealoptions



03.12.2022
WalkforLife
5K Walk/Run

Dear Friends of RealOptions,

It's time again to celebrate the gift of LIFE at our annual Walk for Life event on Saturday, March 12, 2022! This event is of key importance to help us continue to provide life-affirming services to women, men, students, and families through our five Bay Area life affirming medical clinics and outreach programs. We encourage you to form church, family, community, or corporate teams.

This year we plan to meet at Martial Cottle Park for the large event, and for those who prefer not to gather in a large outdoor setting, there is the option to choose your own location.

Please note that YOU DO NOT NEED TO BE PRESENT ON THE DAY OF THE EVENT to participate with us. You can register online at www.friendsofrealoptions.net/walk and still raise funds on our FundEasy platform and then walk or run wherever you choose.

We appreciate your partnership and perseverance to continue to stand with us for the most vulnerable in our community. Be sure to take photos with your teams and groups and post to #WFL22 on social media!

I am honored to advance a culture of LIFE with you,

Valerie Hill, CEO

Who is RealOptions?

RealOptions is a 501(c)3 nonprofit organization that was established in 1981. We provide compassionate, comprehensive, high quality life affirming health care, education, and pregnancy loss healing to women, men, students and families in the Bay Area.

MARTIAL COTTLE PARK 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 three medical clinics outreach programs in the Bay Area. If you are joining us at Martial Cottle Park here is the information you need.

When: Saturday, March 12, 2022 OR at the location you choose

Location: 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
- Toddler Trot Route
- Kid zone
- Family event

***RUNNERS PLEASE NOTE:** A minimum \$50 sponsorship (per runner) is required if you are running at Martial Cottle Park. (We hired a timing company to track your time.)

Event Details:

www.friendsofrealoptions.net/walk

Event Parking: Parking available for \$6. Free Street parking available.

Contact Us with Questions:

Shawn Boreta
510-258-4911 or email walk@realoptions.net

Your Display Table

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

Display Dates: Start three weeks before the event Feb 19-20 through March 5-6.

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 for RealOptions Walk For Life & 5K Run, Saturday March 12, 2022 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 12th at Martial Cottle Park. To volunteer, email walk@realoptions.net. To walk or run, register under (church team name) at 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 12th 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 information from the RealOptions information table [table location] or by registering online at www.friendsofrealoptions.net/walk.

CALLING ALL LIFE GROUPS! Walk as a team at the Annual Walk for Life & 5K run on Saturday, March 12th at Martial Cottle Park. Create a team name and start asking people to sponsor you. Get more information from the RealOptions table [table location] or register online at www.friendsofrealoptions.net/walk. Go the extra mile for a mom & baby!

Join us next Saturday, March 12th at Martial Cottle Park to support the life-affirming work of RealOptions Obria Medical Clinics. All funds raised will provide support services for mothers and their babies. You can volunteer, walk, or run. Get more info from the RealOptions information table [table location] or visit www.friendsofrealoptions.net/walk.

SAMPLE Bulletin Announcements RealOptions Walk For Life & 5K Run - If you are choosing you own location

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 "(your church team name)" on March 12 at _____. (the location you choose). To walk or run, register under (church team name) at www.friendsofrealoptions.net/walk.

Walk or Run and celebrate the gift of life! Participate in the Annual Walk for Life on Saturday, March 12th at _____. (a location you choose). 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 registering online at www.friendsofrealoptions.net/walk.

CALLING ALL LIFE GROUPS! Walk as a team at the Annual Walk for Life on Saturday, March 12th at _____ (a location you choose). Create a team name and start asking people to sponsor you. Register online at www.friendsofrealoptions.net/walk for more information. Go the extra mile for a mom & baby in need!

Crowd Fundraising Tips

- **Set a goal.** Write the number on your pledge form or on your online FundEasy page. Be sure to thank your sponsors after the event!
- **Start your crowdfunding off with a generous personal donation.** Most people will follow the example of the first donation on your form or online fundraising page.
- **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 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.
- **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 for the link to set up your fundraising page.
- **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 FundEasy page!
- **Make an announcement or show the short event video** at your social club, service club, or a small group. Call our Event Staff at 408-229-9836 to schedule a RealOptions speaker for a short presentation.
- **Be enthusiastic when asking for a gift.** Let people know their support makes a difference in the lives of women, men, students, and families in our community. For patient stories visit our YouTube channel at www.youtube.com/realoptions3.
- **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 for FundEasy

*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 that 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,