



Don't be intimidated by the thought of raising \$400, or \$1000 or even \$5000. Ovarian cancer has touched so many lives that you will find people will give willingly and generously to support research to conquer this disease. You just have to ask. And, Ovarian Cycle volunteers are committed to supporting your fundraising efforts. We will do this together.

Aim High

Participants must raise a minimum of \$400 (or \$200 each as a member of a team) to qualify for the 6-week training program and the final Ride to Change the Future. But that is just a starting point. The more money you raise, the sooner researchers will develop a screening test for early diagnosis of ovarian cancer and the more lives will be saved. Set a personal fundraising goal that represents a challenge for you. Aim high.

Fundraising Letters

There are many ways you can go about raising money for Ovarian Cycle- you can ask potential donors in person, you can throw a fundraising party, you can initiate a workplace campaign, among others. One key strategy will probably be to send fundraising letters to your friends, family, neighbors, and colleagues.

The most powerful fundraising letters are personalized. Your letter should include the personal reasons for your participation in Ovarian Cycle and why you want to support ovarian cancer research. Sample fundraising letters are available just to help you get started but don't forget that the personal touch is essential. Your donors will be most inspired by your words and your thoughts.

Your Donors List

Make a list of your friends, family and colleagues, everyone you know. Don't forget school, neighbors, church, local businesses that you frequent, your doctor, your hairdresser, and others. Scour your address book. Your list should be very inclusive- so many people have been touched by ovarian cancer, you will never know who will be inspired by your commitment and make a generous donation.

Asking for a specific donation amount, and asking for a substantial donation, often motivates the donor to respond generously. Don't worry about asking for too much, the donor can choose to give less than you ask for. But the donor is unlikely to give more than you ask for, even if they are able to. Aim high.

Be sure to enclose a donation form with instructions for making donations on-line and by mail. You want to make contributing as simple as possible for the donor. You can extend your solicitation by giving extra donation forms to family and close friends and asking them to help you ask more people.

Matching Gifts

You may be able to double or even triple the impact of your donation to Ovarian Cycle if your employer offers a matching gift program. Retired employees, spouses of employees and even widows/widowers of employees may be eligible for matching gift programs. Contact your company's human resources department to find out if it offers a matching gift program or to obtain a matching gift application. Just fill out your company's matching gift form and send it to us with your contribution. We'll take care of the rest.

Follow Up

Use e-mail, written notes and telephone calls to reach people who haven't responded to your solicitation. Tell them about your training program, and how your fundraising efforts are going.

When you do receive a donation, be sure to thank the donor and let him/her know how much their contribution and support mean to you. After the event, send another thank you and share your experience with them.



SAMPLE FUNDRAISING LETTERS

Dear xxxxxxxx,

As you know, my xxxxxx was recently diagnosed with ovarian cancer. These last months have been very difficult for her and for our family as we try to care for her and to cope with our fears. I am so grateful to you and other friends who have been wonderfully supportive at this difficult time. Now, I want to ask for your help once again. I heard about an event called Ovarian Cycle that will raise money for ovarian cancer research specifically aimed at early detection and effective treatment. I decided to sign up to so I could personally do something that will help us conquer this disease.

Ovarian Cycle is an indoor cycling program that begins in March and ends in April with the Ride to Change the Future. Every rider must raise at least \$400 to participate. The celebration ride will be a tremendous challenge for me but I am so excited to be able to do something real in the fight against ovarian cancer.

I know you understand why this is so important to me and understand why I'm asking for your financial support. My personal fundraising goal is \$xxxxxx and I must work quickly to reach it. It isn't easy asking my friends for money, but this cause is very important to me. I hope that you can donate \$100. Contributions to Ovarian Cycle, Inc. are fully tax deductible as provided by the I.R.S. You can visit the website at www.ovariancycle.org.

I've attached a donation form with instructions for contributing on-line or by mail. Thank you for your support.

Sincerely,

Xxxxxxxxxx

Dear xxxxxxxx

This spring I'll be participating in a very special fundraising event called Ovarian Cycle to raise money for ovarian cancer research. This is an indoor cycling program that begins in March and ends in April with a the Ride to Change the Future. I'll be riding simultaneously with other committed cyclists from health clubs all over Atlanta. The celebration ride will be a tremendous challenge for me but I am excited to be able to do something real in the fight against ovarian cancer.

Our goal is to raise \$200,000 for ovarian cancer research especially targeted at the development of a reliable, easy-to-administer screening test that doesn't currently exist. Ovarian cancer is the deadliest of all the gynecological cancers partly because only 25% of cases are diagnosed in the early stages when the disease is most treatable.

Every rider must raise at least \$400 to participate but I've set my personal goal at \$xxxxx. So I need your help. Would you please consider making a donation of \$xx? Please take a look at the enclosed donation form and designate the amount that's right for you.

This year more than 20,000 women in the U.S. will be diagnosed with ovarian cancer and more than 15,000 women may die. To do something bold about ovarian cancer, I hope that you'll make a commitment to Ovarian Cycle by supporting me in my fundraising efforts.

Thank you in advance for your generosity!

Sincerely,
xxxxxxxxx