

MICHIGAN OVARIAN CANCER ALLIANCE

**FUNDRAISING
TOOLKIT**

RAISE FUNDS. SPREAD AWARENESS. GIVE HOPE.

MAKE AN IMPACT!

TAKE INITIATIVE BY CREATING YOUR OWN FUNDRAISER



Whether you plan to host an event, have a sale, celebrate a special occasion or carry out a totally unique idea for fundraising, we want to help!



SET UP A PEER-TO-PEER FUNDRAISER

Create your own fundraising page to share with your friends, family and supporters. Through our peer-to-peer fundraising tool, you can tell your story, communicate with your donors, set a goal, and track your progress. Scan the QR code or visit mioca.org/donate to set yours up today.



KNOW WHERE DONATIONS GO

There are specialties, programs and services within MIOCA that donations can support. If you have a passion for a specific area, we will work with you to ensure the funds you raise go directly to that area. Questions? Contact us at info@mioca.org or call (734) 800-6144.

RAISE FUNDS AND AWARENESS

Help others in your community understand ovarian cancer. Use the provided materials to educate others while fundraising. You can find additional info at mioca.org.

EVENT IDEAS



Are you interested in fundraising but not sure of an event to host? Use this list for ideas! Be creative, use your personal strengths, and host something you know your community will enjoy.

- Car Wash
- Bake Sale
- Spelling Bee
- Art Show
- Dance Marathon
- Yard Sale
- Dodgeball Tournament
- Treadmill Relay Race
- Fashion Show
- Cooking Class
- Community Potluck
- Casino Night
- Dinner Party
- Exercise Lessons
- Silent Auction
- Battle of the Bands
- Pancake Breakfast
- Twitch Video Game Fundraiser
- Murder Mystery Party
- Wine Tasting
- Scavenger Hunt
- Afternoon Tea Time
- Comedy Night
- (Virtual) 50/50 Raffle
- Dog Walking
- Polar Plunge
- Cooking Competition
- Pub Crawl
- Basketball/Bowling/
Flag Football Tournament

If you have questions or want MIOCA's feedback, please email info@mioca.org or call us at (734) 800-6144. We are here to help you achieve your fundraising goals!



FUNDRAISING TIPS

START OFF STRONG

Not sure where to start? Kick-start your campaign by making a self-donation. You'll show others how much this cause means to you and inspire them to contribute too. Next, take some time to plan how you will invite your contacts to donate to your campaign.

TELL YOUR STORY

The best way to connect people to MIOCA's mission is to share your story. Share why you stand with MIOCA in the fight against ovarian cancer.

FIND YOUR AUDIENCE

There are so many ways to connect with your potential donors! Social media is a great option, but remember that not everyone can be reached that way. MIOCA encourages you to create a diverse fundraising plan to make sure you reach as many folks as you can. In addition to social media, consider reaching out via email, text, phone, and other traditional methods.

FOLLOW UP

Most people are busy, so you may not capture everyone's attention the first time. Don't be afraid to ask again or reach out to them a different way.

THANK & RECOGNIZE

There are lots of other worthy causes people can choose to support. Make sure your donors know how much you appreciate their decision to support the one closest to your heart. Once people make a donation, thank them with a personal message and share the potential impact of their contribution. If you can, find creative ways to recognize them online or at your fundraising event.

WHERE DO I BEGIN?

Start by contacting MIOCA about your fundraising plan. Call (734) 800-6144 or email info@mioca.org if you intend to hold a fundraiser or if you'd like to discuss your ideas. We're happy to share tips along with resources and awareness materials and marketing pieces. We'd also love to help spread the word on your fundraiser and help recognize those who support it.

CAN MY COMPANY/EMPLOYER SPONSOR A MIOCA EVENT?

We're so glad you asked! MIOCA is always interested in bringing corporate sponsors into our community events. We offer tiered sponsorship levels for programs and events held across the state at different times throughout the year. Contact MIOCA directly and we can share our sponsorship benefit information for events most relevant to your company.

Additionally, your company may consider matching your individual/team fundraising efforts! See if your company will contribute, then create your own peer-to-peer fundraiser through mioca.org to potentially double your impact. (You can request that your donors ask their employers too!)

HOW SHOULD I PROMOTE MY FUNDRAISER?

Get creative! Start with those you know by sharing on social media. MIOCA can provide you with materials to promote your fundraiser and raise awareness on social media. If your fundraiser is open to the general public, you can look for opportunities with your local newspaper, online community calendars, church bulletins and more.

Don't forget your workplace! Get the word out to your coworkers by posting flyers at your office or shop and by asking to include info in your company email communications or intranet. If you need ideas or materials, MIOCA can help!



WHERE DO I TURN IN MY DONATIONS?

While our online peer-to-peer fundraising tool makes handling donations most convenient, we're happy to help coordinate any additional pieces. Checks or physical donation items can be mailed to MIOCA. We can also coordinate a date/time for pick-up or drop-off in the Ann Arbor area if necessary. If mailing any donations, please include a note with your preferred contact information and a short description of your fundraiser so we can make sure funds go toward your goal.



I DON'T HAVE A LOT OF TIME BUT I WANT TO HELP, WHAT CAN I DO?

MIOCA offers lots of ways to get involved throughout the year! Consider attending or volunteering at one of our community events or help us raise awareness during National Ovarian Cancer Awareness Month in September by tying teal ribbons in your own community. If you have special skills or connections that you think can help to make an impact, reach out to our staff - we'd love to work with you.

Another great idea for those short on time is to set up a fundraiser through social media. If you're like most, you probably already log-in daily and have lots of friends/followers you can engage. Plus Facebook and Instagram make it simple to set up and manage your fundraiser. You can set one up to celebrate an occasion like your birthday or the anniversary of a loved one, to recognize World Ovarian Cancer Day on May 8th or National Ovarian Cancer Awareness Month in September, or simply whenever you want! Set your goal as something you feel comfortable with, you can always increase it if you need to. Note that telling your own personal story and making the first donation can help to give your fundraiser early momentum! From there, make sure to spread the word, invite people to participate and show your appreciation to your awesome friends who contribute.



I STILL HAVE QUESTIONS, WHAT SHOULD I DO?

MIOCA is here to help! Call (734) 800-6144 or email info@mioca.org today. We're excited to have your support and we'd love to help you reach your goals.

GET THE WORD OUT!

USE THESE GRAPHICS TO RAISE AWARENESS AND TELL PEOPLE ABOUT YOUR FUNDRAISER



CLICK HERE to access these social media graphics and print the following pages to display at your fundraiser.

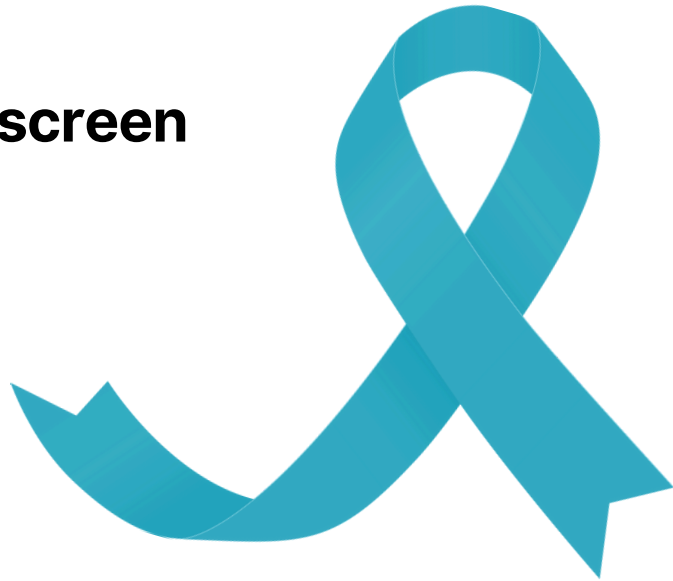
Do you need help editing or downloading these pieces?
Would you like to request additional content?

Email info@mioca.org for assistance.

WHAT EVERYONE SHOULD KNOW ABOUT OVARIAN CANCER

A pap test does not screen for ovarian cancer.

Approximately 1 in 91 women will develop ovarian cancer in their lifetime.



SYMPTOMS & RISKS

Because there is no early detection test, it is crucial to look out for the most common signs and symptoms:

- **BLOATING**
- **DIFFICULTY EATING OR FEELING FULL QUICKLY**
- **PELVIC/ABDOMINAL PAIN**
- **URINARY URGENCY OR FREQUENCY**

If these symptoms are new or unusual for you, see your gynecologist & ask about ovarian cancer.

KNOW YOUR FAMILY HISTORY

A family history of breast, ovarian, uterine and/or colorectal cancer increases your risk for ovarian cancer.

GET GENETIC TESTING

20% of ovarian cancer cases are caused by a genetic mutation; one of the highest percentages among any cancer.

DISCUSS RISK-REDUCTION OPTIONS WITH YOUR DOCTOR

For those at average risk, removing the fallopian tubes at the same time as another planned pelvic surgery can prevent ovarian cancer. Individuals at increased risk may want to take additional steps.

YOUR DONATION SUPPORTS...



MIOCA
Michigan Ovarian Cancer Alliance

MIOCA'S MISSION

The Michigan Ovarian Cancer Alliance (MIOCA) strives to save lives by promoting the early detection of ovarian cancer and improved treatment outcomes. MIOCA raises awareness of ovarian cancer, provides resources and support to survivors and their families, advocates both locally and federally, educates Michigan communities, and funds innovative ovarian cancer research.

Learn more about MIOCA and their current programs at mioca.org.

Get connected!

Follow MIOCA to find more ways to support.



YOU CAN HELP PROVIDE...

SUPPORT

to those fighting ovarian cancer as well as their friends, family members and caregivers.

PROGRAMING

to educate Michigan communities and raise ovarian cancer awareness

RESEARCH

by investing in Michigan's scientific community focused on innovative ovarian cancer studies

