



Community Walks to Drive Awareness  
& Accelerate Research



## CHICAGO

Sunday, August 13

Lake View Park

## NEW YORK CITY

Sunday, August 27

Battery Park City Promenade

## LOS ANGELES

Sunday, September 10

Woodley Park

## NASHVILLE

Sunday, October 15

Two Rivers Park

## BOSTON/GLOBAL

Sunday, October 29

Boston Common

## ALL LOCATIONS

Registration opens: 8:00am

Event begins: 9:00am

# 2023 OFFICIAL PARTICIPANT GUIDE

# WELCOME

## LET'S GET READY TO #MOVEFORMDS!



Help MDS patients! Start fundraising today and discover all the good we can do together by watching our [newest video](#)

Thank you so much for signing up for a *Move For MDS* community walk! However you plan to #MoveForMDS, this guide will help you have an amazing Walk Day experience. It's filled with useful information and tips for boosting awareness and fundraising for Myelodysplastic Syndromes that will help support those affected by this rare blood cancer.

### WALK DAY INFO:

- 8:00am: Registration Opens
- 9:00am: Welcome Remarks
- 9:20am: Warm Up Begins
- 9:30am: 5k Starts
- 11:00am: Race Winner Awards and Closing Remarks

### SWAG BAGS:

Don't forget to pick up your t-shirt and other goodies once you arrive at your walk location! They will be at the registration table. If you are participating virtually, it will be shipped to you.



### REGISTRATION:

You're already registered, so now it's time to ask everyone you know to **#MoveForMDS!** They can sign up at [www.moveformds.org](http://www.moveformds.org)

# FUNDRAISE

## HOW TO FUNDRAISE AND GROW YOUR TEAM

The funds you and your **#MoveForMDS** team raise go toward increasing awareness, accelerating research, and supporting our MDS community—it's a win-win-win! We've found that using social media, text messages, emails, phone calls, and in-person conversations are the best ways to encourage others to join your team and donate. Let them know that participating in our community walks is a fun, family-friendly way to come together and make a big difference!

Here are three things you can do right now to help spread the word:

- 1 Call or text family members, your best friends, your colleagues, and your neighbors and ask them to join you on walk day.
- 2 Share your personal fundraising page (or your team's page) on social media.
- 3 Take advantage of MDS Foundation resources that are designed to help grow awareness, like these downloadable, ready-to-go social posts on the next page!

## BREAK THE ICE

Here are a few MDS talking points:

- 1 Myelodysplastic Syndromes (MDS), is a rare blood cancer that is often under-diagnosed and affects nearly 90,000 a year.
- 2 The MDS Foundation is the only advocacy group devoted solely to supporting those affected by this rare disease.
- 3 The MDS Foundation's annual community walks and global virtual walks help spread awareness and raise money to accelerate critical research.

# DONATIONS MADE EASY

Text-to-Give

Simply text your event code to 50155:

Chicago: **MDSCHI**

Los Angeles: **MDSLAL**

Nashville: **MDSNASH**

NYC: **MDSNYC**

Boston: **MDSBOSG**

# SOCIAL MEDIA

## USE SOCIAL MEDIA TO GROW AWARENESS



While you're raising awareness and funds to support the MDS Foundation's mission, use social media to spread the word. Post your Move for MDS Walk Day photos and videos. Remember to tag the MDS Foundation and use the hashtag #MoveForMDS to be featured on our social media channels.

Here are three easy things you can do on social media to grow MDS awareness:

- Follow the MDS Foundation on Facebook, Instagram, Twitter and LinkedIn for inspiration, news, and Move for MDS updates.
- Use the hashtag #MoveForMDS if you share posts, reels or stories of your walk.
- Take advantage of our participant social posts and stories which you can [download here](#) and are pictured below.



## Support on social:

- 1 Download your favorite participant social story
- 2 Pick a caption or create your own
- 3 Post to your social media using **#MOVEFORMDS** and tagging the MDS Foundation

## POST CAPTION IDEAS:

Team \_\_\_\_ is ready to to #MoveForMDS. Help us raise awareness of this rare blood cancer. Join my team today.

About 33-55 people are diagnosed with Myelodysplastic Syndromes in the United States every day. We're moving today to support those affected by this rare blood cancer. Join me. #MoveForMDS

Today, I'm moving for \_\_\_\_\_.  
#MoveForMDS

Join the #MoveForMDS movement to help make a difference in the lives of people impacted by Myelodysplastic Syndromes.

## FAQ

### **Q: When will I receive my swag bag?**

**A:** Your swag bag will be available for pick up at the registration table on the day of the event.

### **Q: If I am participating virtually, do I get a swag bag?**

**A:** Yes! If you are a virtual participant, your swag items will be shipped to you. Please email Madelyn at [Mgeltch@mds-foundation.org](mailto:Mgeltch@mds-foundation.org) to let her know your planned walk date so she can ensure that your swag package gets to you in time!

### **Q: Do I have to run the 5k?**

**A:** No — you can walk, run, wheel, or any movement you prefer!

### **Q: If I have any questions regarding fundraising, registration, or day of logistics, who do I reach out to?**

**A:** Contact Madelyn at [Mgeltch@mds-foundation.org](mailto:Mgeltch@mds-foundation.org)

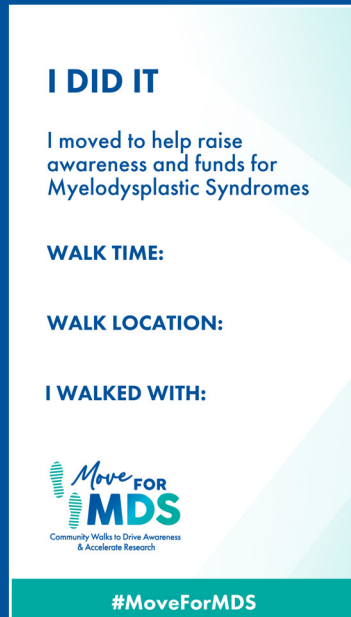
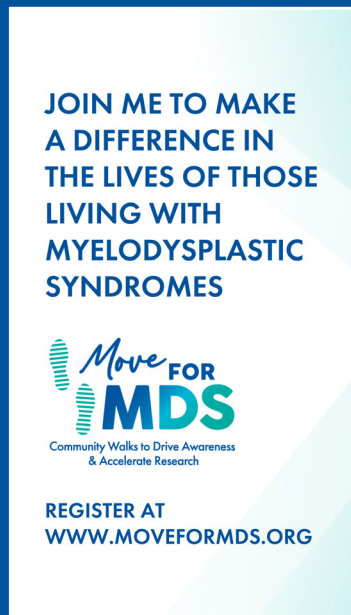
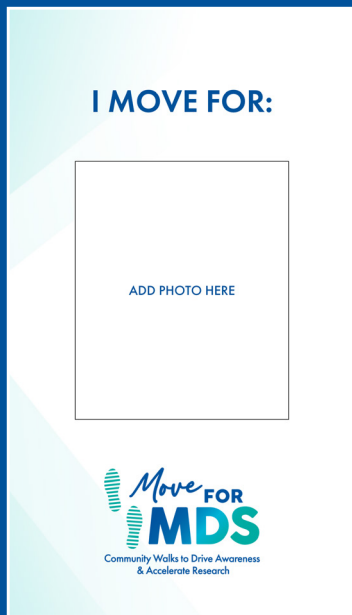
### **Q: What kind of activities will be available at the Walk?**

**A:** We will have fun for the whole family with events such as face painters, balloon artists, caricature artists, and yard games.

## Support on social with stories:

- 1 Download your favorite participant social story
- 2 Post to your Instagram or Facebook using #MoveForMDS and tagging the MDS Foundation.

\* To use story #1, set up the story on Instagram. Before you share, tap the sticker icon in the top right corner. Find the image icon and choose an image from your camera roll to place overtop of the box



# THANK YOU TO OUR SPONSORS!

## NATIONAL GOLD



## REGIONAL SILVER, BOSTON



## NATIONAL BRONZE



## REGIONAL BRONZE, CHICAGO



## REGIONAL BRONZE, BOSTON



## REGIONAL BRONZE NASHVILLE



a partner of OneOncology

## REGIONAL BRONZE CHICAGO

