



TOOLKIT

FOR WALK TEAM CAPTAINS AND WALKERS

Inspiration, information and resources for action together
in support of local programs and a nationwide reach ...

And we're here to help!

Contact Roxanne Cogil at 515-238-7660 or iowa@efa.org



Find your local walk at
WalktoEndEpilepsy.org



Welcome!

You are part of a nationwide movement to help the 3.4 million individuals and their families living with epilepsy in the U.S.

Let's take action together and help END EPILEPSY!

About the nationwide Walk to ENDEPILEPSY

The fight to END EPILEPSY starts with us — determined and resilient individuals and families.

The Walk to END EPILEPSY began in Los Angeles in 2010 and has now gone nationwide. Participation is growing. This will be our largest nationwide fundraising event.

You are joining a fast growing number of walk teams across the country! We are excited to see so many taking action together.

Proceeds will help bring positive change for those living with epilepsy - in communities where you walk.

To learn more and find your local walk:
WalktoEndEpilepsy.org

Getting started ... The Epilepsy Foundation appreciates your willingness to share your story and lead your team at your local Walk to END EPILEPSY®. Your role is extremely important and we want to empower you with tips and tools for success. We are here to assist you right up to the day of the Walk. Let's get started.

Because of the Walk to END EPILEPSY, the Epilepsy Foundation can lead the way in epilepsy care, advocacy, research and education. The Epilepsy Foundation can have an impact for those affected by epilepsy – here where you live – while also having a nationwide reach.

Your dedication in the fight to END EPILEPSY is contagious – it will inspire others to get involved. This Toolkit will help you get started. And we are just an email or phone call away.

Your Story is Power

Your story matters in the fight to END EPILEPSY. Share your story on your individual and team fundraising page and on social media. Please share ...

- Your reason for participating and inviting others to give and walk with you
- A personal experience about yourself or your loved one
- An epilepsy fact to show why it is so important
- A personal picture or video



“Our 8 year-old Emma, was diagnosed with epilepsy in 2012. In the summer of 2013, my husband, Manny, was also diagnosed with epilepsy. It has been a tough journey, to say the least, but we have faith that we will overcome this. We never know how strong we are until being strong is the only choice we have.”

-Vicky, mom and wife of someone living with epilepsy

1. Start your team

- ✓ Choose a Team Name that reflects you or your group.
- ✓ Set a team fundraising goal. Choose an amount that will challenge your team.
- ✓ Get to know your participant center on your Fundraising page. It gives you the ability to customize your page, email your team members, and see your team's progress.

2. Grow your team

- ✓ Send emails to your network. Import your email contacts into your Participant Center and write a note stating why their participation is important.
- ✓ Post on your social media channels (Facebook, Twitter, Instagram, etc).
- ✓ Make calls to your family and friends.
- ✓ Invite family friends, co-workers neighbors to join your team.
- ✓ Recruit members from your local exercise classes, book club, and community groups.

Knowing the facts about epilepsies and seizures. Sharing your story and epilepsy information will help inspire others to get involved and join you.

Epilepsy is the most common serious brain disorder worldwide with no age, racial, social class, national or geographic boundaries.

Seizures come from the brain, and any brain can have a seizure.

Over the course of a lifetime, **1 in 10** will experience a seizure.
1 in 26 will be diagnosed with epilepsy.

Epilepsy **affects 2x more people** than cerebral palsy, multiple sclerosis, and Parkinson's disease – **combined**.

Epilepsy research gets 10 times less funding to tackle its challenges and find solutions and cures.

Teach **Seizure First Aid**.
Use this opportunity to share and teach Seizure First Aid. You can find a Seizure First Aid poster (Stay. Safe. Side.) at EndEpilepsy.org



Growing team spirit. YOU are the brain and soul of your team. Your team is here to support you in the fight to END EPILEPSY. Let's get them excited during the weeks leading up to and during the Walk.

Ask! Invite! Ask others to join you. Invite in PERSON, via EMAIL, on SOCIAL MEDIA.

Host a Brainstorming Session: Have a team kick-off meeting at your house, a local restaurant, or a park to get people excited, answer questions, and think of team-building ideas.

Create Team Identity: Develop a theme and/or encourage people to dress for your theme by making shirts, hats, posters, and other swag at the Walk.

Set Goals for Your Team: Host contests and hand out awards for the top recruiters, top fundraisers, first to raise \$1000, most creative team member(s), and more.

Stay Connected: Utilize your Participant Center, social media, and other forms to make sure your team stays in the loop! Send updates on fundraising, team growth, events, and make sure to thank them too!

Inspire Your Team: Make sure they realize that fundraising involves everyone on the team.

Walk Day Announcements: As Walk Day approaches, help make sure your team members have the information they need. Collect and turn in remaining donations. Enjoy the Walk and celebrate with your team members.

You are all amazing!



Putting fundraising ideas into action! Share your enthusiasm and excitement with friends and family as you work towards your fundraising goal. There are literally thousands of ways you can raise funds and awareness, individually and as a team. Here are some examples of how others have enjoyed fundraising success.

Raising Funds and Awareness for Your Team

1	Matching gifts – Employers often match their employees’ charitable giving. Ask your team to ask their employers.	8	Host a neighborhood event or game night – Invite neighbors and friends, ask them to bring the games or supplies, and suggest an event donation
2	Local Restaurant – Ask your favorite restaurant to host a fundraiser and donate a portion to your team.	9	Garage sale, bake sale, car wash – All are great ways to spread awareness and raise funds for your team.
3	Pancake breakfast – Host a pancake breakfast at your home or workplace and ask for a donation	10	Offer to do chores, dog sit/walk, mow lawn – Ask for a donation for walking your neighbor’s dog, mowing their lawn.
4	Local vendors donate in-kind gifts – Ask your neighborhood vendors to donate money, gift cards, or other in-kind gifts for a drawing.	11	Talent show – Host a classic talent show and ask loved ones to showcase their talents. Invite donations.
5	Classes – Ask a dance instructor or nutritionist to donate part of class fees.	12	Youth love community service hours – Invite students and clubs to participate.
6	Change jar – Set a change jar at home or work to collect change.	13	In lieu of a birthday gift – Invite family to donate in honor of your special days.
7	Give up something – Instead of a movie or manicure or special coffee, donate the funds to your team	14	Think outside the box and get creative – There are many ways to raise funds for your team while also raising awareness about the Walk and our cause.

Raising Awareness for your Team and the Walk

A	Share on social media – Share your story and epilepsy facts with your network. Invite them to join you and to donate.
B	Digital makeover – Change your social profile, email signature, and voicemail to mention your Walk team.
C	Wear your purple-rouge proud – Make and wear purple-rouge items for END EPILEPSY and sell them to raise awareness and funds.
D	Team members outreach to local businesses – Ask each member to ask 2 local stores to promote Walk with a poster/ cards.
E	Awareness booth – Set-up an epilepsy awareness booth at your workplace or school. Have a Donation Form handy.
F	Ask your doctor – Ask your Doctors’ Office to display Walk materials and a donation jar.
G	Create a friendly competition with another Team – Adds to the fun. Boosts success.

Sharing our mission and programs ...

Our mission is to lead the fight to overcome the challenges of epilepsy and to accelerate therapies to stop seizures, find cures and save lives.

We are taking action together to **END EPILEPSY.**



Local Programs and Nationwide Reach

CARE – SPECIALTY

- Refer clients to specialty care

CARE – SUPPORTIVE

- 24/7 Helpline for newly diagnosed
- Information, Resources, Referral
- Support Groups
- Kids Crew
- Connecting to information and to others

ADVOCACY

- Speak Up Speak Out
- Teens Speak Up
- Public Policy Institute
- Advocating statewide and in D.C.

RESEARCH

- Active in promoting, supporting and participating in research with our national office

EDUCATION

- Seizure Recognition & First Aid Training in schools and workplace
- Seminars, Workshops and Webinars
- Brain & Epilepsy – Community Outreach

AWARENESS EVENTS

- Walk to END EPILEPSY
- International Epilepsy Day
- November Epilepsy Awareness Month



The **ONLY** national nonprofit organization fighting epilepsy on every front.



Collaborating partners in education, public awareness and research with companies, research institutions and government



Impacting a combined total of 12 million+ people nationally.



Recognized as the most influential epilepsy organization in United States and the most quoted epilepsy charity in news outlets.



Working with the best in class scientists who are leading the way in research.



Powered by an engaged network that operates on both national and local levels.

Getting the message out! Actively share your story and team page on your fundraising page and on your social media pages.

Your Fundraising Page:

- Tell your unique story of epilepsy to friends and family. Tell them why you support the Epilepsy Foundation and the fight to END EPILEPSY.
- Upload your personal email addresses and send emails to friends and family to ask for donations, OR send them an email with a link to your team page.
- Post progress as the team grows and as donations increase.

Facebook

- Log-in to your Participant Center and follow the steps to activate a Facebook fundraiser, which will directly link your personal fundraising page on Facebook
- Create Facebook events and invite your friends to support you, and ask your friends to “Like” the Epilepsy Foundation and END EPILEPSY.
- Post photos on Facebook to generate interest and invite donations.
- Follow and Share the Epilepsy Foundation’s posts.
www.Facebook.com/EpilepsyFoundationofAmerica
www.Facebook.com/EndEpilepsy

Twitter

- Tweet daily about the event and each time someone donates to your team. Use the hashtag: #WalktoEndEpilepsy #EndEpilepsy
- Inspire friendly competition between team members and post your weekly progress.
- Follow the Epilepsy Foundation’s Twitter account @EpilepsyFdn and @EndEpilepsy
- Retweet messages that the Epilepsy Foundation sends out about the Walk to END EPILEPSY

Instagram

- Post photos of your pre-event fundraisers to capture excitement and build enthusiasm.
- Show off your experience to family and friends who supported you by posting photos of the event!
- Follow the Epilepsy Foundation on Instagram at @EpilepsyFdn and @EndEpilepsy

LinkedIn

- Post about your cause and your walk team on LinkedIn



NATIONWIDE
Walk to
ENDEPILEPSY

Find your local walk at
WalktoEndEpilepsy.org