



## Fundraising Toolkit

### Your guide to recruitment and fundraising success



**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.A. Your role with the Walk to END EPILEPSY and the 2.6 Million Mile Challenge and your personal story is important. We want to empower you, your family, friends, co-workers, and neighbors with these tips and tools for success. Let's take action together to get us one step closer to our goal: a world free from epilepsy!

## CONTENTS: TEAM FUNDRAISING SUPPORT

- Team member recruitment ideas and tools for successful team building.
- Creative and fun ways to help you and your team reach your fundraising goals!
- Useful resources to help spread the word and raise funds.
- Questions? Contact us at [walkinfo@efa.org](mailto:walkinfo@efa.org).

# Getting Started

FUNDRAISING TOOLKIT

The Epilepsy Foundation is here to empower you with tips and tools for success! We're here to help - let's get started with **3 easy steps!**

## 1. Update your Participant Center

- ✓ **Customize your Personal and Team Page** with your story, picture and create a custom url.
- ✓ **Set your Personal and Team Fundraising Goal** - start with a personal donation.
- ✓ **Set your Activity Goal** - aim to walk at least 26 miles for the 1 in 26 who will develop epilepsy in their lifetime!
- ✓ **Use your Participant Center** to send emails to potential donors, your team, connect Facebook to your fundraising account, plus fundraising resources.

## 2. Grow your team, and gain access to fundraising resources

- ✓ **Ask others to join your team** via email, on social media, or in person – teams raise 2 times more than individuals who participate without a team!
- ✓ **Update your team flyer** to help recruit people, and bring it along with you to the doctor, your office, and even keep some in your car just in case.
- ✓ **Host a team kick-off meeting** to get people excited, answer questions, vote on your team's theme for the event, and set your team goals.
- ✓ **Host contests and hand out awards** for the top recruiters, top fundraisers, first to raise \$1000 to achieve Brain Boss status, first to walk 26 miles, most creative team member(s), and more.
- ✓ **Communicate regularly** with your team and donors as you work to hit your team goals.
- ✓ **Post progress** as the team grows and as donations increase to keep your team members motivated and inspired!



## Your Story is POWER

Your story matters in the fight to END EPILEPSY. Remember to:

- Share your story for participating
- A picture with an experience or reason why you participate
- Epilepsy facts, to help educate the public

“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. By supporting the Epilepsy Foundation, we are able to share Emma's story to help inspire others to join the fight.”

— Vicky, mom and wife of someone living with epilepsy

Participants raise 13 times more and teams raise 4 times more when they add a personal story!

# Getting Started

## FUNDRAISING TOOLKIT

### 3. Make the Ask!

-  **Log in to your Participant Center** and click "Create a Facebook Fundraiser". Participants raise \$150 more by activating a Facebook Fundraiser than those who don't!
-  **Send emails to your network** through your Participant Center.
-  **Make calls, sends texts, and mail personal letters** to your network to ask for their support.
-  **Get Social!** Post on your social media channels with updates on your fundraising progress, why you participate, ask for support, and thank your donors. Get creative!
-  **Don't forget to follow-up** within a few weeks of sending the 1st ask. Your potential donors may have every intention of donating. Updates are a great way to remind people of your commitment.
-  **Double your impact!** Employers often match their employees' charitable giving! See if your employer offers matching gifts, and have your team members do the same. You'll hit your fundraising goals in no time!
-  **Always remember to say "Thanks!"** A thank you costs you nothing, and goes a long way in the fight to END EPILEPSY.

### The #1 REASON people do not donate is because they were never asked!



Make a list of everyone you know, from friends and family to your mailman and vet. These are the people who are most likely to donate toward your fundraising efforts! Use the Sphere of Influence to help you think of potential donors and then make your ASK in person, through your Participant Center or using social media.

### Fundraising Incentives

Individuals who raise \$50 or more earn a commemorative Walk to END EPILEPSY T-shirt. Individuals that raise \$100 or more by April 1, 2021, will receive limited-edition walk socks, and teams that raised \$1,000 or more by April 1, 2021, will earn the coveted Team Cheer Kit. Learn more about our incentives at [walktoendepilepsy.org/challenge](http://walktoendepilepsy.org/challenge)

## HOW TO RAISE \$350 IN ONE WEEK

### DAY 1

**Register and sponsor yourself**

**\$40**

### DAY 2

**Ask 3 relatives for \$20**

**\$60**

### DAY 3

**Ask 5 co-workers for \$20**

**\$100**

### DAY 4

**Ask 5 friends for \$10**

**\$50**

### DAY 5

**Ask 5 more friends for \$10**

**\$50**

### DAY 6

**Ask 5 neighbors for \$10**

**\$50**

### DAY 7

**Celebrate your accomplishment!**

# Facts About Epilepsies and Seizures

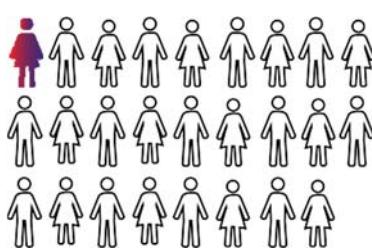
FUNDRAISING TOOLKIT

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



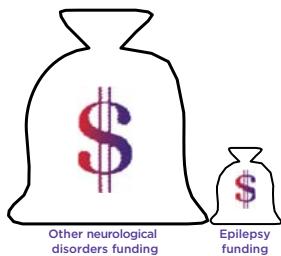
1 in 10

people will experience a seizure over the course of a lifetime



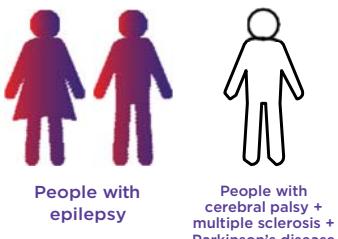
1 in 26

people in the U.S. will develop epilepsy at some point in their lives



10x less

funding is given to epilepsy research to find solutions tackle cures



2x more

people are affected with epilepsy than cerebral palsy, multiple sclerosis, and Parkinson's disease – **combined**



THIS IS  
WHY WE  
NEED  
YOUR HELP



# Mission and Programs

## FUNDRAISING TOOLKIT

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.



## National Reach and Impact

- 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 the 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.
- The Epilepsy Foundation earned 4 out of 4 stars from Charity Navigator for its strong financial health and commitment to accountability and transparency.
- \$.83 of every dollar we raise is used both locally and nationwide to fund research into new therapies, education and awareness, and advocacy efforts.

## Local and National Programs



### 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
- ✓ Lemonade for Livy and Purple Pumpkin Project
- ✓ Stream for Epilepsy
- ✓ Do-It-Yourself Fundraising
- ✓ International Epilepsy Day
- ✓ November Epilepsy Awareness Month