

THANK YOU for being a **Team Captain!**

Included in your Captain's Packet, you will find tools to build a successful team along with important walk information. As an EFMN Neighborhood Walk Team Captain, your goals are to recruit your friends, family, and co-workers to join your team and fundraise together!



For walk questions | Email: walk@efmn.org or see page 3 for specific contacts

WHEN?

Saturday, October 3, 2020

Walk Locally. Rally Online.

Fargo . Duluth . Rochester . St. Cloud . Twin Cities Metro

WHERE?

There is no designated meeting spot for the EFMN Neighborhood Walk. The morning will start with an online program. We'll break for participants to get outside their homes and **walk 1.26 miles** in their neighborhood, and we'll come together afterwards for a closing ceremony online.

WHY?

The EFMN Neighborhood Walk is a time to unite families and individuals—by walking simultaneously—in our own neighborhoods, parks, and pathways to raise epilepsy awareness and funds to support services for the 150,000+ people EFMN serves annually.

WHO?

For the first time, over 3,500 walkers throughout Minnesota and eastern North Dakota will come together simultaneously to unite the epilepsy community in a common goal--the fight to END THE STIGMA! Though we are apart, we are still together with a bold determination to overcome the challenges, gain independence, and empower the fight against epilepsy.

HOW?

Teams are the foundation of our fundraising efforts. Along with friends and family, many corporate and community groups participate, as well! With your voice and efforts in engaging your network, we will build a powerful force in the fight against epilepsy.

GET IN TOUCH!

walk@efmn.org 651.287.2330

Epilepsy Foundation of Minnesota - 1600 University Ave W Suite 300, St. Paul, MN 55104

Tax ID: 41-0874541

www.efmn.org/walk



YOUR SUPPORT TEAM



Lisa Peterson | Regional Coordinator – Northern MN
lisa.peterson@efmn.org
218.624.1330



Amy Haugen | Regional Program Manager – Central MN
amy.haugen@efmn.org
320.203.9722



Keri Olufson | Development Officer
kolufson@efmn.org
651.287.2330

No Matter Your Region
We're Here for You!

FARGO
DULUTH
ROCHESTER | ST. CLOUD
TWIN CITIES

Despite the open Regional Coordinator positions in Fargo and Rochester - Team Captains in these regions can reach out to Amy Haugen or Keri Olufson for walk questions or fundraising support.

FREQUENT QUESTIONS

GETTING STARTED

WHAT IS THE EPILEPSY FOUNDATION OF MN?

Founded in 1954, Epilepsy Foundation of Minnesota is a non-profit organization that offers programs and services to educate, connect and empower people affected by seizures. Our mission: the Epilepsy Foundation of Minnesota leads the fight to overcome the challenges of living with epilepsy and to accelerate therapies to stop seizures, find cures and save lives. Our vision is a world where people with seizures realize their full potential. Visit efmn.org

HOW ARE MY DONATIONS USED?

Donations support the 60,000 people with epilepsy right here in our community. Thanks to your generosity and dedication, EFMN is able to serve over 185,000 people annually through programs such as:

- **Educate Programs:**
Seizure Smart Communities, Seizure Response trainings, Conferences & workshops, Information & Referral, Seizure Smart Schools
- **Connect Programs:**
Camp Oz, Shining Star program, Peer support programs, Family events
- **Empower Programs:**
Advocacy, Creative Arts program, Walk to End Epilepsy, Volunteering

WHAT ARE CHAMP CLUB TEAMS?

Formerly known as the Grand Club, this elite group will now be recognized with a new name. The Champ Club celebrates teams who raise \$1,500 or more for EFMN's programs and services. Champ Club members receive special recognition at the EFMN Neighborhood Walk!

WHAT IS THE EFMN NEIGHBORHOOD WALK?

The EFMN Neighborhood Walk is a statewide and eastern North Dakota event which raises awareness and funds to support services for the 185,000 people EFMN serves annually. Over 3,500 walkers in five communities come together as a powerful force to help people with epilepsy realize their full potential and stop seizures.

One in 10 people will have a seizure in their lifetime, and one in 26 will develop epilepsy. The Walk to End Epilepsy supports ending the silence, ending the isolation, and ending the stigma, while raising vital funds to support EFMN resources and services.

IS THERE A REGISTRATION FEE?

No! Each walk is free for all to attend. Also, the EFMN Neighborhood Walk does not require walkers to raise a minimum amount of money. However, we encourage everyone to set a fundraising goal and do their best to achieve it.

DO I HAVE TO FORM A TEAM?

We want to know who is joining us in order to show our appreciation for your support. You can register as a team (a team is 1+ individuals) or you can join an existing team. If you need help registering, please see page 3 in this packet for a list of contacts skilled in all aspects of the EFMN Neighborhood Walk.

DOES EVERYONE ON MY TEAM NEED TO REGISTER?

We encourage everyone who is 18+ to register, but it is not required.

FREQUENT QUESTIONS

FUNDRAISING

DO YOU HAVE TOOLS TO HELP ME FUNDRAISE?

Absolutely! From pre-written emails to tips on telling your story, we're beside you every step of the way. Check out our online fundraising resources, watch for emails from EFMN and connect with other teams to grow your impact. Contact Keri at kolufson@efmn.org for additional assistance with fundraising and hitting your goals! The best thing you can do is ask – you never know who may be willing to support your team.

ARE DONATIONS TAX-DEDUCTIBLE?

Yes! All donations to EFMN are eligible for a charitable gift tax-deduction. EFMN is a 501c3 nonprofit. After making your donation, EFMN will send each donor an acknowledgement letter, which includes a charitable gift tax receipt.

Tax ID: 41-0874541

WHAT ARE MATCHING GIFTS?

Matching gift programs are established by many companies with the intention of supporting nonprofit organizations by matching contributions made by their employees. To see if your company offers this program check in with your HR or corporate giving department.

WHO CAN I CONTACT IF I HAVE OTHER QUESTIONS?

We're happy to hear from you! Contact your walk team of professionals at walk@efmn.org or 651.287.2330

CAPTAIN & TEAM MEMBER CHECKLIST

SIGN UP:

Register as a team captain or join a team for the EFMN Neighborhood Walk at efmn.org/walk. You are welcome to have as many or as few members on your team (teams are 1+ or more individuals).

SET GOALS:

Set an example for your team and set your team goal. This goal is decided by you and can be changed at any time.

GET PERSONAL:

Sharing why you walk is one of the main reasons why people decide to give. Customize your fundraising web page with a personal message and photo.

SHOW IT OFF:

Think of a team name and consider ordering or making your own custom team shirt to wear on walk day. Creative and personal names are always best!

BE A TEAM:

Ask your team members to help you motivate, promote, and build your team. See our tips and tools on sharing your story on social media.

SHARE:

Sign up friends, family, and coworkers to your team. Ask them to recruit at least one other person!

SET A DATE:

Organize a DIY Fundraiser to help raise money for your team. Check out the fundraising ideas on our online resource page, on the walk website, for ideas on how to create your own.

GET READY:

Be on the lookout for an email from EFMN with important day of walk details and don't forget to share them with your team.

LET'S WALK:

Unite your family and friends to walk 1.26 miles simultaneously in each of your neighborhoods, parks, and pathways.

SHOW SOME LOVE:

Thank all of your donors and team members for their hard work, dedication, and support.

LET'S FUNDRAISE!

Share your passion and excitement with your network as you work to reach your fundraising goal. There are many ways you can raise funds individually or as a team. Some tested tips and examples of how to fundraise successfully are listed below. Don't be afraid to think creatively.

LEAN ON YOUR TEAM

You do not have to be the only one raising funds for your team, rally your friends, family, and teammates to help you spread the word and ask for support.

HOLD A DIY FUNDRAISER

This is a great way to get the word out about why you walk and raise funds for your team at the same time. Check out the walk resources online at efmn.org/walk for examples and steps to set up your personal fundraising event.

ASK ONE PERSON A DAY

Directly asking people to support your team does not have to be intimidating. Share your story about why you walk and what their support will do. No worries if they say no, you are asking from a good place.

AWARENESS AT WORK

Spread the word about your team and why you walk at work. Have a table with information about your team, why you are walking, what is epilepsy, and have your donation envelope available.

DON'T FORGET THE MATCH

Find out if your company has a matching gift program. Matching gifts double your donations. If you are unsure, contact your company's human resources.

GIFT OF DONATION

At your birthday, holiday, anniversary, or other special occasion – instead of gifts, ask friends and family for a donation to your walk team.

TALENTED?

Are you crafty or have a talent to share? Make something to raffle off or donate your time and talent and ask for a donation to your team.

THE EASY ASK

1 WHAT IS THE NEED	2 WHY IS IT IMPORTANT	3 WHO DO YOU WALK FOR	4 ASK FOR YOUR NEED	5 WAIT & LISTEN
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PUT THE 5 ASK STEPS INTO ACTION

EXAMPLE ASK: There are 60,000 people in EFMN’s service area (MN & Eastern ND) who have epilepsy – enough to fill TCF Bank Stadium. Epilepsy affects more Americans than multiple sclerosis, cerebral palsy, muscular dystrophy, and Parkinson’s disease combined. My daughter is a part of the 1 in 26 who will develop epilepsy in their lifetime. We participate in the Walk to End Epilepsy in honor of her and to support the resources and programs that the Epilepsy Foundation of Minnesota provides. EFMN has been by our side from the beginning of her diagnosis. Will you be by our side and support our team by donating \$50?

NOW YOU TRY

STEP 1:

WHAT IS THE NEED

STEP 2:

WHY IS THE NEED IMPORTANT

STEP 3:

WHO DO YOU WALK FOR

STEP 4:

ASK FOR WHAT YOU NEED

STEP 5:

WAIT FOR DONOR TO REFLECT & RESPOND

SOCIAL MEDIA & YOU

YOUR TEAM/PERSONAL PAGE

Whether you are a group of many team members or an individual walker sharing your story matters! Let them know why you walk.

GET YOUR MESSAGE OUT

Email friends, family, or coworkers directly from your fundraising page using one of our pre-written emails or write your own.

KEEP IN THE LOOP

Make sure those who are supporting you are kept in the loop as your fundraising journey grows. Don't forget to let them know walk day details and your post walk total!

THE POWER OF SOCIAL MEDIA

The use of social media is where a majority of us receive our news and stay up to date with friends and family. Take advantage of this platform by sharing your story, your team, and your fundraising goal on social media. When you share your team page on social media it will include a direct link to your page where people can donate directly to your team. Encourage everyone to like, comment, and share each post you make to reach a larger audience.



Ask your Facebook community to like, comment, and share your posts

Don't forget to share a picture of you and your team.

Follow and share EFMN's Facebook page. Ask family and friends to like and follow, as well.

Update your profile picture and cover photo to promote your walk team



Tweet daily about your team's progress. Use [#efmnneighborhoodwalk](#)

Follow EFMN's Twitter account [@EpilepsyMN](#)

Retweet walk messages from EFMN

LIVE Tweet the day of the walk!



Photos are the best way to grab attention. Don't forget [#efmnneighborhoodwalk](#). Pictures from the day of the walk are a great way to keep those in the loop who supported your team but couldn't make it to the walk.

EFMN IS ON INSTAGRAM [@epilepsyfdnmn](#)