



2021
**UNITED
IN EPILEPSY**
Regional Walks



TEAM CAPTAIN RESOURCE PACKET

As a Team Captain, your goals are to recruit your friends, family, and co-workers to join your team and fundraise! Included in your Captain's Packet, you will find tools to build a successful team along with important walk information. **Epilepsy is what unites us, and together we will walk in solidarity for epilepsy.**

EVENT DETAILS



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As a Walk Captain, you are an important part of the success of the United In Epilepsy Regional Walks. Below are important information for you to know.

WHAT:

Throughout the months of September and October, walkers will join us in designated cities in Minnesota and in Fargo, ND. The United in Epilepsy Regional Walks are the largest awareness and fundraising event in Minnesota to benefit people impacted by epilepsy, and we are so grateful you are a part of it! Not only are the walks raising awareness and funds, but they are also bringing together our community, showing the strength that we hold together.

WHEN & WHERE:

Fargo/Moorhead - September 1
Mankato - September 9
Duluth - September 14
St. Cloud - September 21
Bemidji - September 23
Marshall - September 25
Rochester - September 28
Twin Cities Metro - October 2

WHY:

1 in 26 people will develop epilepsy in their lifetime. The United in Epilepsy Regional Walks raise awareness of the thousands of individuals living with epilepsy in our state and critical funds to educate, connect, and empower them.

WHO:

Individuals living with epilepsy
Family
Friends
Advocates

For more information contact walk@efmn.org or 651.287.2316.



WHAT IS THE EPILEPSY FOUNDATION OF MINNESOTA?

Founded in 1954, the Epilepsy Foundation of Minnesota is a non-profit organization that offers programs and services to educate, connect and empower people affected by seizures. 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. For more information about EFMN visit efmn.org.

HOW ARE 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 the epilepsy community 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, United In Epilepsy Regional Walks, Volunteering

IS THERE A REGISTRATION FEE?

No, there is no registration fee for the walk. We encourage our participants to commit to fundraising for the event.

DOES EVERYONE ON MY TEAM HAVE TO REGISTER?

Yes! We are asking all walkers to register this year, including our youth walkers! This helps us know how many supporters we have in our communities, and it helps us make sure we have enough supplies for you all!

DOES EVERYONE WHO REGISTERS HAVE TO ENTER A CREDIT CARD?

No, you only have to enter a credit if you are making a donation when you register. If you are registering someone else, the form will skip that page.

WILL WE RECEIVE T-SHIRTS THIS YEAR?

For every \$25 raised, you will receive a T-shirt, up to the number of registered walkers on your team. This doesn't apply to just Walk Captains. We encourage every team member to raise at least \$25 to receive a T-shirt.



HOW CAN I BUILD TEAM SPIRIT?

We love team spirit and there are many ways you can do to build it!

- Communication is key! As the Team Captain, you want to make sure that your teammates feel that they are part of a team. Make sure that you share important information with your team members.
- Ordering custom t-shirts can be a great way to recognize why you walk, and can also work as a fundraiser!
- A popular and kid-friendly way to build team spirit is to make a team sign to hold proudly during the walk and help your teammates find you on walk day.
- Dressing up in a team color is another great way to make a statement!

CAN A BUSINESS, CLINIC, NONPROFIT EXHIBIT AT THE WALKS?

Yes! Each location has sponsorship opportunities that come with the ability to have a table at the Walk. Contact walk@efmn.org for information.

ARE STROLLERS AND WHEELCHAIRS ALLOWED AT WALKS?

Yes! Each location offers a path that is friendly for strollers and wheelchairs.

HOW CAN I CONNECT WITH OTHER TEAMS?

- FREE awareness bracelets will be available on-site to identify your relationship to epilepsy and easily spot others on a similar journey. These connections are important and tell a story.
- Start a conversation when you're walking! Take a look at who is around you and ask them why they are walking. This is a good start to a conversation.



DO YOU HAVE TOOLS TO HELP ME FUNDRAISE?

Absolutely! Check out our online fundraising resources at efmn.org/walk and watch for emails from EFMN in July, August, and September to help you with fundraising ideas.

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 acknowledgment letter, which includes a charitable gift tax receipt. (Tax ID: 41-0874541)

HOW DO I ENTER IN A CASH OR CHECK DONATION OR EMPLOYER'S MATCH?

You can add offline donations on the Manage my page option under My Page.

Step 1: Click on the Fundraising tab on the left-hand navigation bar.

Step 2: Click on the Enter Cash/Checks tab.

Step 3: Click on Enter A Cash or Check Donation button.

Step 4: Fill out the New Cash/Check Gift form.

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.

WHAT IF MY COMPANY IS MATCHING MY DONATION AND OTHER COLLEAGUE'S DONATIONS? WILL THE DONATIONS SHOW UP TOGETHER?

You would need to communicate with your colleagues to make sure that you are all using the same name for your employer under the Donor Name question of the New Cash/Check Gift form. As the match is being added in, your employer's name will be recognized as a donor.

HOW COME I SEE AN OPTION TO PAY FOR CASH DONATION COLLECTED BUTTON?

To make collecting cash donations easy and before the walks, you are able to pay for cash donations using your own credit card. This way, you will be able to keep the cash.

CAN I GIVE YOU CASH ON THE WALK DAY INSTEAD OF PAYING WITH MY CREDIT CARD?

Yes! If you choose to bring the cash with you on the Walk day, you can skip the Pay for Cash Donation Collected button.

CAN I SET UP FUNDRAISERS ON FACEBOOK?

Yes! After you register, you will see "Create a Facebook Fundraiser" on the right toolbar. Name your fundraiser, enter in a description, set a goal, and then follow the steps to connect your Facebook account to your Walk page.

CAN I SET UP FUNDRAISERS ON INSTAGRAM?

No, unfortunately there is not a way to connect Instagram fundraisers to your Walk page! To promote your walk and ask for donations on Instagram, you can add your walk URL as a "Link in Bio" to your profile page and have people click there to make a donation directly to your Walk page.

CAPTAIN CHECKLIST



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- Set Fundraising Goal:** Set expectations for your team by setting your team's fundraising goal. This goal is decided by you and can be changed at any time. It doesn't mean that you are raising all the funds yourself. You and your teammates can work together to meet your goal.
- Invite Others:** Our best supporters are those who are close to us. Ask your friends and family members to join you on your walk team.
- Get Personal:** Sharing why you walk is one of the main reasons people decide to give. Customize your fundraising page with a personal message and photos. Share the link with friends, family, and on social media. Tell your personal story about epilepsy and why supporting EFMN's work is means so much to you.
- 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. If you are walking individually, see our tips and tools on sharing your story on social media.
- Check Your Email:** EFMN will be sending emails throughout July, August, and September with tips and ideas for recruiting walkers and fundraising.
- Send Thank You Messages:** Don't forget to thank your donors and supporters, either through email, text message, or phone calls. Templates are available on "Manage My Page." Click on "Fundraising" and then "Thank your Donors."
- Take Photos:** On Walk days, take photos! Share your photos on social media with the hashtag #unitedinepilepsy and let people know WHY you are walking! This is the easiest way to spread awareness through your network. Not only that, but images with #unitedinepilepsy will be pulled into the Walk page for all walk participants to see!

FUNDRAISING IDEAS



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Share your passion and excitement with your network as you work to reach your fundraising goal. There are many ways you can raise funds either 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.

Create a Facebook Fundraiser: After you register, you will see "Create a Facebook Fundraiser" on the right toolbar. Name your fundraiser, enter in a description, set a goal, and then follow the steps to connect your Facebook account to your Walk page. All donations from this Facebook fundraiser will be added to your walk fundraising goal.

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.

Create 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 epilepsy is, and have your donation envelope available.

Company 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 department.

Donation Gifts: On your birthday, holiday, anniversary, or other special occasions — instead of gifts, ask friends and family for a donation to your walk team.

THE EASY ASK



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ASKING for money doesn't need to be hard. First, start with your introduction: I am walking at the United In Epilepsy Regional Walks this year. If you do decide to do nothing but this, you will still find fundraising success.

Before you start asking, answer these three questions:

1

**WHY IS EPILEPSY
IMPORTANT
TO YOU?**

2

**IF YOU ARE WALKING FOR
SOMEONE, WHO ARE YOU
WALKING FOR?**

3

**HOW MUCH ARE
YOU ASKING FOR?
HOW MUCH IS YOUR
GOAL?**

Your Answers:

Why is epilepsy important to you?

In order for people to want to give to a cause, they need to know why it's important to you. Statements like, "1 in 26 people will have epilepsy in their lifetime" are impactful and can be used. However, the more personal you can get, the more reasons people will have to donate. Most often, people make a donation to a walk because of the person asking. That is why your explanation of why epilepsy is important to you is so important.

If you are walking for someone, whom are you walking for?

Like the question above, the more personal the ask, the more likely someone will give to your team. If you are walking for someone, you can state their name or your relationship. It helps others understand why you are and why they should care as well.

How much are you asking for? How much is your goal?

If you just ask someone to contribute, they have no idea what "contribute" means to you. Being clear about your expectations is important and stating your goal will let them know their impact.

Put your answers together and you have your easy ask!

Example: I am walking at the United In Epilepsy Regional Walks this year. As you may know, my son has epilepsy, and this year we are walking for him. There are many reasons why I am walking, but the lack of awareness about epilepsy is something I feel passionate about it and with our team support, the Epilepsy Foundation of Minnesota can raise greater awareness of epilepsy and seizure safety. Your \$25 would help me meet my goal of \$500 to support this important work.