



2023  
**UNITED  
IN EPILEPSY**  
Regional Walks



# TEAM CAPTAIN SUCCESS 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 is important information for you to know.

## WHAT:

This summer and fall, walkers will join us in cities across Minnesota. The United in Epilepsy Regional Walks are the largest awareness and fundraising events in Minnesota to benefit people impacted by epilepsy, and we are so grateful you are a part of it! Not only are we raising awareness and funds to support our family, friends, and neighbors with epilepsy, but we are also uniting our community, showing the strength that we hold together.



## WHEN & WHERE:

St. Cloud - July 13  
Moorhead - July 20  
Mankato - July 27  
Duluth - August 3  
Rochester - August 10  
Twin Cities Metro - October 8



## 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 that enable them to manage their seizures and lead safe, connected, and empowered lives.

## WHO:

Individuals living with epilepsy  
Family  
Friends  
Advocates



For more information contact [walk@efmn.org](mailto:walk@efmn.org) or 651-287-2316.

# 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 the summer with tips and ideas for recruiting teammates 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 the day of the walk, 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 website for all walk participants to see!



# FAQ: GETTING STARTED



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## 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](https://efmn.org).

## HOW ARE DONATIONS USED?

One in 26 people will be diagnosed with epilepsy in their lifetime. There are currently an estimated 55,000 people living with epilepsy in Minnesota. Thanks to your generosity and dedication, EFMN is able to serve the epilepsy community through programs that:

- **Educate:** Seizure Smart Communities, Seizure Response Trainings, Conferences & Workshops, Seizure Smart Schools
- **Connect:** Camp Oz, Shining Stars Program, Connect Groups, Social Events
- **Empower:** Advocacy, Information Services, United in Epilepsy Regional Walks

## IS THERE A REGISTRATIONS 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! All walkers must be registered, including youth walkers! This helps us know how many supporters we have in our communities, and it ensures we have enough supplies for everyone attending the Walks.

## DOES EVERYONE WHO REGISTERS HAVE TO ENTER A CREDIT CARD?

No, you only have to enter a credit card 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?

Yes! Our Be Seizure Smart t-shirts are available to all United in Epilepsy Walks participants. T-shirts will be available at each walk location, free of charge. You and your team will be able to pick up t-shirts at the t-shirt table

## HOW CAN I BUILD TEAM SPIRIT?

We love team spirit and there are many things 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. That doesn't just mean logistics about the event! Share your team's progress, and cheer on team members as they raise toward their goal.
- 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](mailto: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.



# FAQ: FUNDRAISING



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## DO YOU HAVE TOOLS TO HELP ME FUNDRAISE?

Absolutely! Check out our online fundraising resources at [efmn.org/walk](https://efmn.org/walk) and watch for emails from EFMN this summer 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 501(c)3 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.

**Note:** For an employer match, list the Donor Name as "[Company Name] Match."

## WHAT ARE MATCHING GIFTS?

If you and your colleagues all list the same Donor Name when recording your employer's match using the New Cash/Check Gift form, those donations will be grouped together. Communicate with your colleagues to make sure you are all using the same name (we recommend "[Company Name] Match").

## 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.

## WHY DO 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 left-hand menu. 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 on your Walk page.

# EVENT DETAILS



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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.

**Ask Your Company for a 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.

**Ask for Donation as 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 decide to do nothing but this, you will still find fundraising success.

Before you start asking, answer these three questions:

1

**HOW DOES  
EPILEPSY IMPACT  
YOU?**

2

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

3

**WHAT IS YOUR  
FUNDRAISING  
GOAL?**

Your answers:

How does epilepsy impact you?

People want to give to a cause when they 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 motivated people will be to donate. Most often, people make a donation to a walk because of the person asking. That is why your explanation of why epilepsy matters to you is so important.

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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 care and why they should, too.

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How much are you asking for? What 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.

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**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. With your 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.





**THANK YOU!**