

THE EASY ASK



**UNITED
IN EPILEPSY**
Regional Walks

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.

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.

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.

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.