



**UNITED
IN EPILEPSY**
Regional Walks



TEAM CAPTAIN SUCCESS PACKET

As a Team Captain, your goals are to recruit your friends, family, and colleagues to join your team and fundraise!

This Team Captain Success Packet has 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:

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:

Moorhead - Tuesday, August 5

Duluth - Thursday, August 7

St. Cloud - Tuesday, August 12

Rochester - Thursday, August 14

Twin Cities - Sunday, September 14



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 raise critical funds that enable them to manage their seizures and lead safe, connected, and empowered lives.

WHO:

Individuals living with epilepsy and those who love and support them!



For more information, email walk@efmn.org

CAPTAIN CHECKLIST



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- ☐ **Register and Create Your Team:** Go to www.efmn.org/walk to register and create your team. Once you register, you can share your team page with your friends and community.
- ☐ **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 participating 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!
- ☐ **Take Photos:** On the day of the walk, take photos and videos to share on social media and tag the Epilepsy Foundation of Minnesota!

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's mission is to empower Minnesotans impacted by epilepsy through support, connection, education, and advocacy. For more information about EFMN visit 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 support, 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, Client Services, United in Epilepsy Regional Walks

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, all participants must be registered, including children. 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 with a credit card when you register.

WILL WE RECEIVE T-SHIRTS THIS YEAR?

No, we are not providing t-shirts this year. As an organization, we've had to make some difficult decisions to reduce expenses and ensure the long-term sustainability of our mission. After thoughtful consideration, we made the tough choice to not purchase walk t-shirts. Teams are encouraged to create their own t-shirts, or another fun wearable that distinguishes your team from the rest. Some other creative ideas are hats, socks, necklaces, bandanas, or a banner you can carry while walking!

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?

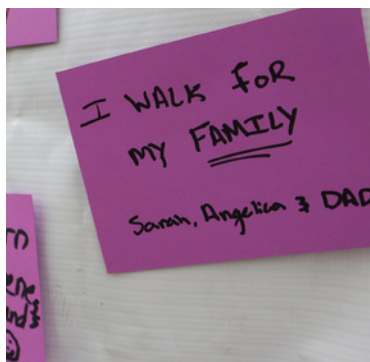
Yes! Please email walk@efmn.org for information on sponsorship opportunities.

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 I HAVE TO FUNDRAISE? The United In Epilepsy Regional Walks are the largest awareness and fundraising event for the epilepsy community in Minnesota. While fundraising is optional, we encourage everyone to set and work toward a fundraising goal. Every dollar raised provides resources and support that enable people with epilepsy to manage their seizures and lead safe, connected, and empowered lives.

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 this summer to help you with fundraising ideas.

WHAT HAPPENS TO THE MONEY RAISED AT THE WALKS? Donations are used to support the programs and services of the Epilepsy Foundation of Minnesota, including Seizure Smart Trainings, Connect Groups, and Camp Programs within our local communities across Minnesota.

HOW DO I TELL MY COMMUNITY TO DONATE TO MY WALK TEAM? When asking your community to make gifts in support of your team, please direct them to select either your team name or team captain's name from the "Credit a team or team member" option on the gift form. Team captains are the only participants who will be listed as team members, but gifts made in support of them will contribute to your team's fundraising goal.

HOW DO I GIVE A CASH OR CHECK DONATION ON GIVEBUTTER?

Cash gifts cannot be given online. If you would like to give a cash gift, you have two options:

- Send your cash gift to the EFMN office and include the name of the participant and team you'd like to support
- If you are attending a walk, you can bring your cash gift to the walk

Check gifts can be given through Givebutter by clicking the "Register & Donate" button and selecting the Check option as the payment method. Your check must either be sent to our office or brought to the walk you are attending. We will not send collection envelopes for checks.

Our mailing address for cash or check gifts is:

Epilepsy Foundation of Minnesota
7760 France Ave S, Suite 210
Bloomington, MN 55435

HOW CAN I FUNDRAISE ON FACEBOOK/TWITTER/LINKEDIN? You can easily share your walk's page by clicking "Share Fundraiser" at the top of the page, which will direct you to your social media profile to create a post. Be sure to tell your friends to credit their gift to your team or team captain!

CAN I MAKE MY OWN FACEBOOK FUNDRAISER IN SUPPORT OF THE WALKS? Yes. EFMN receives gifts from Facebook and are attributed to the walks. However, due to the limited data we receive from Facebook, we are not able to attribute gifts made to your Facebook fundraiser to your team fundraising on Givebutter.

HELPFUL TIPS



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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: You can easily share your walk's page by clicking "Share Fundraiser" at the top of the page, which will direct you to your social media profile to create a post. Be sure to tell your friends to credit their gift to your team or team captain!

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?**

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.

THANK YOU!