

2026 walks

MINNESOTA

TEAM CAPTAIN SUCCESS PACKET



**When we come together,
we are stronger together.**

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.

EVENT DETAILS



**UNITED
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Regional Walks

As a Walk Captain, you are an important part of the success of the 2026 Walks. Below is important information for you to know.

WHAT:

Our Walks are powerful gatherings of individuals, families, and teams who walk to raise critical funds, build community, and show support for everyone impacted by epilepsy.

These family-friendly events include fun activities, local speakers, and opportunities to connect with others who truly understand. Whether you're walking in honor of a loved one, celebrating your own journey, or standing in solidarity, there's a place for you here.



WHEN & WHERE:

Moorhead Area - Tuesday, August 11

Duluth Area - Thursday, August 13

Rochester Area - Tuesday, August 18

St. Cloud Area - Thursday, August 20

Twin Cities Area - Saturday, September 26



WHY:

1 in 26 people will develop epilepsy in their lifetime. The Epilepsy Foundation of Minnesota's 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 <https://p2p.onecause.com/efmnunitedinepilepsywalks/home> 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 Minnesotans impacted by epilepsy 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, phone calls, or a handwritten thank you note.
- 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 DOES MY FUNDRAISING IMPACT EFMN?

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, 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. 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!

- 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.
- Creating custom t-shirts or other wearables 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?

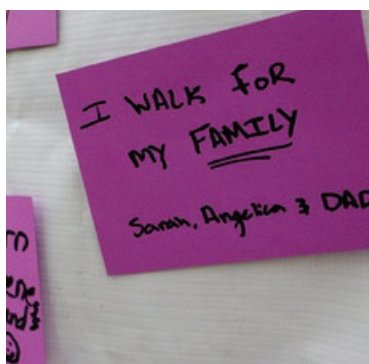
Yes! Please email walk@efmn.org for information on sponsorship opportunities.

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.



THE EASY ASK



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Anyone can be a fundraiser! With a little bit of time and thoughtfulness, you can create an Easy Ask that will help your fundraising efforts so you can ask anyone in your community to support your team.

We have three questions below to help you get started crafting your Easy Ask:

How does epilepsy or seizures impact you?

When people know why a certain cause is important to you, they are more likely to want to support your fundraising efforts. In this case, sharing how epilepsy or seizures impact you lets people know your "why".

If you are participating in honor or memory of someone, whom are you participating for?

If you are participating in honor or memory of someone, you can share their name or your relationship with them. It helps others understand why you care and why they should, too.

How much are you asking for, and what is your goal?

It can be helpful to ask for a specific amount when fundraising so your supporters know what would be most impactful to you. For example, "Will you give \$25 today?" And, sharing your fundraising goal will help them understand how their support contributes to your goal!

Put your answers together and you have your Easy Ask!

Example: I am participating in the Epilepsy Foundation of Minnesota's 2026 Walks this year. As you may know, my daughter has epilepsy, and we walk in honor of her. 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.

Who should I ask for support?

Start with the people who already know and care about you - your close friends, family, neighbors, and coworkers. They are the most likely to chip in and support your fundraising efforts. Then widen your circle by posting on social media or asking your employer if they will make a gift or match the amount of your gift. Finally, are there any small businesses or community groups that you are connected to that might want to contribute?

FAQ: FUNDRAISING



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DO I HAVE TO FUNDRAISE? The Epilepsy Foundation of Minnesota's 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 <https://p2p.onecause.com/efmnunitedinepilepsywalks/home> 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 SUPPORT 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 GIFT?

You can add offline gifts 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 Enter Cash/Checks

Step 3: Click on Enter a Cash or Check Donation button

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

You can then bring your cash/check gifts to the walk you are attending.

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 A FUNDRAISER 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.

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: 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.

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 how their support will help provide resources for Minnesotans impacted by epilepsy.

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, how epilepsy or seizures impacts you, and have your donation envelope available.

Ask Your Company for a Match: Find out if your employer 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.