

THE EASY ASK



**UNITED
IN EPILEPSY**
Regional Walks

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?