

Team Captain Toolkit

Your guide to recruitment and fundraising success



In this toolkit:

- Team member recruitment ideas and tools for successful team building.
- Creative and fun ideas to help you and your team reach your fundraising goals
- Useful resources to help spread the word and raise funds
- Information about local programs and services

Questions? Contact us at events@epilepsycoloradowyoming.org or call 303-377-9774 (in Wyoming: 307-763-5965).

Welcome!

You are part of a nationwide movement to help the 3.4 million individuals who live with epilepsy in the US, including the 65,000 in Colorado & Wyoming.

We want to empower you and your team with tips and tools for fundraising success.

The most important tool in any fundraising toolkit is your personal connection to the cause.

Share your story, share your strength and help us take action to END EPILEPSY together!

"I walk to END EPILEPSY because my son has never known a day without a seizure! Lennox Gastaut is a difficult diagnosis and finding support was key for me. Events like this are a great way to get connected with others and with services. I invite you to Walk with Me in 2023!"

- Nikki, Colorado Springs

"We walk to END EPILEPSY so that our child can know that he isn't alone on this journey, and so that he can know how much his story inspires others! I invite you to Walk with Me in 2023."

- Lauren, Team Keto Stevo

"I walk to END EPILEPSY because I am 1 in 26. Please walk with me and Team Xavier at the first ever Wyoming Walk to END EPILEPSY!"

- Xavier Sanchez, Team Xavier



Participant Center

When you register for the Walk to END EPILEPSY, you have access to an online Participant Center full of tools and resources to help you grow your team and increase your fundraising.

- ✓ **Customize your Personal and Team Page** with your story, picture and create a custom url.
- ✓ **Set your Personal and Team Fundraising Goal** - start with a personal donation.
- ✓ **Send emails** to potential donors and teammates.

Step 1:

Register as a team captain and choose a Team Name that reflects you and your group.

Step 2:

Set a team fundraising goal. Your goal should be realistic, but significant.



Our mission is to lead the fight to overcome the challenges of epilepsy and to accelerate therapies to stop seizures, find cures and save lives.

Participant Center

Step 3:

Share your story of “Why I Walk” on your team page.

The screenshot shows the 'BE BRAVE, BRAIN!' team page editor. The left sidebar contains navigation options like 'View my page', 'Dashboard', 'Register', 'Manage your team', 'Set up your page', 'Add photos or videos', 'Share Your Experience', 'Invite friends to join you', and 'Raise at least \$300'. The main content area has tabs for 'EDIT YOUR TEAM PAGE', 'GROW YOUR TEAM', 'EMAIL YOUR TEAMMATES', 'NOTIFICATIONS', and 'SETTINGS'. A message states: 'We recommend customizing your team message and adding a team photo to make this page your own.' Below this, there's a section 'How should your team name appear for this event?' with a dropdown menu set to 'Be Brave, Brain!'. A 'What is your team's fundraising goal?' field is set to '\$ 1500'. There's a checkbox for 'Not Fundraising this time around'. An 'Add a personal message to your team page' section contains a text area with the following text: 'My brother has lived with epilepsy since he was 12. My family is so grateful for the support we have received from the Epilepsy Foundation and other families we've met through local events. I am starting a team to help raise funds and awareness for the Epilepsy Foundation of Colorado & Wyoming!'

Step 4:

Make the first donation to demonstrate how much this cause means to you.

The screenshot shows the 'RAISE AT LEAST \$300' donation page. The left sidebar is identical to the previous screenshot. The main content area has tabs for 'MAKE YOUR DONATION', 'ASK YOUR FRIENDS', 'THANK YOUR DONORS', and 'ENTER CASH/CHECKS'. A message states: 'When you make a donation on your page, it communicates your commitment to the cause. It also sets the donation amount precedent and influences how much the next person is likely to donate.' Below this is a prominent red button labeled 'Make The First Donation'.

Step 5:

Send an email to your network with a link to your team page and a note explaining why they should join your team.

The screenshot shows the 'BE BRAVE, BRAIN!' team page. The left sidebar is identical to the previous screenshots. The main content area has a heading 'Do you want to participate as an individual or as part of a team?' with two options: 'PARTICIPATE AS AN INDIVIDUAL' and 'PARTICIPATE AS PART OF A TEAM'. Below this, a message states: 'When you choose to participate as part of a team, you will fundraise and compete as a team against other teams for top spots on the leaderboard. All the donations that you receive and all the points you earn will roll up into your team's total.' There are tabs for 'EDIT YOUR TEAM PAGE', 'GROW YOUR TEAM', 'EMAIL YOUR TEAMMATES', 'NOTIFICATIONS', and 'SETTINGS'. The 'EMAIL YOUR TEAMMATES' tab is active, showing options to 'Invite friends to join Be Brave, Brain! using our tools, we'll help you compose the message and send it out using email, Facebook and Twitter.' Below this are three buttons: 'Invite using Email', 'Invite using Text', and 'Invite on Twitter'.



On Walk Day, make sure your team members have the info they need: where to meet, what to bring, how you will celebrate the day together.

Know Your Network

Personal		Write down your ideas of who to contact and how (reach out by phone, e-mail, social media, letter-writing, invite to fundraising events)
Family	<p>Go beyond your immediate family</p> <ul style="list-style-type: none"> • Who did you see at the last holiday party or reunion? 	
Friends	<p>Include friends from other periods of your life</p> <ul style="list-style-type: none"> • Grade school, high school, college, graduate programs, • Book clubs, poker night, connections groups, intramural sports groups 	
Distant Contacts	<p>Think of past events that you hosted</p> <ul style="list-style-type: none"> • Review wedding or shower guest lists • Your holiday card list • Sorority/fraternity sisters/brothers • Anyone who you recently supported in a charity event • Past donors/team members 	
Community	<p>How are you involved in your community?</p> <ul style="list-style-type: none"> • Neighbors • Volunteer activities/organizations • Your children's activities • Civic or religious organizations • Facebook groups • Connections on social media 	
Daily Activities	<p>What does your average day or weekend look like? What businesses do you frequent?</p> <ul style="list-style-type: none"> • Grocery stores, dry cleaners, gyms, salons, florist, school, coffee shop, favorite restaurant 	
Professional Services	<p>Your accountant? Babysitter? Dentist? Think out of the box!</p> <ul style="list-style-type: none"> • Doctors, dentist, chiropractor, physical therapist, nurses, pharmacist • Accountant, attorney, real estate agent • Babysitter, barber, pet groomer, vet • Landlord, manager 	
Professional		
Co-workers	<p>Ask outside your department or direct contacts</p> <ul style="list-style-type: none"> • Outlook contacts, office directory • Former co-workers 	
Business Contacts	<p>Who would you regularly interact with?</p> <ul style="list-style-type: none"> • Clients, partners, vendors - Where does your business regularly spend money? 	
Professional Groups	<p>Review your LinkedIn network. Think of different organizations whose meetings you attend regularly</p> <ul style="list-style-type: none"> • Chamber of Commerce, municipal meetings, networking groups • Industry groups, professional development 	

Tips for Recruiting Co-Workers

Co-workers make great additions to your team! Here are 10 tips to get your colleagues on board.



Start early.

Begin recruiting as soon as you register. Contact your HR department to assist with outreach, fundraising and beyond.



Speak at a company or team meeting.

Sharing your reason for participating may motivate others to get involved.



Post information in your workspace and around the office.

Print Seizure First Aid and Walk information posters and hang them in break rooms and other common areas. Include your contact information or a link to your team page.



Include a blurb in your company newsletter or shared messaging platforms.

Share a brief story that explains your connection to the cause and lets others know how they can join your team.



Ask your manager or CEO to send an email on your behalf.

Draft the email you'd like sent and invite them to include a personal story if they have one.



Offer incentives.

Encourage colleagues to sign up by offering small prizes to the first people who register for your team. Work with your HR department to offer extra perks to the top fundraiser, match gifts up to a certain amount, and more! Get creative.



Get the word out.

Let your co-workers know you're looking for team members and ask them to help spread the word. They may know someone in another department who would like to participate.



Set up a table during lunch.

Have copies of your event materials on hand. Working virtually? Set up a call and invite your colleagues to learn more about the cause! Send out electronic copies of your materials.



Get together.

During breaks or after work, find a way to get together and bond with team members. Invite other co-workers to join you so they can learn more about your event.



Make it fun.

Give your co-workers regular updates on fundraising milestones. Those who haven't signed up for your team will see how much success and fun your team is having and may be inspired to join.






Fundraising Tips

We love to reward our fundraisers! You are making a difference in the lives of people affected by epilepsy, so show the world your commitment to the cause with a custom Walk to END EPILEPSY T-shirt or other swag.

[View fundraising prizes](#)



Make the Ask!

-  Send emails to your network through your Participant Center.
-  Make calls, send texts, and mail personal letters to your network to ask for their support.
-  Post updates on your social media channels on why you participate, to ask for support, and thank your donors.
-  Follow up within a few weeks of sending the first ask. It often takes 2-3 reminders to get donors to follow through.
-  Double your impact through employer matching gifts, and encourage your team members to do the same.

RAISE \$350 IN ONE WEEK

DAY 1

Register and sponsor yourself

\$40

DAY 2

Ask 3 relatives for \$20

\$60

DAY 3

Ask 5 co-workers for \$20

\$100

DAY 4

Ask 5 friends for \$10

\$50

DAY 5

Ask 5 more friends for \$10

\$50

DAY 6

Ask 5 neighbors for \$10

\$50

DAY 7

Celebrate your accomplishment!

The #1 reason people do not donate is because they were never asked!

Fundraise Your Way to Success

Thank you for joining the Epilepsy Foundation to help raise awareness and funds! You've taken the first important step by signing up. Now it's time to start working toward your fundraising goal! Every dollar you raise will help enhance care and support programs and advance research toward methods of treatment, prevention and, ultimately, a cure.

Here are some fundraising tips to help you get started:



Set a goal.

A goal gives you something to reach for while fundraising. You can measure your progress against this amount. If you reach the goal, you can always raise it and work toward a new target.



Lead the way.

Kick off your fundraising with a self-donation. By donating to the cause yourself, everyone will see your commitment.



Share your story.

Your support for the Epilepsy Foundation is a personal one and your fundraising should be, too. Participants who include a photo and story about why they participate on their personal fundraising page raise more than those who do not.



Email. Email. Email.

On average, one in five fundraising emails will result in a donation. The more emails you send, the better your odds for receiving a donation. Use one of the pre-written emails available in your online Participant Center or draft your own.



Remember your Sphere of Influence

Make a list of everyone you know, from friends and family to your mailman and vet. These are the people who are most likely to donate toward your fundraising efforts!



Double your impact.

Employers often match their employees' charitable giving! See if your employer offers matching gifts and have your team members do the same. You'll hit your fundraising goals in no time!



Fundraising is more fun with friends.

Ask others to join your team via email, on social media, or in person. Keep your team involved from the beginning - set contests, create a team theme, give awards to the teammates who are most committed, and join in the fun together! You'll raise more with more people and make an even bigger impact!



Take it Offline.

Those who raise funds both online and offline raise three times more than those who fundraise just one way. Have a bake sale, make a phone call or start a conversation while at a community event. More ideas are available in your Participant Center!



Always remember to say "Thanks!"

A thank you costs you nothing. It goes a long way to continue your impact for the epilepsy community.

Year-Round Fundraising Ideas

JANUARY

IDEA: Host a cook-off and charge by the bowl. Ask attendees to vote (\$1 = one vote) for the best one.

FEBRUARY

IDEA: Raise funds by asking co-workers to pay \$5 to wear jeans or other casual wear to work for a day — or \$20 for a weekly pass.

MARCH

IDEA: Organize a college basketball championship bracket challenge to benefit the Epilepsy Foundation.

APRIL

IDEA: Host and charge admission for a wine-tasting party with donated wine, cheese and chocolate.

MAY

IDEA: Organize a flower sale with donated plants and offer delivery for Mother's Day.

JUNE

IDEA: Kick off summer by organizing a friendly tournament. Charge admission for all players.

JULY

IDEA: Get friends and family together for a Dine and Donate event at a local restaurant.

AUGUST

IDEA: Host an office Olympics. Charge an entry fee to participate in events like a typing competition.

SEPTEMBER

IDEA: Get your neighbors together for a block party. Ask for donations to your fundraising efforts.

OCTOBER

IDEA: Host a haunted house. Charge admission and sell spooky snacks.

NOVEMBER

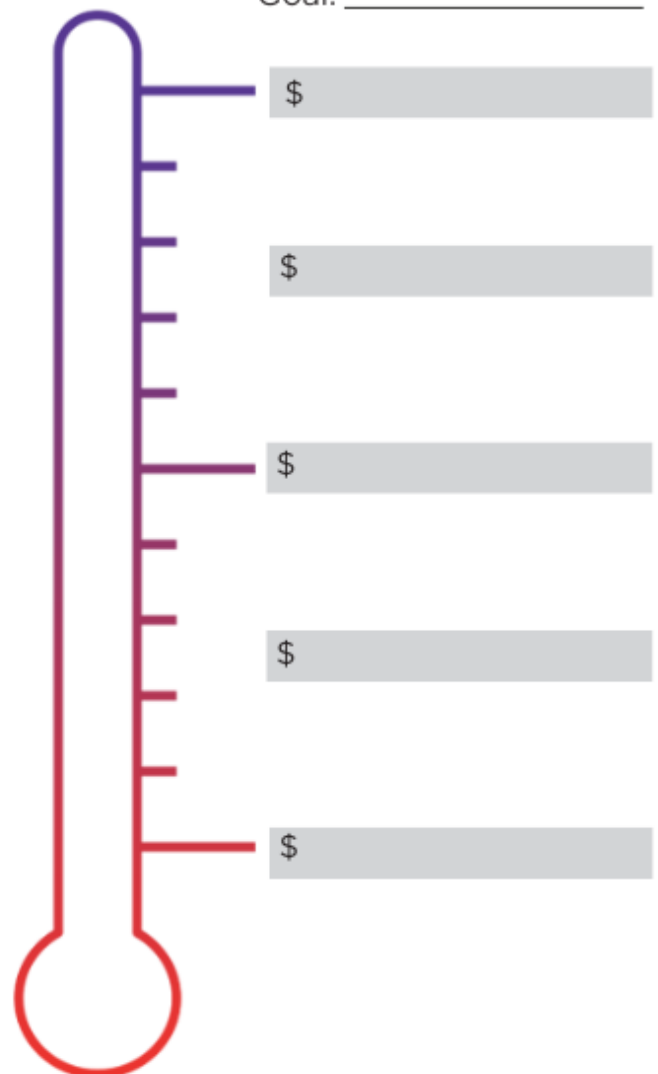
IDEA: Plan a Friendsgiving meal. Provide all food and desserts and ask for donations.

DECEMBER

IDEA: Host a holiday sweater contest at your office. Ask co-workers to vote (\$1 = one vote) for the tackiest sweater.

OUR TEAM'S PROGRESS

Goal: _____



You can continue to fundraise after the event! Log in to your Participant Center for more fundraising tips and tools. Check with your employer to find out if they will match what you raise.

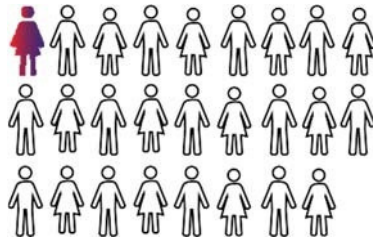
Epilepsy Facts

EPILEPSY is the most common serious brain disorder worldwide with no age, racial, social class, national or geographic boundaries.



1 in 10

people will experience a seizure over the course of a lifetime



1 in 26

people in the U.S. will develop epilepsy at some point in their lives



Other neurological conditions
Epilepsy

10x less

funding is given to epilepsy research to find solutions and cures



People with epilepsy
People with cerebral palsy + multiple sclerosis + Parkinson's disease

2x more

people live with epilepsy than cerebral palsy, multiple sclerosis, and Parkinson's disease - **combined**



STAY. SAFE. SIDE.

Learn seizure first aid online and download posters:
www.epilepsy.com/firstaid

While epilepsy is not generally considered a fatal condition, it is very serious and individuals do die from seizures. The most common cause of death is sudden unexpected death in epilepsy (SUDEP). Experts estimate that 1 out of every 1,000 people with epilepsy die from SUDEP each year. Learn more at www.epilepsy.com/SUDEP.

Programs & Services

Community Connection & Support

- Circle of Friends Support Groups
- Community Action Network (CAN)
- Peer Support Program
- Youth Council
- Camps & Retreats

Mental Health Services

- Case Management
- Preferred Provider Network
- Project UPLIFT
- PACES
- Emergency Assistance Fund

Education & Training

- Seizure Recognition & First Aid
- Epilepsy Connect Symposium
- Th1nk26

Care Navigation

- Specialty Care Referrals
- 24/7 Helpline
- Information, Resources, Referral

Advocacy

- Teens Speak Up!
- Public Policy Institute
- State and national legislation

Programas y Servicios en Español

- Programa de Apoyo para Pares
- Información, Referencia, y Administración de Casos
- Grupo de Apoyo
- Ferias de Salud
- Fondos de Emergencia



Awareness

- Walk to END Epilepsy
- International Epilepsy Day
- National Epilepsy Awareness Month
- Epilepsy Awareness License Plate

303-377-9774

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I WALK FOR

