



EPILEPSY
FOUNDATION®

COLORADO & WYOMING

Walk to END Epilepsy

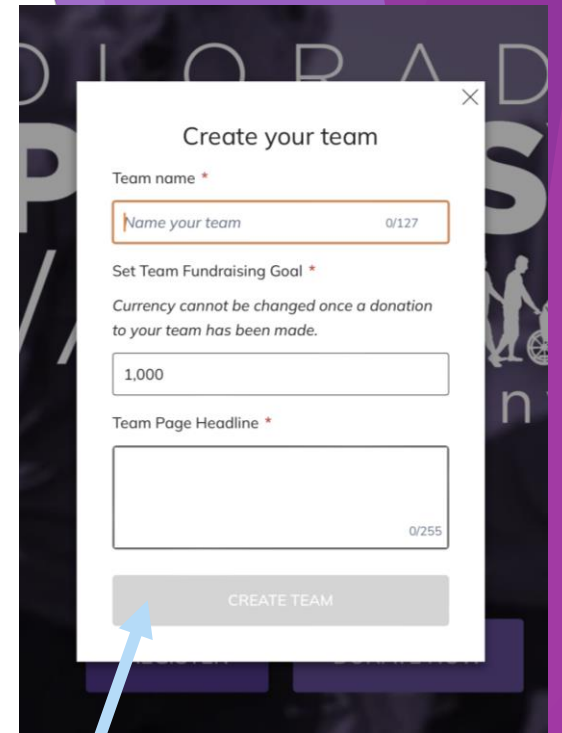
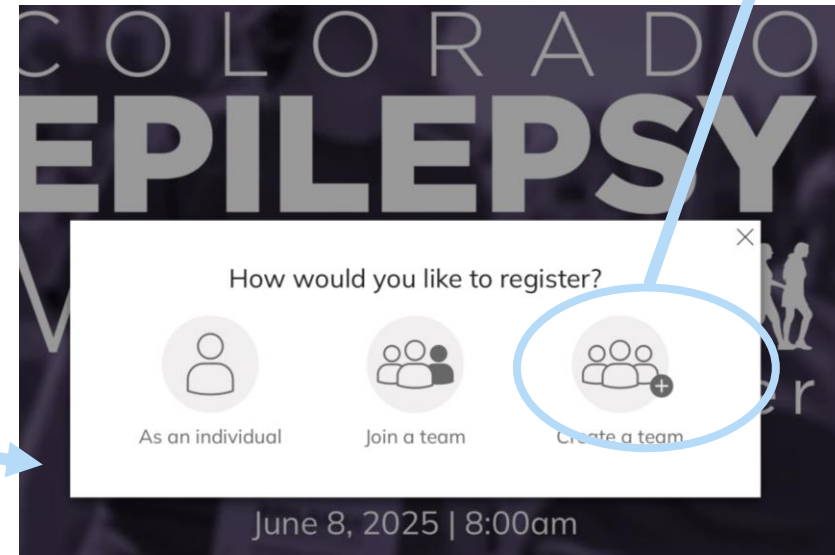
2025 Fundraising Tips and Tricks

Why We Walk

- ▶ Nearly 65,000 people in Colorado and Wyoming live with epilepsy.
- ▶ The Epilepsy Foundation of Colorado & Wyoming exists so that no one faces epilepsy alone.
- ▶ The Colorado Epilepsy Walk brings our communities together to make a difference for the people we love who live with epilepsy. In 2024 our walkers helped raise over \$160,000 to support critical programs and services in our community!
- ▶ Funds raised from the Walk provide education and awareness, training programs on seizure recognition and first aid, as well as improved access to specialty and supportive care for the nearly 65,000 people affected by epilepsy in Colorado and Wyoming.

Have You Registered?

- ▶ Go to: epilepsycoloradowyoming.org/Denverwalk
- ▶ Make a team



Personalize Your Page

- ▶ Add pictures and tell your story!

Team Page Captain Breigh Kempa Share

Team Joe

Go Team Joe!

LEADERS **MEMBERS** 8

MOST DONORS
Breigh Kempa
9 Donors

MOST RAISED
Joe Kempa
\$1,110 Raised

MOST ACTIVITY
Teammate with the most wall activity

WEEKLY WINNER
Joe Kempa
\$100 raised this week

JOIN TEAM

DONATE

\$2,814 Raised / \$5,000

Campaign
COLORADO EPILEPSY WALK - Denver
\$48,711 / \$220,500

STORY **UPDATES** 0

Team Rank See all

Welcome to our team page!

OVERVIEW STORY DONATIONS EMAILS TEAMMATES **DETAILS**

Team Picture
For best quality, use a 300 x 300 px image

REMOVE **UPLOAD**

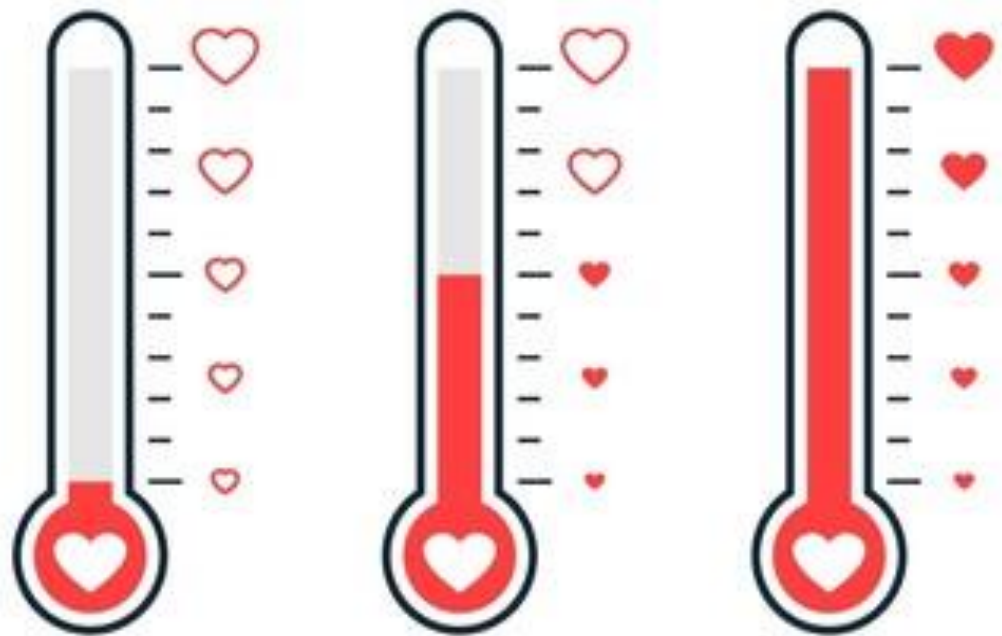
Team Name *
Team Joe 8/127

Page Headline *
Go Team Joe! 12/255
Reset team headline

Goal
Currency cannot be changed once a donation to your team has been made.

Set a Fundraising Goal

- Choose a realistic but ambitious goal
- Break it into smaller milestones
- Share your goal publicly to encourage support



Personalize Your Story

"I walk to END Epilepsy for a better quality of life for people living with epilepsy! My brother and I are both 1 in 26. I had seizures that went away with puberty but my brother was diagnosed with a life-long form when he was 14. Now, I am in medical school with the goal of working as an epileptologist. Walk with Me in 2023!" -Sydney Klumb

Learn more and register at bit.ly/W2EE2023.



- ▶ Share why the cause matters to you
- ▶ Use personal photos, stories, or videos
- ▶ Make an emotional connection with your audience

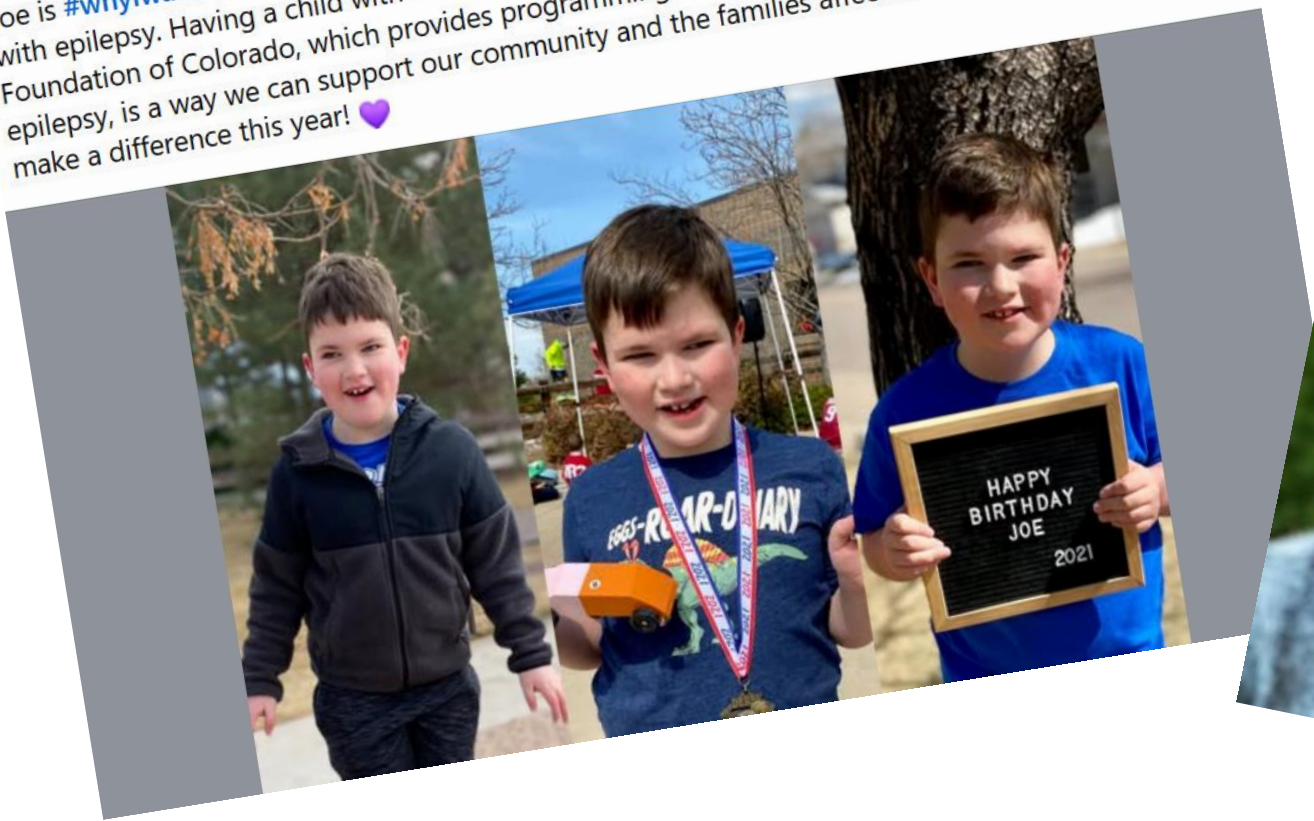
Use Social Media Strategically

- ▶ Post regularly on Facebook and Instagram
- ▶ Use hashtags like #WalkToEndEpilepsy
- ▶ Tag friends and supporters in your posts
- ▶ Use stories, reels, and countdowns
- ▶ Keep them short and to the point.
- ▶ Use a personal antidote or fact (1 in 26)
- ▶ ALWAYS have a cute picture, meme, or graphic.
- ▶ Post about once a month and then once a week for the month before.



#whylwalk #endepilepsy #epilepsysucks #fundraisingiscool

We are ONE MONTH away from the Walk to END EPILEPSY! Can you help Team Joe make our goal?
<https://runsignup.com/Race/102975/Donate/mnFS9FS8szyLNNEI>
Joe is #whyIwalk. Our participation in the Walk to END EPILEPSY is for all of the parents of children with epilepsy. Having a child with a chronic illness is HARD. Being able to fundraise for the Epilepsy Foundation of Colorado, which provides programming for the over 60,000 Coloradans living with epilepsy, is a way we can support our community and the families affected by this disease. Help us make a difference this year! 💜



The 2024 [Denver Walk to END Epilepsy](https://www.classy.org/fundraiser/5295789) is just three weeks away... which means it's time to ROCK!
♥ I'm trying to get to my goal of \$5000- will you help? ♥ Between now and June 1, \$50+ supporters will get their choice of a custom-painted rock or a dozen purple cookies! ♥ Thank you!
<https://www.classy.org/fundraiser/5295789>



Email & Text Campaigns

- ▶ Send personal emails or messages to friends, family, and coworkers
- ▶ Include a link to your fundraising page
- ▶ Provide updates and thank donors personally
- ▶ Make it easy for your friends and family - send a template for an email/social media post they can use for asks - and provide a picture!





- ▶ Send a blast email to friends, neighbors, coworkers, and family - it's surprising how many people will give if you just ask.
- ▶ Send out a reminder blast - a lot of times people just miss the email

Get Creative with Fundraisers



- ▶ Host a bake sale, garage sale, or game night
- ▶ Organize a raffle or silent auction
- ▶ Partner with local businesses for give-back events

Leverage Matching Gifts

- ▶ Ask employers if they offer donation matching
 - ▶ Promote this option to your donors
- ▶ Double (or triple!) the impact of contributions



Thank & Acknowledge Supporters

- ▶ Thank donors quickly and personally
- ▶ Highlight their generosity on social media
- ▶ Consider a small token of appreciation

Thank You ♥



Team Brooks

Thank you so much for your generous donation to the 2025 Denver Walk to END EPILEPSY and the Epilepsy Foundation of Colorado & Wyoming on behalf of Team Brooks! With each donation we receive, we become that much closer to our goal. Thank you for making a difference through your compassion and generosity!

The Epilepsy Foundation of Colorado & Wyoming is the leader in empowering, connecting, and educating to improve the lives of everyone affected by epilepsy. With our help, they will continue to lead the fight to overcome the challenges of living with epilepsy and to accelerate therapies to stop seizures, find cures, and save lives.

THANK YOU SO MUCH FOR YOUR INCREDIBLE SUPPORT!

With love and so, so, so much gratitude,
Brian, Rachel, Sadie, and BROOKS!




Stay Motivated & Keep Going



- ▶ Celebrate each fundraising win
- ▶ Share progress updates and success stories
- ▶ Remember the impact of every dollar raised

Final Call to Action

Reiterate your goal and how people can help



Always include a reminder about the walk date and a link to your fundraising page



Encourage last-minute support and sharing



It's never too late to donate!

- ▶ Costumes/team t-shirts
- ▶ Party Favors
- ▶ Tell people where to find you
- ▶ Bring a cooler, go out for lunch afterward, etc.
- ▶ Make Walk Sunday a part of everyone's June tradition!

Make Walk Day Fun!

