

2025 WALKER GUIDE

Your guide to recruitment and fundraising success!



Hello!

Thank you for taking action together to ensure no one faces epilepsy alone. The success of the Colorado Epilepsy Walks relies on teams of friends, family, co-workers and neighbors, led by people like you. You build excitement and help your team set fundraising goals, and we're here for you every step of the way.

In this Guide, you'll find everything you need to get started, including:

- Tips for recruiting, building and motivating your team.
- Fun and easy fundraising ideas to inspire you and motivate your teammates.
- Facts, figures, and FAQs.
- Tips for a successful Walk Day!

We provide resources to ensure appropriate and accurate information for those impacted by epilepsy. Our goal is to connect, educate, and empower those in the epilepsy community to inspire you to successfully manage your healthcare and lives.

Funds raised through 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.

THANK YOU FOR TAKING ON THIS IMPORTANT ROLE!

Your Denver Walk Staff,
Raleigh Cooper
Development Manager



1 BUILD YOUR TEAM.

Invite others to join you in taking action together. All teams of all sizes are welcome.

Tips to recruit team members:



Set up your team webpage. Visit your Participant Center to build a team webpage, including photos and your team's reason to end Alzheimer's.



Set a participant goal. Determine a goal for your team size and brainstorm a list of potential teammates.



Send emails. Log in to your Participant Center to find pre-written recruitment emails to send to co-workers, friends and family.



Host a team rally. Invite existing and potential team members to a party and help build excitement about participating in Walk.



Engage in friendly competition. Challenge another Team Captain to see who can recruit more team members.



Invite virtual participants. Ask people from across the country to join or support your team, even if they can't make it in person on Walk day.



Get social. Recruit teammates through social media. Share updates about your efforts on Facebook, Twitter, Instagram and LinkedIn – right from your Participant Center.



Forward to a friend. Encourage your teammates to forward a recruitment email to their contacts.



Recruit everywhere. Ask people at your workplace, church, gym, book club and local coffee shop to join your team!

2 MOTIVATE YOUR TEAM.

As a Team Captain or Team Member, it's your job to create excitement and encourage involvement.

Tips to inspire and engage your team:

- Commit to success.** Share fundraising tips with your teammates and be prepared to offer help and suggestions to those who have a hard time asking for donations.
- Plan a team fundraiser.** Organize an event to encourage team bonding and raise funds. See next page for ideas.
- Promote incentives.** Share opportunities to earn prizes and recognition - incentives can be found on the Denver Walk website.
- Communication.** In the weeks leading up to the event, send inspirational quotes, personal stories or photos from previous Walks and share updates on fundraising progress.

3 FUNDRAISE.

As a Team Captain, we encourage you to embrace fundraising ideas that are easy, fun and increase involvement. Brainstorm with your teammates to select activities that will engage others in the cause.



Ideas to guide your fundraising efforts:

Set a goal together. Plan a dinner, coffee break or happy hour to determine your team fundraising goal and what each person will aim to raise. We encourage participants to raise at least \$100.

Explore ideas. Discuss fundraising options with your team to determine which have the most potential.

Make the first donation. Set an example for your team by making a self-donation. It doesn't matter how much — showing your dedication and inspiring others to do the same is what counts. Participants who make a self-donation to start their fundraising typically raise double the amount of those who don't.

Use online tools. All registered team members have access to their online **Personal Dashboard**, where they can build a personal fundraising webpage and find pre-written email templates to send to friends and family asking for donations.

Aim for one a day. Ask one person per day to donate to your team. Make the “ask” part of your daily schedule so it becomes a habit.

Explore opportunities in your community. Can you raise money at a local fair or event, or by hosting a garage sale? You may also consider asking for donations from community organizations, local corporations and businesses that you frequent. People you support on a regular basis may be happy to return the favor.

Fundraise at work. Ask if you can host a fundraiser at your office or display information about the Epilepsy Foundation along with a donation box. Your local foundation can provide you the resources.

Reach out to local Foundation volunteers and staff. They have a wealth of knowledge, information and ideas to help you achieve fundraising success.

Secure matching gifts. Many workplaces will match a portion of the money their employees raise for charity. To see if your employer has a matching gift policy, visit with your human resources department.

4 PREPARE FOR WALK DAY.

WALK DAY IS SATURDAY, JUNE 8, 2025.

Your team should arrive on event day energized and ready to show the community the force we represent in the fight against Epilepsy!



Tips to build excitement:

Plan ahead. The day before Walk, send an email to your teammates with all the event details, including where to meet on Walk day, and ask that they bring any additional donations to the event.

Get organized. Make arrangements for carpooling or other event-day logistical needs. Consider planning a pre-Walk breakfast or post-Walk lunch to celebrate your team's success.

Show your purple. In addition to wearing your Walk T-shirts, your team may want to create buttons or signs to express your reasons for participating.

Capture the moment. Take a team photo as well as some candid shots to capture the emotions of the day. You may want to use this in your thank-you to donors or for next year's recruitment efforts.

Get immersed in the cause. Encourage your team to visit the Foundation's education and awareness table at the event to learn about advocacy, programs and services, and more.

Share your experience. Gather at the Walk finish line to recognize your success. Be proud of all you've accomplished in the fight against epilepsy and share that pride with your social networks live from the event. You can also use this opportunity to ask for last-minute donations.

Show gratitude. Be sure to thank everyone who joined and supported you for their dedication to the cause. Team members and donors who are shown appreciation are more likely to participate year after year than those who are not.

Come together to celebrate. Plan a post-Walk event for your team and share fundraising totals, recognize top team members and celebrate your team's accomplishments.



FAQs...

Q: Is there a minimum amount that needs to be raised to Walk? Is there a registration fee?

A: No, there is no minimum fundraising amount required to participate in the Walk, and there is no registration fee. We encourage every walker to set a personal fundraising goal. Participants who raise a minimum of \$100 will receive an official 2025 Colorado Epilepsy Walk T-shirt.

Q: How should I turn in donations?

A: Donations can be mailed directly to the Epilepsy Foundation- 6025 S. Quebec St, #150 Centennial, CO 80111. Remember, **never send cash in the mail**. If you have cash to turn in, we can coordinate a drop-off day with you or you can bring the cash to the Walk.

Q: What if my donors would like a receipt?

A: When a donor gives on-line, they will receive an automatic thank you letter via email that can be used as a receipt. All “off-line” donations of \$100 or more will receive a thank you letter from the Epilepsy Foundation automatically.

Q: Can I send in donations for more than one participant in one envelope?

A: Yes, but please be very specific as to how the donations should be credited. Include the Walk location, participant's name and team name, if applicable. The more information you provide, the faster we can process your donations.

Q: Can people register on Walk day?

A: Yes, day of registration is permitted. Those needing to do so should visit the Registration/Check-In Tent located near the City Park pavilion. Donations may also be made at that time.

Q: Does every member of my team need to register?

A: Yes. There are several reasons we like all members of the team to register.



ABOUT THE EPILEPSY FOUNDATION OF COLORADO & WYOMING

The Epilepsy Foundation of Colorado & Wyoming exists so that no one faces epilepsy alone. We improve the lives of those affected by epilepsy through education, advocacy, research, and connection.

We connect people to healthcare providers, support networks, and a listening ear. We educate schools, employers, and the community at large to reduce stigma and raise awareness.

For more than 60 years, we have remained committed to our mission, and we will not rest until we achieve a world free from seizures.

THANK YOU FOR JOINING US!



EPILEPSY
FOUNDATION[®]

COLORADO & WYOMING

