

You're Ready to Walk... But First,

Let's Raise!

So you're ready to join the nationwide movement to **END EPILEPSY**; whether for yourself or a loved one, we're excited to see you and your community taking action together!

The Walk to END EPILEPSY – Pennsylvania Series is the EFEPA's largest fundraiser; it allows us to bring positive change to those affected by epilepsy. We've seen how the Walk impacts lives, and by participating, you're part of it! Your dedication inspires us, and it'll encourage others to get involved.

Whether you're a veteran walker or joining us for the first year, we want to provide the proper tools to make it as easy, seamless, successful, and fun as possible! This Toolkit is designed to guide you through the process, from start to finish, of how to join the fight to **END EPILEPSY!**

Here's how to take action:

- **S** Build Your Team
- **✓** Reach Your Goal
- Share Your Story
- **See Your Impact See Your Impact**

If you need any advice, we're here to help!

Please do not hesitate to contact our Development

Associate, Chloe Harvey, at charvey@efepa.org or

215-629-5003 x104 with any questions.





You are a force to be reckoned with, but together, we can do so much more.

The Walk to END EPILEPSY is a community day, so we encourage you to invite YOUR community! We have lots of ideas to help you recruit. So be creative, have fun, and know you are making a difference!

Recruit everywhere.

Your loved ones will want to support you how they can, especially if it is for a cause that is important to YOU.

Family: You can always count on your immediate family but also consider relatives you don't see as often. Don't forget those close family friends who are always there for you too!

Friends: Think about the social circles you orbit, like alumni associations, book clubs, online communities, and religious groups. You don't always have to rely on your BFFs—connect with acquaintances who would love to attend if asked!

Coworkers & Professional Networks: An excellent place to start is at your current job, then try touching base with former colleagues. Linkedln is a great tool for reconnecting with past coworkers! Also, consider clients, partners, and vendors you do business with who might be interested.

Community Members: Ask your family doctor, dentist, hair stylist, personal trainer, or any professional you frequent. They may not know you are fundraising (or that epilepsy affects you and/or your family) until you mention it!

Ask!

Be bold and ask. The most common reason people don't get involved is because they weren't asked! You might be surprised how quickly people agree to join your efforts. So, don't hesitate to personally invite them or ask them to make a gift – the worst they can say is no!

Follow up.

It can take several reminders for someone to take action. Go to Manage My Page and click "Invite friends to join you" in the list! Text, phone calls, emails – use your know-how and the tools in your Dashboard to maximize your progress!

Ensure everyone is registered online so they can access all the tools and know what to expect for event day.





Reach Your Goal

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. Use the fillable thermometer to share your progress with your team and donors found on page 18!

With your goal in mind, it's ideal to have a monetary amount you can ask for, keeping in mind everyone's personal circumstances. Whether big or small, every dollar makes a difference. Here are some suggested levels with their impacts:

Here are some suggested donation levels with their impacts:

- •25 Provides coaching materials & planners for adults with epilepsy facing cognitive challenges
- \$50 Fills first aid kit for medical team at the Young Adult Retreat
- **\$100** Covers cost for monthly support group meetings
- **\$350** Grants a wish for one young camper to attend Camp Achieve for the week
- **500 -** Allows epilepsy advocates to attend Share Your Story Conference in Harrisburg
- \$1,000 Trains entire School District in seizure recognition and first aid

Lead the Way:

Kick off your fundraising with a self-donation. Donors want to support you in a cause that they see you already support yourself. Your gift will set the tone for your donors!

You've taken the first important step by signing up. Now, it's time to start working toward your fundraising goal! We know asking for money can be difficult. Who do you ask and how much should you ask for? It's easy to get overwhelmed, but if you're direct and sincere about why the cause is important to you, your nearest and dearest will want to support you.





Sending a direct email (or message) to your network is a powerful tool. One in five fundraising emails will result in a donation. That means, the more you send, the better your odds for receiving a donation. But, we recognize the subject line or opening statement can seem daunting. So, here's a template to get you started. Feel free to copy/paste and add in your own voice and story!

Subject line: Will You Walk With Me?

Dear {Name},

I'm writing to let you know that I'm raising money for the Epilepsy Foundation Eastern PA (EFEPA), and it would mean the world to me if you could attend or support the Walk to END EPILEPSY. I'm inviting my nearest and dearest, like you, to raise awareness about epilepsy and support the EFEPA's invaluable work. Across eastern PA, Epilepsy Warriors, like me {my loved one, son, daughter, friend}, are asking their friends to do the same!

As you may already know, this cause is especially important to me because of **{personal connection to epilepsy}**.

You can join by Walk team or consider a gift to the EFEPA in my honor here (LINK TO YOUR FUNDRAISING PAGE)

Send a Letter:

Snail mail more your style? Go to page 17 for a letter template that you can print, sign, and send to potential donors.



Posting about the Walk and your fundraiser on Facebook, Instagram, and Twitter allows you to easily reach more people, instantly! But if social media isn't your thing, or you're not sure how to craft a compelling post, here are some ideas to get you started:

Ask with Facts and Stats

The impact of epilepsy can be a powerful motivator. Use our premade graphics to encourage your social networks to consider a gift. Go to page 15 for a full roster of examples!

Showcase your Stories

Posting a instagram/FaceBook story is a fast and easy way to remind your followers about your fundraiser. We have pre-made graphics that are ready to be posted! Don't forget to tag your friends & followers to keep them engaged!

Five dollar Fridays!

You can create fun and encouraging opportunities for your followers by asking them to make a small gift on Friday. You could even tie it into a Jean Day Fundraiser at your school or workplace!

Pay the Date

A great way to collect donations is pick-a-date-to-donate. Every day, ask a donor to sponsor the amount of money that corresponds with the date. For example: i.e. May 20th equals donating \$20. By the end, you should raise \$496 (or more!)

Bingo Boost!

Increase donations by making it interactive. We created a donation Bingo graphic as a way to challenge your followers to help you complete the board and boost your fundraising goal!

Click here to access social media graphics!







Make sure to follow us!

Tag us @efepa & use the hashtags #WalktoENDEPILEPSY





An important part of the Walk to END EPILEPSY is not only raising money but raising awareness. It's important we dismantle the stigma and misunderstandings surrounding epilepsy. Here are a few talking points to guide your conversations:

1 in 10 people will experience a seizure in their lifetime, and 1 in 26 people will be diagnosed with epilepsy; epilepsy is quite common!

Epilepsy is the brain's underlying tendency to produce sudden abnormal bursts of electrical energy that disrupt other brain functions and cause seizures.

Epilepsy is a brain disorder with different causes, such as head trauma, genetics, inflammation, infection, brain malformation, stroke, birth injury, and more. However, in 60% of the cases the cause is unknown.

There are many different types of seizures; some are convulsive and some are non-convulsive and can be as brief as a staring spell or muscle jerk.

Epilepsy is NOT contagious. You cannot catch epilepsy from another person.

Epilepsy receives 10 times less funding than other brain disorders.

A person cannot swallow their tongue during a seizure, so you should NEVER put anything in their mouth.

While having discussions about epilepsy, personal stories are impactful. Don't hesitate to share your experiences with epilepsy.





Your donors may want to know why the EFEPA is important to you and why they should support our work. Whether you're a long-time community member or new into the EFEPA fold, here are a few statements to help you be an expert spokesperson:

Our mission

To stop seizures and SUDEP (Sudden Unexpected Death in Epilepsy), find a cure, and overcome the challenges created by epilepsy through efforts including education, advocacy, and research. This statement is part of a larger effort led by the Epilepsy Foundation of America, of which we are an independent affiliate.



We offer a wide range of free programs and services for people of all ages and stages of diagnosis. The pillars of our work include:

Education

We host educational webinars featuring neurologists and specialists who explore important topics in the epilepsy space. Our team leads seizure recognition & first aid training for schools, business, first responders, law enforcement, and the general public.

Support & Consultations

We provide information and referrals from our network of resources; we are here as your friends and advocates. Our team offers 1:1 consultations as you navigate epilepsy such as during child's IEP, 504 accommodations, and Seizure Action Plan meetings.

Wellness

We offer behavioral and mental health programs to develop tools, coping skills, and strategies to gain more control over your life and better manage epilepsy.

Socialization & Community

We host monthly support groups to give and receive support, access the latest information, and manage epilepsy better. Our Young Adult Retreat and Adult Wellness Weekend provide spaces to unwind and connect with others living with epilepsy. We offer a wide range of community-building and awareness-raising events, such as our annual Mardi Gras Gala.

Youth Empowerment

Camp Achieve is our signature sleep-away camp for children with epilepsy to just be kids while a safe environment is ensured. Youth Achieve keeps the spirit of camp alive all year long with opportunities to advocate, learn about the diagnosis, and stay connected with friends.



See Your Impact

32)

Because of you, 32 adults with epilepsy received free mental health coaching

61)

You gave 61 adults at the Young Adult Retreat and Adult Wellness Weekend the opportunity to unwind and escape the stresses of the diagnosis

107

You allowed 107 kids, counselors, and volunteers to experience the magic of Camp Achieve

223

Because of <u>you</u>, we hosted five conferences and educated 223 community members

475)

You raised funds to educate 475 first responders on seizure recognition and correct responses to seizures

1706

You helped us train 1,706 school staff in seizure first aid and recognition

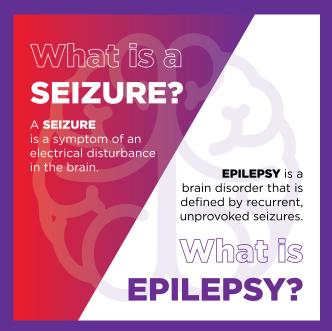
When each of us walks, we are an unwavering pillar of strength for the epilepsy community.

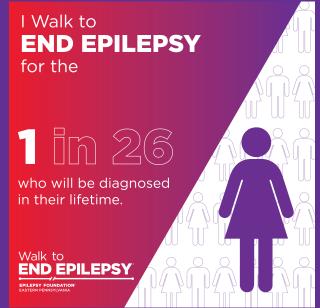
Your Walk to END EPILEPSY participation is immeasurable for the 3.4 million people living with epilepsy and the 110,000 Pennsylvanians right here in our region. Thank you for your dedication and commitment to our community. We hope you will continue to walk for yourself and your loved ones. Here are a few ways you have made a difference:

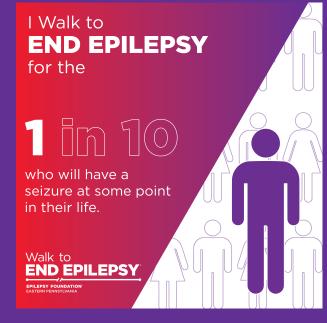
Resources:



Click here for downloadable social media graphics!







Epilepsy Facts

Epilepsy is a brain disorder that causes seizures. Seizures are abnormal activity in the brain. 1 in 10 people will have a seizure in their lifetime, and 1 in 26 people will be diagnosed with epilepsy in their lifetime. Not everyone who has a seizure will be diagnosed with epilepsy, but everyone diagnosed with epilepsy has seizures. I'm participating in the Walk to END EPILEPSY to raise awareness! Please join me or consider donating to my fundraising page to support my efforts and @EFEPA! #WalktoENDEPILEPSY (Insert link to fundraising page)

\$26 for the 1 in 26

1 in 26 people will be diagnosed with epilepsy in their lifetime. Everyone knows someone affected by seizures. Did you know [I'm/my child/parent/ sibling/friend] is the 1 in 26? I'm joining @EFEPA for the Walk to END EPILEPSY, and I'm asking my friends and family to consider making a donation of \$26 in recognition of those battling epilepsy. #WalktoENDEPILEPSY (Insert link to fundraising page)

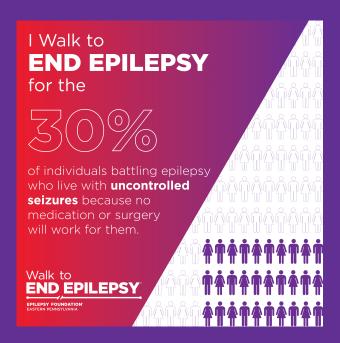
10 Friends for 1 in 10

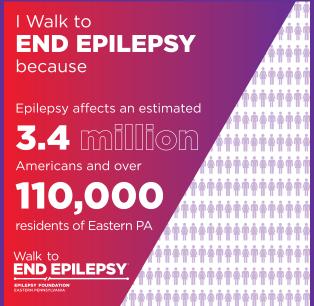
1 in 10 people will have a seizure at some point in their life. In recognition of the 1 in 10, I'm sharing tips on how to be #SeizureSmart with 10 of my friends and asking that each of you consider making a \$10 donation to my Walk to END EPILEPSY fundraising page for @EFEPA. Together, we can raise the funds and awareness needed to END EPILEPSY and the discrimination and stigmas that goes along with it. #WalktoENDEPILEPSY (Tag 10 friends, Insert link to fundraising page)

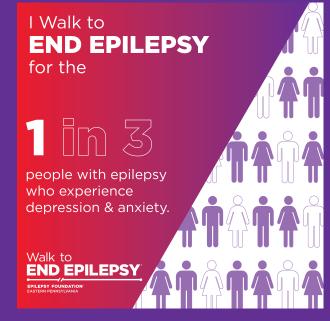
Resources:



Click here for downloadable social media graphics!







\$30 for the 30%

30% of people diagnosed with epilepsy are living with uncontrolled seizures because no available medications or surgery will work for them. I'm honoring the 30% by participating in the Walk to END EPILEPSY with the @EFEPA. Please consider donating \$30 to my fundraising page to help provide programs, resources, services, and HOPE for the 30% living with active epilepsy and seizures. #WalktoENDEPILEPSY (Insert link to fundraising page)

3.4 million

3.4 million people in the U.S., and over 110,000 residents of Eastern PA, are living with epilepsy. [I'm/my child/parent/sibling/loved one] is one of them. I'm doing my part to make a difference by joining the @EFEPA at the Walk to END EPILEPSY... Will you join me or donate to my efforts? #WalktoENDEPILEPSY (Insert link to fundraising page)

\$470 for the 470,000

470,000 children under the age of 18 in the US are living with epilepsy. I'm trying to raise \$470 in recognition of the hundreds of thousands of kids living with seizures. Will you help me reach that goal for the Walk to END EPILEPSY? No donation is too small-every little bit counts and gets me one step closer! #WalktoEND EPILEPSY (Insert link to fundraising page)

Walk to EPILEPSY



EPILEPSY FOUNDATION° EASTERN PENNSYLVANIA

Dear Friend:

I am proud to celebrate the epilepsy community with the Epilepsy Foundation Eastern PA's (EFEPA) Walk to END EPILEPSY! The annual walk event is a special community day for me. I'm inviting you to join the movement to END EPILEPSY and all of the associated challenges those living with epilepsy face.

The EFEPA is my partner in the fight against seizures. Did you know an estimated **3.4 million Americans** are living with epilepsy and **150,000 new cases** are diagnosed each year? There are **110,000 people living with epilepsy in eastern Pennsylvania** alone. Yet, epilepsy receives **10 times less funding** than other brain disorders.

All funds I raise at the Walk to END EPILEPSY are put to immediate use in supporting the EFEPA's free programs, resources, and support services. With our help, they are able to host socialization programs, like Camp Achieve and retreats that connect people facing similar challenges. They provide awareness efforts like educational conferences, webinars, and seizure recognition & first aid training to increase understanding surrounding epilepsy. They empower community members by fostering self-advocacy and independence. They assist in building skills for longevity and success. And, most of all, the EFEPA improves lives like mine.

It is my most sincere hope that you will join the fight against seizures by considering a donation towards the EFEPA's Walk to END EPILEPSY.

By participating in the **Walk to END EPILEPSY**, we can make strides to **END** fear, **END** isolation, **END** silence, **END** stigma, **END** seizures, and **END EPILEPSY**. Will you join me?

Thank you!

Walk to **END EPILEPSY**°

EPILEPSY FOUNDATION® EASTERN PENNSYLVANIA

Team Name:

Goal:

Donate at:

Make sure to find our team name so our team gets the credit!

Join us as we raise awareness and funds

We walk to END EPILEPSY!

Donation Collection Form Walk to END EPILEPSY 2023

Walk to EPILEPSY

EPILEPSY FOUNDATION° EASTERN PENNSYLVANIA

Participant's Name:		TEMOSTEVANIA
Participant's Phone:		
Participant's Email:	Team Name (if applicable):	

Donor Name* (First & Last)	Donor Mailing Address	City, State, Zip*	Email Address*	Amount (\$)	Sponsor Donation Paid By
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INSTRUCTIONS - Make CHECKS payable to: Epilepsy Foundation Eastern PA, and note: Event Name & Participant/and or Team's Name • Mail to: Epilepsy Foundation Eastern PA, 919 Walnut St, Suite 700, Philadelphia, PA 19107 • Make CREDIT CARD donations online at efepa.org. The EFEPA is a 501(c)(3) charitable, voluntary health organization.

• Donations are tax deductible as allowed by law • Fields with an *asterisk* are required to receive a tax receipt • If you are planning to mail in donations prior to the event, please note that you must mail them at least 1 month prior to the event to appear on your Fundraising Page. Otherwise, they will appear on your Fundraising page post-event.

For more about the Walk, visit efepa.org/Walk-To-End-Epilepsy For questions about the organization or epilepsy, visit efepa.org

