



Walk to **END EPILEPSY**[®]

EPILEPSY FOUNDATION[®]

40+ Local Walks
1 Signature Event in DC
1 Walk Your Way Virtual Walk

Participants Welcome Packet
WalktoENDEPILEPSY.org

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Here are a few resources that may benefit you in your team's fundraising efforts. If any other materials are needed, don't hesitate to get in touch with your local office or email walkinfo@efa.org.

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Welcome Walk Participants

The Epilepsy Foundation thanks you for participating in this year's Walk to END EPILEPSY®.

The Walk to END EPILEPSY allows the Epilepsy Foundation to bring positive change to those affected by epilepsy through care, advocacy, research and education.

Participation is growing. This will be our largest single fundraiser nationwide. We have seen how the Walk changes the lives of those who otherwise feel isolated and alone. As this movement grows nationwide, you will be joining communities from across the country. We are excited to see our community taking action together.

Your dedication and drive in the fight to END EPILEPSY is contagious – it will inspire others to get involved. Read through your Walkers Toolkit to get started.



About the Nationwide Walk to END EPILEPSY

The fight to END EPILEPSY starts with us — determined and resilient individuals and families.

The Walk to END EPILEPSY began in Los Angeles in 2010 and the Walk is now going nationwide.

We are excited to see the action our community is taking for our cause. Proceeds will help bring positive change to the lives of those living with epilepsy.

Build Your Team

Individually, each of us is a force to be reckoned with. But together, we can do so much more. That's why we need you to build a team and fundraise with us. We have lots of ideas to help you grow your team. So be creative, have fun, and know you are truly making a difference!



Brainstorm!

Think of anyone you would like to join you on event day, and don't be afraid to 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 team when asked.



Get social

Your social channels are great tools for spreading the word about your team. Make sure to provide a link to your team page to make it easy for them to register.



Recruit everywhere.

Ask people at your work, gym, school, church, book club and local coffee shop to join your team. Get more ideas from the resources in your Participant Center.



Follow up!

It can take several reminders for someone to take action. Text, phone calls, emails – use your know-how and maximize the tools in your Participant Center to track your progress. Make sure everyone is registered online so they have access to all of the fundraising and recruitment tools and will know what to expect for event day.



Incentivize.

Give your members a reason to join and to recruit others to come with them by offering a small incentive. Prizes can be simple and fun!



Help others.

Work with your team members to set their fundraising goals. Support their efforts and motivate them to continue reaching new fundraising milestones. Share what strategies have helped you successfully recruit others and raise money.

Tips to 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.



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.



Get social.

Share your story on Facebook, Instagram, Twitter, LinkedIn and other social networks in order to maximize your fundraising reach. Connect your Facebook account with your fundraising page so that all donations received through Facebook will count towards your goal!



Lead the way.

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



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!



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!



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.



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!



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.

Walk to

END EPILEPSY

EPILEPSY FOUNDATION

Visit your event website and log in to your Participant Center for more fundraising tips and tools!

The Impact of Your Dollar

With a network of nearly 50 partners throughout the United States, the Epilepsy Foundation connects people to treatment, support and resources; leads advocacy efforts; funds innovative research and the training of specialists; and educates the public about epilepsy and seizure first aid. ***In all, we spend nearly 83 cents of every dollar on research, education and community outreach.**

14.8%

RESEARCH, INNOVATIONS, AND NEW THERAPIES



Funds raised for research support scientific studies seeking to help improve access to specialty care and bring to market new innovative therapies and technologies for people with epilepsy.

18.2%

ADVOCACY AND PROGRAMS



We work with thousands of grassroots advocates across the country to support policies that are advantageous to the epilepsy community. We advocate for these policies on the federal and state level.

50%

EDUCATION AND AWARENESS



We help our community feel safe by leading the conversation about epilepsy, educating everyone about seizure recognition and seizure first aid, providing resources to our families, and promoting epilepsy awareness.

- Seizure First Aid Training
- Websites, social media, and digital resources
- 24 Hour Helpline
- Public Health announcement and campaigns
- Health fairs and seminars

9%

FUNDRAISING



Our campaigns and events are a combination of fundraising and health education activities or materials for soliciting financial support for our mission, plus related expenses.

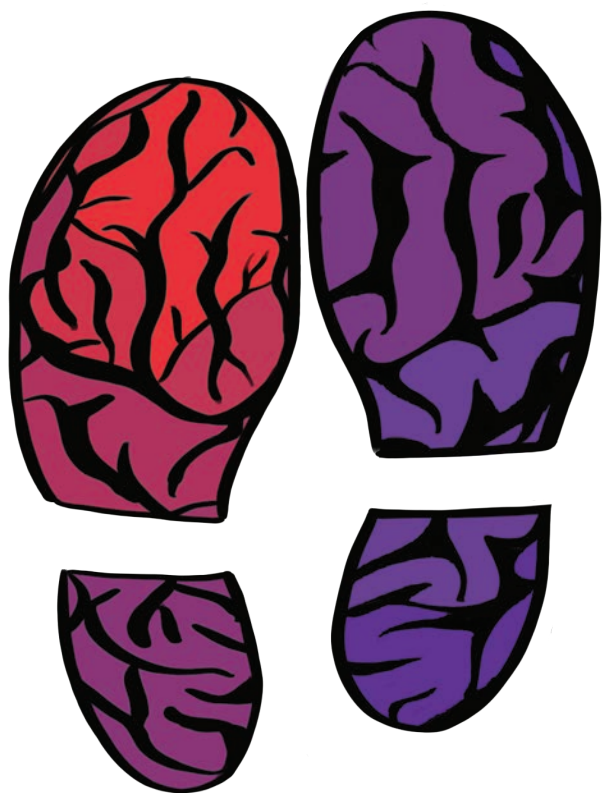
8%

ADMINISTRATIVE



General operating expenses for the Epilepsy Foundation includes

- Finance
- Human resources
- Information technology services



Your Impact

by taking action

Your Walk to END EPILEPSY participation is immeasurable for the 3.4 million people living with epilepsy and their families. With you, we expanded our mission and provided meaningful programs and services to our families affected. Thank you for your dedication and commitment to our community, and we hope you will continue to walk for yourself and your loved ones. Here are some ways you have made a difference.

01

You help us be a partner for our community in their epilepsy journey.

1.5M+

page views per month on epilepsy.com, the largest online hub for epilepsy information, education, and resources.

Visit epilepsy.com

02

You understand the importance of connecting people to resources.

13,063

inquiries received through the Epilepsy & Seizures 24/7 Helpline, providing 11,112 referrals to those in need in 2022.

Learn more at epilepsy.com/Helpline

03

You know that epilepsy affects everyone and stories are needed to be heard

1044

submissions received through our eJourney platform

Be inspired by visiting epilepsy.com/eJourney

04

You know the importance of knowing what to do when a seizure happens.

30k

people trained in seizure first aid since March 2020.

Get trained at learn.epilepsy.com

05

You help make our community connect with each other.

Meet other walkers through EpicHub, our newest community platform

Join now: epilepsy-foundation.tribeplatform.com/auth/join/dOhRQ4nnYrxgSP6h52WOj

06

You know it's crucial that we do not do things quietly.

\$3.05M

raised through nearly 100 Walk to END EPILEPSY® events nationwide in 2022.

Find your local Walk at WalktoEndEpilepsy.org

07

You support ideas that brings us closer to a world free of seizures

33

Shark Tank Winners since 2013

Learn more at epilepsy.com/stories/2022-pipeline-conference

08

... and you know that we are closer to that ideal.

\$275K

grants awarded to scientists, researchers, and entrepreneurs to fund research and development of new therapies for epilepsy and seizures.

Learn more at epilepsy.com/research-funding

09

You believe that everyone's voice can make a difference

19

states enacted Seizure Safe Schools legislation

Learn more at epilepsy.com/advocacy/advocate

10

... and it is important that we must get everyone involved.

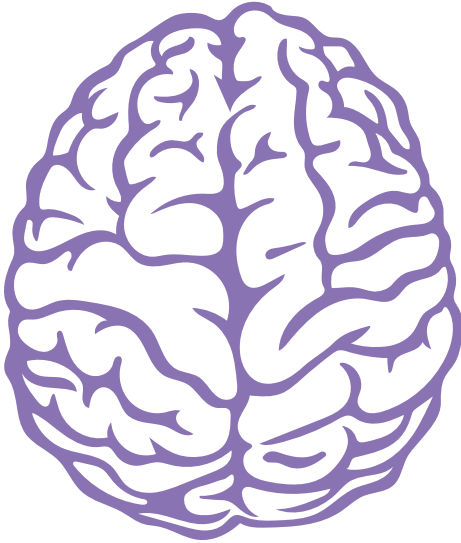
500+

Epilepsy Awareness Ambassadors

Sign at epilepsy.com/get-involved/epilepsy-ambassador

11

Because you know there is more needed to be done.



Epilepsy is

a disorder of the brains with different causes, such as head trauma, genetics, inflammation, infection, brain malformation, stroke, birth injury and more.

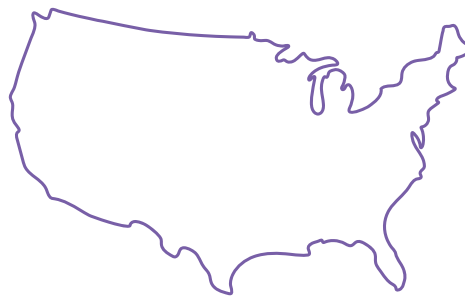
Seizures are

symptoms of epilepsy. Any brain can have a seizure. There are different types of seizures.



1 in 26

people will be diagnosed with epilepsy during their lifetime.



3.4 million

people living with epilepsy in the United States.



1 in 10

people will have a seizure during their lifetime.

Other stats

150,000 new cases of epilepsy occur each year in the U.S.

470,000 children have epilepsy.

30 percent of people with epilepsy do not gain full control of their seizures and continue to struggle day-to-day with the threat of imminent seizures. 32 percent of adults with epilepsy can't work vs. 7 percent of those without epilepsy.

1 out of 1,000 adults with epilepsy and 1 out of 1,000 children with epilepsy die each year from sudden unexpected death in epilepsy (SUDEP).

Resources

Here are a few resources that may benefit you in your team's fundraising efforts. If any other materials are needed, don't hesitate to get in touch with your local office or email walkinfo@efa.org.

"I Walk for" sign

[https://assets.donordrive.com/epilepsyfoundation/files/\\$event1043\\$/2022_Walk_Your_Way_I_Walk_for_sign.docx](https://assets.donordrive.com/epilepsyfoundation/files/$event1043$/2022_Walk_Your_Way_I_Walk_for_sign.docx)

Facebook Fundraiser - How-To Guide

[https://assets.donordrive.com/epilepsyfoundation/files/\\$event1043\\$/Facebook_Fundraiser_How_To_Guide_2022_v2.pdf](https://assets.donordrive.com/epilepsyfoundation/files/$event1043$/Facebook_Fundraiser_How_To_Guide_2022_v2.pdf)

Facebook Fundraiser - FAQ

[https://assets.donordrive.com/epilepsyfoundation/files/\\$event1043\\$/Facebook_Fundraiser_FAQ.pdf](https://assets.donordrive.com/epilepsyfoundation/files/$event1043$/Facebook_Fundraiser_FAQ.pdf)

Fillable Team Kick-Off

[https://assets.donordrive.com/epilepsyfoundation/files/\\$event1043\\$/Team_Sign_08.22.pdf](https://assets.donordrive.com/epilepsyfoundation/files/$event1043$/Team_Sign_08.22.pdf)

Fillable Thermometer

[https://assets.donordrive.com/epilepsyfoundation/files/\\$event1043\\$/Updated_Walk_Thermometer_08.22.pdf](https://assets.donordrive.com/epilepsyfoundation/files/$event1043$/Updated_Walk_Thermometer_08.22.pdf)

Pledge Form

[https://assets.donordrive.com/epilepsyfoundation/files/\\$event1043\\$/UPDATED_PledgeSponsorForm-FY2023f.pdf](https://assets.donordrive.com/epilepsyfoundation/files/$event1043$/UPDATED_PledgeSponsorForm-FY2023f.pdf)

Seizure First Aid poster

[https://assets.donordrive.com/epilepsyfoundation/files/\\$event1043\\$/SFA_Flier_HQ_versionFY2023.pdf](https://assets.donordrive.com/epilepsyfoundation/files/$event1043$/SFA_Flier_HQ_versionFY2023.pdf)

Video Resources

Using your Participant Center: <https://youtu.be/Dzyt8K8scIE>

Build Your Team: <https://youtu.be/LmOnzbzgOQI>

How to Set up your Facebook Fundraiser: <https://youtu.be/tNIX7rVEnIA>

The Power of Your Story: <https://youtu.be/07zBUYNoAUw>

Zoom Background

[https://assets.donordrive.com/epilepsyfoundation/files/\\$event1043\\$/W2EE_2022_Zoom_Backgrounds__1__1.zip](https://assets.donordrive.com/epilepsyfoundation/files/$event1043$/W2EE_2022_Zoom_Backgrounds__1__1.zip)