

# 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.



## 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!



## 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!



## Always remember to say "Thanks!"

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