Walk Team Captain Guide

Connect, Educate and Empower!

Contact us at info@epilepsycolorado.org or (303) 377-9774

You are part of a nationwide movement to help the 3.4 million individuals and their families living with epilepsy in the U.S.

Let’s take action together and help END EPILEPSY!
Getting started ... The Epilepsy Foundation of Colorado appreciates your willingness to share your story and lead your team at the Walk to END EPILEPSY®. Your role is extremely important, and we want to empower you with tips and tools for success. We are here to assist you right up to the day of the Walk.

Walk to END EPILEPSY Locations and Dates

June 13 Denver, City Park
June 20 Fort Collins, Spring Canyon Park
June 27 Western Slope, Canyon View Park
September 19 Colorado Springs, Memorial Park

1. Start your team
   ✓ Choose a Team Name that reflects you or your group.
   ✓ Set a team fundraising goal. Choose an amount that will challenge your team.
   ✓ Create and utilize your Team’s Fundraising page through the Run Sign Up fundraising platform. This platform gives you the ability to customize your page, email your team members, connect your Facebook account and see your team’s progress.

   ✓ Encourage team spirit during the weeks leading up to and during the Walk.
     o **Stay Connected:** Utilize your Fundraising Page, social media, and other forms to make sure your team stays in the loop. Send updates on fundraising, team growth, events and make sure to thank them too!
     o **Inspire Your Team:** Make sure they realize that fundraising involves everyone on the team.
     o **Walk Day Announcements:** As Walk Day or Virtual Walk Day approaches, help make sure your team members have the information they need. Collect and turn in remaining donations. Enjoy the Walk virtually and, or in person by celebrating with your team members.
Setting Goals
As a team captain, you’ll want to have your own individual fundraising goal as well as a team goal.

Tips for Setting your Team Goal

• Your goal should be realistic, but significant.
  When you work hard to achieve a strong goal, you’ll feel a great sense of pride and accomplishment!

• Include your team members.
  Get your teammates involved in setting the team goal and they’ll have a sense of ownership when accomplished!

• Share your goal.
  Your goal will automatically be on your team page and should be included in emails, social media posts, and appeal letters. Others want to see your commitment!

• Lead by example.
  Making the first donation towards your team goal helps set the bar and shows your potential donors how much this cause means.

What is your individual goal? ________________ (ex. $500)

What is your team goal? ________________ (ex. Team of 5+ members, $2,500)

*See individual incentives on the last page!
How to Get Started as a Team Captain!

1. Register as a team captain and create your team fundraising page.
2. Share your personal story of “Why you Walk for the Epilepsy Foundation of Colorado” on your team page. Are you participating in memory or in honor of someone? Include photos and a call to action such as ‘Step up for those with epilepsy and donate today!’
3. Send your team members the link to your team page and ask them to click “Join Team” so they can register too!
4. Send an email to your network (family, friends, co-workers, etc.) with a link to your team page and a note explaining why you walk to raise awareness and funds for the programming provided by the Epilepsy Foundation of Colorado.
5. Post progress on your team fundraising page as the team grows and as donations increase.
6. Need help getting registered? Flip forward a few pages to the “How to Register and Set Up your Team Fundraising Page” section, or email us at info@epilepsycolorado.org

Tell your unique story... of epilepsy to friends and family. Tell them why you support the Epilepsy Foundation of Colorado and the fight to END EPILEPSY.

Your Story is Power
Your story matters in the fight to END EPILEPSY. Share your story on your individual and team fundraising page and on social media. Please share ...  
- Your reason for participating and inviting others to give and walk with you
- A personal experience about yourself or your loved one
- An epilepsy fact to show why it is so important
- A personal picture or video

“Our 8 year-old Emma, was diagnosed with epilepsy in 2012. In the summer of 2013, my husband, Manny, was also diagnosed with epilepsy. It has been a tough journey, to say the least, but we have faith that we will overcome this. We never know how strong we are until being strong is the only choice we have.”

-Vicky, mom and wife of someone living with epilepsy
# Putting fundraising ideas into action!

Share your enthusiasm and excitement with friends and family as you work towards your fundraising goal. There are literally thousands of ways you can raise funds and awareness, individually and as a team. Here are some examples of how others have enjoyed fundraising success.

## Raising Funds and Awareness for Your Team

<table>
<thead>
<tr>
<th></th>
<th>Matching gifts – Employers often match their employees’ charitable giving. Ask your team to ask their employers.</th>
<th>At home fitness challenge – challenge your friends, family and co-workers to see who can walk the most miles or bike the farthest before the Walk to END EPILEPSY.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Email – Send an email to your contacts with a link to your fundraising team page. People in your network will be excited to support something you are passionate about, but if you don’t tell them, they won’t know!</td>
<td>Pet Parade, Garage sale, bake sale – All are great ways to spread awareness and raise funds for your team.</td>
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<tr>
<td>2</td>
<td>Social media - Post on social media at least twice a month and more often as we get closer to the event with a link to your fundraising team.</td>
<td>In lieu of a birthday gift – Invite family to donate in honor of your special days.</td>
</tr>
<tr>
<td>3</td>
<td>Posters - Create handmade epilepsy awareness posters for those who donate to your campaign.</td>
<td>Virtual talent show – Host a classic talent show and ask loved ones to showcase their talents. Invite donations.</td>
</tr>
<tr>
<td>4</td>
<td>Link to your fundraising page - every time you make a post on social media. Your social media posts should include a call to action. Let donors know exactly what you need them to do.</td>
<td>Think outside the box – There are many ways to raise funds for your team while also raising awareness about the Walk and our cause.</td>
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<td>6</td>
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## Raising Awareness for the Walk to END EPILEPSY

<table>
<thead>
<tr>
<th></th>
<th>Share on social media – Share your story and epilepsy facts with your network. Invite them to join you and to donate.</th>
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<tbody>
<tr>
<td>A</td>
<td>Digital makeover – Change your social profile, email signature, and voicemail to mention your Walk team.</td>
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<tr>
<td>B</td>
<td>Wear your purple-rouge proud – Make and wear purple-rouge items for END EPILEPSY and sell them to raise awareness and funds.</td>
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<tr>
<td>C</td>
<td>Team members outreach to local businesses – Ask each member to ask 2 local stores to promote Walk with a poster/ cards.</td>
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<tr>
<td>D</td>
<td>Ask your doctor – Ask your Doctors’ Office to display Walk materials and a donation jar.</td>
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<tr>
<td>E</td>
<td>Create a friendly competition with another Team – Adds to the fun!</td>
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[Image: Epilepsy Foundation logo] [Image: Nationwide Walk to END EPILEPSY logo]

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*Posters* - Create handmade epilepsy awareness posters for those who donate to your campaign.

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*At home fitness challenge* – challenge your friends, family and co-workers to see who can walk the most miles or bike the farthest before the Walk to END EPILEPSY.

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*Pet Parade, Garage sale, bake sale* – All are great ways to spread awareness and raise funds for your team.

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*In lieu of a birthday gift* – Invite family to donate in honor of your special days.

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*Virtual talent show* – Host a classic talent show and ask loved ones to showcase their talents. Invite donations.

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*Think outside the box* – There are many ways to raise funds for your team while also raising awareness about the Walk and our cause.
Sharing our mission and programs ...

Our mission is to lead the fight to overcome the challenges of epilepsy and to accelerate therapies to stop seizures, find cures and save lives.

We are taking action together to END EPILEPSY.

Local Programs and Nationwide Reach

CARE NAVIGATION
- Referring patients to specialty care
- 24/7 Helpline for newly diagnosed individuals
- Information, Resources, Referral

CONNECTION
- Support Groups
- Youth Council and Kids Crew
- Connecting to information and to others

ADVOCACY
- Teens Speak Up!
- Public Policy Institute
- Advocating statewide and in D.C.

EDUCATION
- Seizure Recognition & First Aid Training in schools and the workplace
- Epilepsy Connect Symposium
- Th1nk 26 webinars

AWARENESS EVENTS
- Walk to END EPILEPSY
- International Epilepsy Day
- November Epilepsy Awareness Month

HISPANIC OUTREACH
- Programs, education and support in Spanish

RESEARCH
- Active in promoting, supporting and participating in research with our national office

The ONLY national nonprofit organization fighting epilepsy on every front.

Collaborating partners in education, public awareness and research with companies, research institutions and government.

Impacting a combined total of 12

Recognized as the most influential epilepsy organization in United States and the most quoted epilepsy charity in news outlets.

Working with the best in class scientists who are leading the way in research.

Powered by an engaged network that operates on both national and local levels.
Getting the message out! Actively share your fundraising page and personal story on your social media pages.

**Facebook**
- Log-in to your Participant Center and follow the steps to activate a Facebook fundraiser, which will directly link your personal fundraising page on Facebook.
- Create Facebook events and invite your friends to support you and ask your friends to “Like” the Epilepsy Foundation of Colorado and END EPILEPSY.
- Post photos on Facebook to generate interest and invite donations.
- Like, follow and share the Epilepsy Foundation of Colorado's posts [www.Facebook.com/EFCO1](http://www.Facebook.com/EFCO1)

**Twitter**
- Tweet daily about the event and each time someone donates to your team. Use the hashtag: #WalktoEndEpilepsy #EndEpilepsy
- Inspire friendly competition between team members and post your weekly progress.
- Follow the Epilepsy Foundation's Twitter account @EpilepsyCO, @EpilepsyFdn and @EndEpilepsy
- Retweet messages that the Epilepsy Foundation sends out about the Walk to END EPILEPSY

**Instagram**
- Post photos of your pre-event fundraisers to capture excitement and build enthusiasm.
- Show off your experience to family and friends who supported you by posting photos of the event!
- Follow the Epilepsy Foundation on Instagram at @EpilepsyColorado, @EpilepsyFdn and @EndEpilepsy

**LinkedIn**
- Post about your cause and your walk team on LinkedIn
Knowing the facts about epilepsy and seizures. Sharing your story and epilepsy information will help inspire others to get involved and join you.

**Epilepsy** is the most common serious brain disorder worldwide with no age, racial, social class, national or geographic boundaries.

**Seizures** come from the brain, and any brain can have a seizure.

Over the course of a lifetime, **1 in 10** will experience a seizure. **1 in 26** will be diagnosed with epilepsy.

Epilepsy **affects 2x more people** than cerebral palsy, multiple sclerosis, and Parkinson’s disease – **combined**.

Nearly **60,000 Coloradans** are affected by epilepsy.

Teach **Seizure First Aid.**
Use this opportunity to share and teach Seizure First Aid. You can find a Seizure First Aid poster (Stay. Safe. Side.) at EndEpilepsy.org

**Epilepsy research** gets 10 times less funding to tackle its challenges and find solutions and cures.
# Goal Setting Worksheet

<table>
<thead>
<tr>
<th>Team Name</th>
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<tbody>
<tr>
<td>Team Captain Name</td>
<td></td>
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<tr>
<td>Co-Captains</td>
<td></td>
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## 2021 Goals

<table>
<thead>
<tr>
<th># Team Members</th>
<th></th>
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<tbody>
<tr>
<td>Fundraising Goal</td>
<td>$</td>
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<tr>
<td>Individual Team Member Goal</td>
<td>$</td>
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<tr>
<td>Dollars Raised divided by # of Team Members</td>
<td>$</td>
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## Team Activities

<table>
<thead>
<tr>
<th>People to Ask to be on team</th>
<th></th>
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<tbody>
<tr>
<td>Customize Team Webpage (captain has login information)</td>
<td></td>
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<tr>
<td>Due Date</td>
<td></td>
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<tr>
<td>Owner of tasks</td>
<td></td>
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</tbody>
</table>

## Team Fundraising Activities

<table>
<thead>
<tr>
<th>Activity</th>
<th>Date</th>
<th>Owner</th>
<th>$ Goal</th>
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<tbody>
<tr>
<td></td>
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<table>
<thead>
<tr>
<th>Email Announcing Team and Goals</th>
<th>Thank You Note to all Team Members and Donors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Due Date</td>
<td>Due Date</td>
</tr>
<tr>
<td>Owner</td>
<td>Owner</td>
</tr>
</tbody>
</table>
Individual and Team Incentives

Team Captain Level

<table>
<thead>
<tr>
<th>Level</th>
<th>Prize</th>
</tr>
</thead>
<tbody>
<tr>
<td>Team Captain with a team of 5+ individuals</td>
<td>A pair of sunglasses</td>
</tr>
</tbody>
</table>

Individual Fundraising Levels

<table>
<thead>
<tr>
<th>Level</th>
<th>Prize</th>
</tr>
</thead>
<tbody>
<tr>
<td>$50</td>
<td>Beach Ball</td>
</tr>
<tr>
<td>$100</td>
<td>Prize T-Shirt + Beach Ball</td>
</tr>
<tr>
<td>$250</td>
<td>Hat + T-Shirt + Beach Ball</td>
</tr>
<tr>
<td>$500</td>
<td>Tote Bag + Hat + T-Shirt + Beach Ball</td>
</tr>
<tr>
<td>$1,000</td>
<td>Cooler + Tote Bag + Hat + T-Shirt + Beach Ball</td>
</tr>
</tbody>
</table>

Team Fundraising Levels

<table>
<thead>
<tr>
<th>Corporate</th>
<th>Day of Prize</th>
<th>Friends/Family</th>
<th>Day of Prize</th>
</tr>
</thead>
<tbody>
<tr>
<td>Largest Team</td>
<td>Purple Pom Poms</td>
<td>Largest Team</td>
<td>Purple Pom Poms</td>
</tr>
<tr>
<td>Most Donations</td>
<td>Lead the Walk</td>
<td>Most Donations</td>
<td>Lead the Walk</td>
</tr>
<tr>
<td>Most Team Spirit</td>
<td>Candy</td>
<td>Most Team Spirit</td>
<td>Candy</td>
</tr>
</tbody>
</table>

Need Inspiration? Try one of our Individual Fundraising Challenges!

First Month Kick-Off Challenge (February 15 – March 5)

Individual fundraisers who register for the Walk and raise $250 by March 5, 2021 will receive a $25.00 Amazon gift card.

$350 in ONE Week Challenge (May 17 - 22)

Individual fundraisers who raise $350 during the week of May 17-22 will receive a beach towel with the Epilepsy Foundation of Colorado logo.

*Option to donate prize back to the Epilepsy Foundation of Colorado.
How to Register and Set Up your Team Fundraising Page

1. Click “Sign Up”

2. Fill out the Registration Form for the event:
3. Answer the Event Questions:

**Overall Questions**

How did you hear about this event?
- [ ] Previous Walk Participant
- [ ] Epilepsy Foundation of Colorado Website
- [ ] Social Media (Facebook/Twitter/Instagram/etc.)
- [ ] Friend/Family/Work
- [ ] Mailed Postcard
- [ ] Printed Flyer
- [ ] Other

Participant must agree to all of the following during online registration to receive their bib on event morning:
- [ ] I will maintain social distancing of 6’ between myself and other participants.
- [ ] I am “healthy” to attend (based on government guidelines for outdoor events).
- [ ] I understand that if I am meeting other participants, I should not do this at the start line, but will need to choose an alternative meeting spot.
- [ ] I will choose a specific start time from the list provided when registering.
- [ ] I will bring my own pre-race and during-race hydration/nutrition.
- [ ] I understand that bottled water will be provided post-event.
4. On the next page, complete TWO steps:
   a. **Become a Participant:** Fill in your information as you’d like it displayed on your personal fundraising webpage! Set a fundraising goal, customize your webpage URL, and consider updating the messaging to something personal and meaningful to you! Update the photo too – people will love seeing your smiling face when they visit your page!
b. **Create or Join a Team:** You can Join a Team that already exists (search teams in the drop-down list) or Create a NEW team by clicking YES under “Create a Team Fundraiser” then enter in a Team Name, fundraising goal, and personal Team message.
5. Consider making a personal donation to kick off your fundraising!
6. Review your Registration Details: You can click “Add Another Registrant” if you’d like to add more people to your team! And then “Complete Registration”!

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<table>
<thead>
<tr>
<th>Race Information</th>
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<tbody>
<tr>
<td>Race: 2021 Denver Walk to END EPILEPSY</td>
</tr>
<tr>
<td>Location: Denver, CO, 80203 US</td>
</tr>
<tr>
<td>Race Date: June 15, 2021</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Registrants</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sarah Klein</td>
</tr>
<tr>
<td>Date of Birth: January 11, 1977</td>
</tr>
<tr>
<td>Age On Race Day: 44</td>
</tr>
<tr>
<td>Address: 5859 Greenwood Plaza Blvd., Suite 404, Englewood, CO 80110</td>
</tr>
<tr>
<td>Email: <a href="mailto:sarah@epilepsycolorado.org">sarah@epilepsycolorado.org</a></td>
</tr>
<tr>
<td>Event: 5k In-person Walk Registration</td>
</tr>
<tr>
<td>Corral: Wave 1</td>
</tr>
</tbody>
</table>

**Add Another Registrant**

<table>
<thead>
<tr>
<th>Participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>Participant: Sarah Anne</td>
</tr>
<tr>
<td>Gear: $250</td>
</tr>
<tr>
<td>Team Fundraiser: Sarah's Test Team</td>
</tr>
<tr>
<td>Gear: $500</td>
</tr>
</tbody>
</table>

**Overall Questions**

- How did you hear about this event?
- Previous Walk Participant
- Participant must agree to all of the following during online registration to receive their bib on event morning:
  - I will maintain social distancing of 6' between myself and other participants.
  - I am "healthy" to attend (based on government guidelines for outdoor events).
  - I understand that if I am meeting other participants, I should not do this at the start line, but will need to choose an alternative meeting spot.
  - I will choose a specific start time from the list provided when registering.
  - I will bring my own water and during-race hydration/incentive.
  - I understand that bottled water will be provided post-event.

**Question Responses for Sarah Klein**

- What is your connection to epilepsy?
  - I work in the epilepsy field.
- What is your T-Shirt size? Participants that raise $100 or more and those that have epilepsy will receive a free shirt.
  - Large

You can clear this transaction within 15 minutes. After that all sales are final and there are no refunds.

- Add a $25 donation to support Epilepsy Foundation of Colorado.

**Complete Registration**

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Epilepsy Foundation | Walk to END EPILEPSY
7. After you register, you’ll get a link to your Team fundraiser, where you can do all kinds of things:

- **Edit Participant** will let you update your fundraising goal, change your photo, and edit your personal message on your webpage.
- **View Donations** will bring up a list of all the donations that you’ve received.
- **View Roster** will show you a list of all of your team members.
- **Links/Sharing** will provide you with your Team URL as well as a donation widget that you can embed into another webpage.
  - Send this URL to everyone you’d like to invite to join your Team!
- **Send Emails** will allow you to send Team Recruitment and Fundraising emails directly from your page (“Sent Emails” will show emails you have already sent, “Draft Emails” shows emails you’ve started but not yet sent).
  - There are several Template emails already created that you can use – just select the template from the drop-down list and then customize it in the “Write Your E-Mail” field below.
- **Manage Contacts** and **Import Contacts** allow you to input your personal contacts directly into the system – individually or as a group.