

WALK TEAM CAPTAIN GUIDE

Help for Today, Hope for Tomorrow



WHY WE WALK



“**Team Seth walks** to increase epilepsy awareness within our community and raise funds to support programs and services for families like ours who face the devastating effects of epilepsy on a daily basis. We are thankful to all of our friends and family who show their support by donating to Team Seth, and we look forward to this fun event each year.”

“**Team Blue Skies walks**

because I am an Epilepsy Warrior. It's not for the weak, it's for the strong and that's just what I am. I can handle anything. My son is Great for saying this after becoming accustomed to helping during grand mal seizures, he wants a world where ‘no one suffers from what Mommy is going through.’”



“**Our entire family walks** as a team to fight epilepsy and to support Epilepsy Foundation New England in fighting epilepsy. Our adult son has had epilepsy for over 30 years and his seizures are still not controlled. We pray that someday there will be a solution.”

WALK TEAM CAPTAIN GUIDE

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ABOUT EPILEPSY FOUNDATION NEW ENGLAND

Epilepsy Foundation New England (EFNE) is a 501 (c)(3) nonprofit organization whose mission is to lead the fight to overcome the challenges of living with epilepsy and to accelerate therapies to stop seizures, find cures, and save lives. EFNE is an independent affiliate of Epilepsy Foundation of America; we serve the approximately 100,000 people in Maine, Massachusetts, New Hampshire, and Rhode Island affected by epilepsy and the people who care for them.

Our vision statement is Help for Today,
Hope for Tomorrow.

What is Epilepsy?

Epilepsy, also often referred to as a **seizure disorder**, is a common medical condition which affects the central nervous system. Some people have a single seizure and do not go on to have any more. The diagnosis of epilepsy is made after a person experiences two or more seizures that were not caused by another known medical condition.

1 IN 26 PEOPLE LIVING IN THE UNITED STATES WILL DEVELOP EPILEPSY AT SOME POINT IN THEIR LIFETIME.



Epilepsy Foundation New England can provide **Help for Today** and **Hope for Tomorrow** because of your generous support. With every step you take and dollar raised, we help to better the lives of those affected by epilepsy living in New England.

WHAT TO EXPECT

1. EFNE staff plan well in advance of Walk Day. To have a successful walk, we encourage all participants to register early and begin fundraising to help fuel the mission of Epilepsy Foundation New England.
2. On Walk Day, either you or your team captain will proceed to the registration area. Here is where you will pick up your t-shirt(s), swag for fundraising level achieved (see **page 13** for levels). At this time, you can either make or turn in any additional donations.
3. Opening Ceremonies will begin approximately 60-90 minutes after registration begins depending on the walk. Please consult the registration website for specific details.
4. After the Opening Ceremonies, the walk will begin. Each walk is between 1-3 miles and is a family-friendly activity which is non-competitive; walk as little or as much as you wish!
5. After the walk, catch up with friends and enjoy any snacks provided.

GETTING STARTED

How would you like to register?



As an individual



Join a team



Create a team

Create your team

Team name *

My Epilepsy Team

16/127

Set Team Fundraising Goal *

1,500

Team Page Headline *

I am walking to raise awareness about epilepsy and provide funds to Epilepsy Foundation New England to help serve the many people affected by epilepsy living in New England.

173/180

CREATE TEAM

Select an amount

\$500

\$100

\$50

\$25

Other

USD

\$

One-time



I'd like to cover the fees associated with my donation so more of my donation goes directly to Epilepsy Foundation New England.

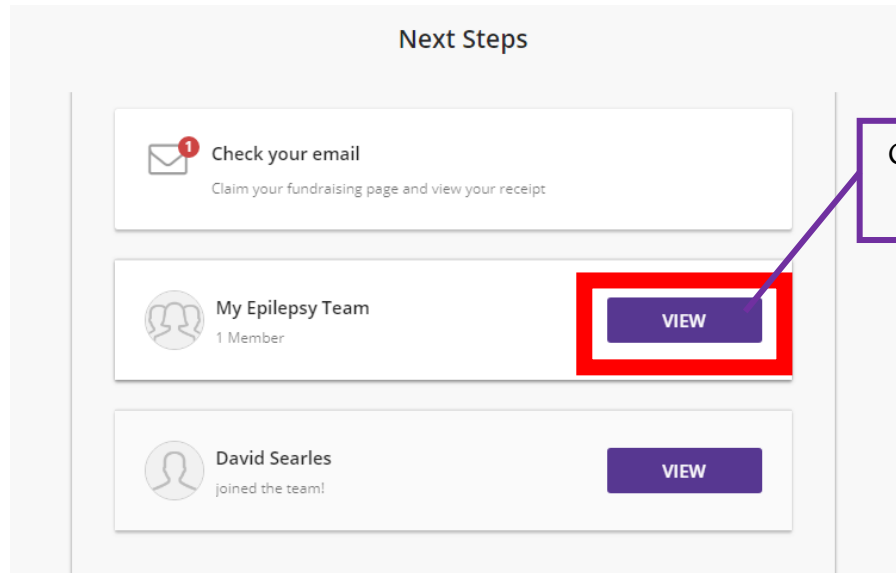
We've made registration easy

When you create a team, the registration site, Classy, will automatically create an individual fundraising page for you as well as the team page.

Subsequently, all members that join your team, will each have their own fundraising page tied to the team page.

This way, they can reach out to their own friends and family while the total raised accumulates towards the team goal.

SETTING UP YOUR TEAM PAGE



Click “view” to see your team page!

Click “manage” to personalize your team page!



CUSTOMIZE YOUR TEAM PAGE

The diagram illustrates the customization options for a team page. It features a screenshot of the 'My Epilepsy Team' page with callout boxes explaining the functions of different tabs. A red line highlights the 'DONATIONS' tab and its corresponding callout box.

Callout Boxes:

- Overview:** Add a photo and make a donation here by clicking "overview"
- Donations:** Here you can make a donation and also ask for donations from friends and family
- Teammates:** Manage your teammates by clicking "teammates"
- Story:** Customize your team story and provides updates about your progress!
- Emails:** Send out emails to recruit new teammates, ask for donations, and thank your donors
- Details:** Set a custom URL, change your team picture, goal, and headline all here!

Team Page Screenshot:

- Header:** My Epilepsy Team, Team Page, \$0 / \$1,500
- Navigation Tabs:** OVERVIEW, STORY, DONATIONS, EMAILS, TEAMMATES, DETAILS
- Content Area:** Hey David! We suggest you do these next. Add your photo

EMAIL FUNDRAISING

Now that your team and fundraising pages are all set up, sending emails to your friends and family is the easiest way to fundraise!

Simply customize your email from the “manage” button on your page, copy into your personal email, and send it off to all your favorite contacts! Within the email will be a button labeled “donate to my page” where recipients can donate directly to your individual page.



Ask for donations

Email your closest friends and family to start, then send an email to everyone you know.

[← BACK TO TEMPLATES](#)

Family and Friends,
Please help me support Epilepsy Foundation New England by making a donation through my fundraising page for 2018 Walk for Epilepsy. Even a small donation will help me achieve my goal! The process is fast, easy, and secure. Thanks so much for your support.

David

[Donate to my page](#)

[What do I do here?](#)

COPY MESSAGE

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 to you.



RECRUITING TEAM MEMBERS

Your walk team can be powered by 1 or 100 members!

The more team members you recruit, the bigger your fundraising efforts can be. Think about all your friends, family, neighbors, and co-workers!

Simply send them the link to your team page and ask them to click “Join Team.” They will then proceed to register!

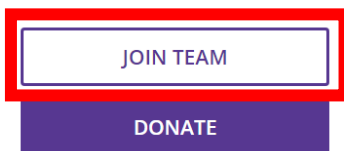
Tips for a great team kickoff

Try hosting a wine and cheese party, a potluck dinner, Sunday brunch, a sports-themed get-together, or any other way you’d like your team to join forces.

Show your team that you’re already registered and have them join the team right then!

Provide information about:

- EFNE
- Epilepsy
- Fundraising ideas (see [page 11](#))
- Offline donation sheet (see [page 17](#))



Team Page  Captain Share   

My Epilepsy Team

I am walking to raise awareness about epilepsy and provide funds for Epilepsy Foundation New England to help serve the many people affected by epilepsy living in New England.

LEADERS

MEMBERS 1

MOST RAISED

MOST DONORS

WEEKLY WINNER

MOST ACTIVITY



KICKOFF CHECKLIST

- **Be familiar with EFNE's mission and vision**, encourage everyone to visit epilepsynewengland.org to learn more
- **Share your “Why I walk for EFNE” story** and ask your teammates to do the same!
- **Choose a team name**, consider dedicating your team in honor or memory of someone
- **Select a co-captain** to help you along the way
- **Set team and individual fundraising goals.** Discuss ways of reaching those goals to achieve a special incentive (see [page 13](#))
- **Show off your team registration page** and make sure all members at the kickoff register before leaving
- **Brainstorm potential fundraising ideas** and find a date and time that works for your team
- **Delegate tasks for team members** to accomplish leading up to your fundraiser

A SUCCESSFUL TEAM CAPTAIN IS ALSO AN EFFECTIVE COACH!

Here are some tips for supporting your team members:

Remember to personalize your team and personal fundraising pages! Use pictures and tell your story of why you're walking!

Regularly check your overall team and individual team members' goal progress. Provide tips and refer them to [page 11](#) for fundraising ideas to boost their progress.

Delegate fundraising tasks and responsibilities to your team members, they want to be helpful and will appreciate the ask.

Thank you for fueling EFNE's mission to provide Help for Today and Hope for Tomorrow

EPILEPSY FOUNDATION NEW ENGLAND'S VISION

Help for today, Hope for tomorrow

We aim to improve the lives of individuals and families impacted by epilepsy and seizures, by providing:

- Access to needed services and education
- Outreach to connect people with epilepsy to the Foundation in a manner that meets their needs
- Advocacy with local and state governments to improve legislation and funding for governmental services
- Support for the implementation and advancement of best practices and efficacy to have greater impact and better outcomes
- Funds to find a cure through funding of research and delivery of new therapies in partnership with Epilepsy Foundation of America

EPILEPSY FOUNDATION NEW ENGLAND'S MISSION

Our mission is to help people and families affected by epilepsy in New England.

Epilepsy Foundation NE is an independent affiliate of Epilepsy Foundation of America, whose mission is to lead the fight to overcome the challenges of living with epilepsy and to accelerate therapies to stop seizures, find cures, and save lives.

FUNDRAISING

ONLINE FUNDRAISING

Let your team members know that setting up and sharing their personal fundraising pages (which are tied to the team page), is the easiest way to send the message out about their fundraising efforts. Share your stories with potential donors and help coach team members with their own stories:

- What motivated you to fundraise for EFNE?
- Are you participating in honor or memory of someone special?
- What is your fundraising goal?
- What is your team doing to raise money?
- Why is epilepsy important to you?
- How can donors support your fundraising efforts?

Fundraising studies show that an email with a link to your personal fundraising page is the easiest way to generate funds!

SAMPLE RECRUITMENT/SOLICITATION EMAIL

To: Friends

Subject: Help me Raise Money for Epilepsy Foundation New England

Dear Friends,

I'm participating in the Annual Walk to raise awareness and funds for important programs and services at Epilepsy Foundation New England. I started a team so that others can join and participate as a united front to assist other individuals and families coping with epilepsy.

Will you join my team or consider making a personal donation?

Our strength as a community is powered by the love, care, and commitment from individuals like you and me. Please join me in fundraising for Epilepsy Foundation New England so we can improve the lives of the 100,000 people living in New England with epilepsy. Together we can provide Help for Today and Hope for Tomorrow for a better future to those living with epilepsy.

Here's a picture of us walking last year!



To join my team or to donate today, just click the link at the bottom of this page and you'll be directed to my personal fundraising page.

Thank you for your consideration!

- Team Captain

PS If you are interested in learning more about Epilepsy Foundation New England and their impact on the epilepsy community, visit epilepsynewengland.org

ADDITIONAL FUNDRAISING IDEAS FOR YOU AND YOUR TEAM*

Corporate Matching Gift – Ask your company to match the amount of pledges you receive from your co-workers

Garage Sale – Spring and Fall are great times to clean up the house and host a garage sale to raise funds for your team!

Bake Sale – Host a bake sale with your friends

Keep the Change – After cash purchases, put aside the change and use it towards your fundraising goal!

Office Fundraising Challenge – Challenge your office colleagues to raise funds for your team. Provide envelopes and a prize for the top fundraiser

Email Signature – Add a link to the bottom of your email signature like *I'm Walking for Epilepsy Foundation New England: Join or Donate Today (insert fundraising link)*

Birthday for a Cause – In lieu of presents, ask your friends and family to instead write a check to EFNE for your fundraising page

The Bill Collectors – Ask your doctor, dentist, insurance agent, hair stylist, and others to write you a check instead!

Gym – Ask your gym to place a donation jar on the front desk, don't forget to include a picture of your team and a few words about EFNE!

Neighborly Love – Go around your neighborhood and ask your neighbors for a donation to your team

Karaoke Night – Host a karaoke night at your local bar and ask attendees to donate to sing

PTO Days – Ask your HR Department if you can donate your PTO time to your fundraising efforts, doesn't hurt to ask for a company match!

Proceeds Benefit – Ask a local store manager if he or she would be willing to donate a percentage of sales from a particularly hot-selling item to your team

Curse Jar – Always a favorite! Place a curse jar in the office or at home, time to open those wallets!

Church Bulletin – Ask your local church if you can place a flyer on the bulletin or in the newsletter about your participation in the walk. Invite the congregation to walk too!

Alumni Organizations – Ask your own college or university to make a donation to your team or place an ad in their alumni newsletter about your efforts!

Clubs and Organizations – Send a solicitation letter to your local Knights of Columbus, Lions Club, Rotary Club, Kiwanis, etc.

Get an Article in Your Local Paper – Contact your local media outlet to share your story of why you're walking for epilepsy. Get that photo ready!

Ask for the Right Amount – Don't miss the opportunity to increase your "ask" to a larger pledge when you think it is appropriate

*be sure to obtain all necessary permissions and paperwork prior to implementation when appropriate

GETTING YOUR COMPANY INVOLVED: FORMING A CORPORATE TEAM

How to Start a Corporate Team

- Get permission and buy-in from your company's leadership
- Announce your fundraising efforts and corporate team in your company newsletter and website
- Host a sign-up day to kick off your company's involvement. Make sure to have your website and other materials handy so co-workers can register then!

How Can my Company Support the Team?

- Ask about kicking off your fundraising with a corporate gift
- See if your company will match donations. Doubling of employee donations is a quick and easy way to raise money and reach your goal!
- Recruit an executive to lend his or her name to your efforts
- Ask your employer to donate PTO time for a fun incentive to your top fundraiser

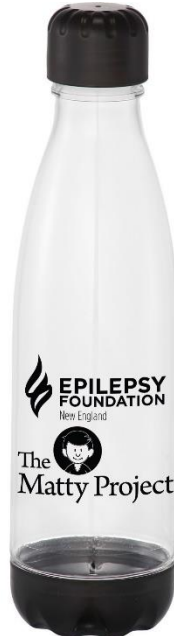
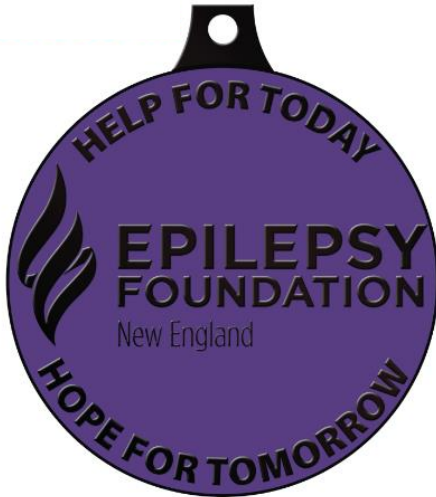
Employees from companies of all sizes can make a difference by participating in an Annual EFNE Walk.

Benefits include:

- Team-building – A walk team is a fun way to create camaraderie in your office!
- Networking – Encourages co-workers to meet peers from other departments
- Leadership skills – Employees can volunteer to act as Team Captains
- Health and wellness – Encourages co-workers to get out and walk on event day
- Philanthropy – The walk is a great way to give back to your local community and support employees who may have epilepsy or know someone who does



SPECIAL INCENTIVES FOR YOU AND YOUR TEAM!



We're thrilled to recognize our great fundraisers every step of the way!

\$250 Medallion

Every walker who contributes or raises \$250 or more will receive this wonderful medallion to highlight your fundraising efforts. Wear this custom medal with pride!

\$500 EFNE Water Bottle

Every walker who contributes or raises \$500 or more will receive a special water bottle to stay hydrated all year long!

\$1,000 Team Captain Walk Shirt

Every team captain whose team reaches \$1,000 or more will receive a unique walk t-shirt recognizing your efforts as a walk team captain!

Kickstart Your Fundraising Today!

- | | | |
|--|-------|---|
| 1. Make a personal contribution | \$100 | |
| 2. Ask your spouse/friend to match your contribution | \$100 | |
| 3. Ask your boss | \$50 | YOU'VE EARNED YOUR MEDALLION! |
| 4. Ask vendors/suppliers | \$100 | |
| 5. Ask those who have asked for your support in the past | \$50 | |
| 6. Ask your five best friends for \$20 each | \$100 | YOU'VE EARNED YOUR WATER BOTTLE! |

GOAL SETTING WORKSHEET

Team Name	
Team Captain Name	
Co-Captains	

This Year's Goals	
# Team Members	
Fundraising Goal	\$
Individual Team Member Goal	\$
Dollars Raised/# of Team Members	\$

TEAM ACTIVITIES	
Assign Co-Captain	
Due Date	
People to Ask	
Customize Team Webpage (captain has login info)	
Due Date	
Owner	
Team Kickoff	
Date	
Owner	

TEAM FUNDRAISING ACTIVITIES			
Activity	Date	Owner	\$ Goal
			\$
			\$
			\$
			\$
			\$

EMAIL ANNOUNCING TEAM AND GOALS	
Due Date	
Owner	

THANK YOU NOTE TO ALL TEAM MEMBERS AND DONORS	
Due Date	
Owner	

FREQUENTLY ASKED QUESTIONS

Q: Someone gave me a check for my team, can I add the amount to my team total?

A: In order to properly account for every dollar you've raised and to make sure we send the necessary tax information, we ask that all donations be mailed to:

EFNE
C/O David Searles
650 Suffolk Street #405
Lowell, MA 01854

Q: What should I do if someone gives me cash?

A: The safest and best way to ensure everyone is properly accounted for is to convert the cash into a personal check from you. Then, mail the check with the donation form on [page 17](#), and we can ensure everyone who donates to your team is appropriately recognized.

Q: What if my donors don't want to donate online?

A: Please direct your donors to mail in their check to the above address. Please have them include either the donation form on [page 17](#) or write the fundraiser or team name in the memo line so we can add their donation to your page!

Q: Do I have to fill out a donation form for each donation?

A: To correctly distribute accurate tax information for each donor's contribution to your team, we ask for a form for each donation. This also makes sure we credit your team!

Q: How long will it take for a mailed-in donation to appear on my personal fundraising and team page online?

A: If all the corresponding forms are filled out, you can expect the donation to appear online within three weeks.

Q: Who should checks be made payable to?

A: Checks can be made out to "EFNE"

Q: Who do I contact if I have trouble registering?

A: Please contact EFNE's Associate Director of Development, David Searles, at dsearles@epilepsynewengland.org or at 617-506-6041 x106.

WRAP UP

Post-Event Checklist

- ☐ Check with all team members to make sure any outstanding donations have been submitted
- ☐ Send thank you notes to all donors and team members and let them know how much you raised.
- ☐ Share pictures from the walk!
- ☐ Schedule a wrap-up meeting to discuss how this year's team did and what can be improved for next year
- ☐ Invite team members to join again next year. See if anyone would be interested in starting a new team and bringing new people to the cause!

Want to be more involved in an Epilepsy Foundation New England walk or other event? Consider joining a committee to help leading up to event day! Contact David Searles at dsearles@epilepsynewengland.org for more information.



FACEBOOK FUNDRAISER

Consider hosting a Facebook fundraiser on your birthday and raise funds for Epilepsy Foundation New England!

For instructions on how to set up a Facebook fundraiser, [click here](#).



CONTRIBUTION FORM

My gift is to support: _____
(name of team or participant)

DONOR INFORMATION

Donor Name or Company: _____

Contact Name (if from company above) _____

Address: _____
(street or PO Box) City, State

Phone: _____ Email: _____

GIFT INFORMATION

Gift Amount:

\$

_____ I or my spouse work for a company that will match this gift.
Matching gift info enclosed.

_____ My gift is in honor/memory (circle one) of:

Thank you for your support of Epilepsy Foundation New England and the community we serve everyday.
You will receive an acknowledgment of your gift for tax purposes. Our Tax ID number is: 22-2505819
Gifts are also accepted online at epilepsynewengland.org or by calling 617-506-6041.

RETURN FORM TO:

EFNE • 650 Suffolk Street #405 • Lowell, MA 01854



www.epilepsynewengland.com | 617 506 6041 |

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WHILE YOU AND YOUR TEAM ARE OUT FUNDRAISING, YOU MAY MEET SOME PEOPLE WITH QUESTIONS, REMEMBER...

**Epilepsy Foundation New England provides many services for
people living in New England affected by epilepsy such as:**

Information or Support

or

Seeking or Maintaining Employment

Contact EFNE's Resource and Support Services Coordinator,
Joy Buzzell, at support@epilepsynewengland.org
or 617-506-6041 x109

Get Involved

Contact EFNE's Director of Community
Education and Volunteer Services
Susan Welby, at swelby@epilepsynewengland.org
or 617-506-6041 x102





epilepsynewengland.org