Mission: To lead the fight to overcome the challenges of living with epilepsy and to accelerate therapies to stop seizures, find cures, and save lives.

Walk2EndEpilepsy.com | (956) 704-9191 | Events@EFCST.org
Dear Team Captain,

Thank you for taking on the role of team captain for our Walk to End Epilepsy - RGV. Your participation helps enrich the lives of people living with epilepsy and their families all over Central & South Texas. This walk gives you the opportunity to share your story, learn more about epilepsy, and connect with others affected by epilepsy all while raising funds.

The money your team raises will help the Epilepsy Foundation to continue providing our wonderful programs such as our vital clinic services, family support services, youth development programs, and community education.

We’re here to support you as you encourage your team, grow your team, and lead your team’s fundraising efforts.

This packet will help answer your questions about registering, forming a team, fundraising, and raising awareness about the Walk to End Epilepsy - RGV. In this packet, you will find the following:

- Fundraising Tips
- Recruiting and Team-Building Tips
- About the Foundation
- FAQs

If you have any more questions, contact me -- I’m happy to talk to you!

Sincerely,

Mary Saldivar

Mary Saldivar
Development Manager
Epilepsy Foundation Central & South Texas
Walk2EndEpilepsy.com
Mary@EFCST.org
(956) 704-9191
Ask In Person

Think about the people you see everyday; ask those people to sponsor you for the Walk to End Epilepsy or for a donation. In no time, you’ll be closer and closer to your fundraising goal!

Get Social

Use all your social media channels to spread the word! Ask your friends and followers to join your team and make a donation. Be sure to include a link to your team page for easy, online donations.

Use the hashtag #WalktoEndEpilepsy in all your posts about the event and tag us.

Send a Letter

Spend the afternoon writing a letter or sending emails. Set a dollar amount for your goal and share your story.

Include your friends, family, co-workers, and everyone on your holiday card list. The more people you ask, the more donations you’ll receive.

10 Key Steps for Successful Fundraising

1. Write your story. Tell your teammates why the Epilepsy Foundation is so important to you.

2. Send your message. Tell your family, friends, neighbors, and co-workers your story by email, snail mail, social media, text message and any other way you can think of!


4. Set a goal. Tell everyone how much you are trying to raise.

5. Tell them what we do. Share with everyone the services and programs we provide at the Epilepsy Foundation.

6. Don’t be afraid to ask. Remember, the more people you ask, the more donations you’ll receive.

7. Don’t forget anyone. You should include vendors, consultants, and business people when asking for donations -- these are usually the ones who give larger donations!

8. Involve your company. Many businesses will match their employees’ charitable donations.

9. Get creative. Brainstorm with your team interesting ways to raise money: lemonade stands, car washes, and bake sales are classics!

10. Thank everyone who sponsors you!
Set a Goal

Setting a fundraising goal helps put into perspective how effective your fundraising methods are. It’s also a simple, visual way to keep track of your fundraising goals and results!

You can also have each of your team members set their own goals. If five people set a goal to raise $100 and meet it...they will raise $500!

The Power of 10

If you personally ask ten people you know to sponsor you at $10 each, you’ve already raised $100! Challenge your team to ask ten people to sponsor them at $10 each -- you’ll be amazed at the results!

Family Education for $30

Seizure Smart School for $60

Emergency Medication for $100

An EEG Test for $250

An MRI for $500

Mental Health Counseling for $500

A Camp Experience for $1000

For more information, visit: EFCST.org/Give
Walk to End Epilepsy - RGV
Saturday, November 16, 2019 @ 8:30 am
Edinburg Municipal Park

Participant’s Name: ____________________________________________
If under 18, parent/guardian name: __________________________________
Address: _______________________________________________________
City: _______________ State: __________________________ Zip Code: __________
Home Phone #: __________________________ Cell Phone #: ________________
Email Address: _________________________________________________
Emergency Contact Name: __________________________ Contact #: __________

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Total: __________________________
Register

1. Go to Walk2EndEpilepsy.com.
2. Click “Register Now.”
3. Select “Register Today” on the registration page.
4. Here you can register for the walk, register to volunteer, and purchase items from our store.
5. Event registration: Select your event category. If you’re creating a team, select “Become a Fundraiser.” If you’re joining an existing team, continue to check out and choose your team under “Select Fundraiser.”
6. You’re ready to go! Customize your team’s page and start fundraising!

Team Recruitment

Teams can be as small as two people or as large as 200 people. Start with your family and ask everyone you know to join you, including:

- Friends
- Co-workers
- Neighbors
- Members of groups you belong to (church, sports league, community group)

Stay Connected

Once you start building your team, it’s important to stay connected with your team members. As team captain, you are the cheerleader who helps make them successful! The Epilepsy Foundation is also here to support you.

Team Awards:

Top Fundraiser
Largest Team
Most Team Spirit
Top Sponsor
Social media makes it easy for you to let your friends and family know that you’re participating in the Walk to End Epilepsy - RGV. Post a link to your fundraising page and use the hashtag #WalktoEndEpilepsy. Provide updates and ask your friends to join the movement in the fight to End Epilepsy!

All these images are available to download at: Walk2EndEpilepsy.com/toolkit.

Don’t forget to tag us!

Follow us:

@TexasEpilepsy
@EFCST
@EFCST
@EFCSTX

Helpful Hashtags:

#WalktoEndEpilepsy
#StrongerTogether
#EpilepsyStrong
#EpilepsyHero
#DoGood
#RGV
#EndEpilepsy

Get creative! Make your own hashtag!
I walk for the 1 in 26 people who will be diagnosed with epilepsy in their lifetime. Join me on 11/16 in #RGV for the Walk to End Epilepsy - RGV!

Tips for Facebook:

• **Share your own story.** Why do you #WalktoEndEpilepsy? Your friends will respond well to your personal message.

• **Share a picture.** Posts with pictures in them are more likely to get likes and shares! Share your own photo or one of ours that you can download at: Walk2EndEpilepsy.com

Tips for Instagram:

• **Go to the stories!** Utilize the Instagram stories to reach more followers! We all love to scroll through people’s stories -- this is your opportunity to spread awareness. You could even take a poll and see who will join you!

• **Don’t forget to link it.** Add the link to our event page or to your fundraising page in your Instagram bio!

For more social media tips and example posts, visit: Walk2EndEpilepsy.com.
What is epilepsy?

Epilepsy is a generic term for a variety of seizure disorders. A person with recurring seizures is said to have epilepsy. A seizure is a brief disturbance in the electrical activity of the brain.

About the Epilepsy Foundation

The Epilepsy Foundation Central & South Texas is the only non-profit organization solely dedicated to serving the needs of people affected by epilepsy and seizure disorders.

Even with exciting breakthroughs in research and treatment, 1 in 26 people will develop epilepsy at some point in their lifetime. Every four minutes someone in the U.S. is diagnosed with epilepsy.

Where does the money go?

Each year the event continues to grow. We’re expecting our largest event ever, and many of our participants suffer from epilepsy. Your support makes a difference!

Funds last year allowed us to provide essential services to people in our area:

- Youth Programs
- Mental Health Counseling
- Medical Services for the Uninsured
- Community Education

While the cost of providing these programs increases every year, the Epilepsy Foundation is committed to providing essential services at no charge to children and adults living with seizures.

A Message from Our CEO

We believe that everyone with epilepsy has a voice. We believe the fight to end epilepsy starts with us -- determined and resilient individuals and families. Together we can affect care, rights, and lives in the fight to End Epilepsy.

This event is for you: people struggling with the challenges of living with epilepsy. The event is celebrating children and families, many of whom face daunting health and life obstacles with courage.

Proceeds from this walk help us respond to the essential needs of people with epilepsy.

Your financial support will help us make a difference each and every day to the epilepsy community.

Thank you for joining me in the fight to End Epilepsy!

Sindi Rosales
Chief Executive Officer
How do I create a new team? How do I join an existing team?

If you’re creating a team:
After you’ve added your registration to your cart, choose “Become a Fundraiser.” You can either Sign Up with Email or Sign Up with Facebook. Once you’ve done that, choose your “Team Association” -- make sure you select “Create a New Team.” From there you can customize your team page and start fundraising and recruiting!

Remember! Setting up a team doesn’t automatically register you for the event, so make sure you complete your transaction!

If you’re joining an existing team:
After you’ve added your registration to your cart, continue to “Check Out.” Once you’ve completed filling out your information, you can “Select Fundraiser” -- these are the teams, so make sure you carefully select which fundraiser to join!

Can someone join my team after they’ve registered?
Yes, they can! If someone is already registered and would like to join your team, they can return to the registration site and choose “Become a Fundraiser.” After they’ve filled out their name and email address, they can choose “Join a Team” and that’s it!

If you’re having issues adding a participant to your team, you can contact the Development Team at (956) 704-9191 or Events@EFCST.org and we will be happy to resolve the issue.

Can virtual walkers join my team?
Yes! Virtual walkers can join your team. They would go through the same process as any other participant to join your team.

Can someone be on my team if they aren’t registered for the walk?
Yes! Your team consists of walkers and fundraisers. If someone would like to be a part of your team and fundraise, but NOT attend the walk, just follow these easy steps:
1. Go to Walk2EndEpilepsy.com and click “Register Now.”
2. Select “Become a Fundraiser” and fill out your name and email address.
3. Join or create a team!

It’s that simple! Remember though, if someone on your team can’t attend the walk, they can always join us as a Virtual Walker.

Is there a difference between a Walk Team and a Fundraising Team?
Nope! With our new registration system, Walk Teams and Fundraising Teams are one in the same! No more hassle in creating both -- if you’ve created a team, that’s it. People can join your team during registration or just to fundraise.

If you have any other questions, please contact the Development Team at (956) 704-9191 or email Events@EFCST.org.