



WALK TO END EPILEPSY
FUNDRAISER HANDBOOK

ABOUT THE WALK TO END EPILEPSY

The Walk to END EPILEPSY® is a family-friendly, community event to help those living with epilepsy fight against the struggles that come with their diagnosis. All proceeds raised go to life-changing, essential services and programs such as free outreach seizure clinics, emergency medications, HOBSCOTCH memory training, youth development programs, support groups, and so much more.

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.

WHERE DOES THE MONEY GO?

Each year the Walk continues to grow — we're expecting our largest Walks this year in Austin, San Antonio, and RGV. Many of our participants suffer from epilepsy and your support makes a difference in their lives!

Last year, funds raised from the Walks allowed us to provide essential services to people in Central and South Texas:

- Youth Development Programs
- Mental Health Counseling
- Medical Services for the Uninsured and Under-insured
- Community Education

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



1 in 10
will have a **seizure**
in their lifetime



1 in 26
will be **diagnosed**
with epilepsy



3.4 million
individuals nationwide are
affected by epilepsy

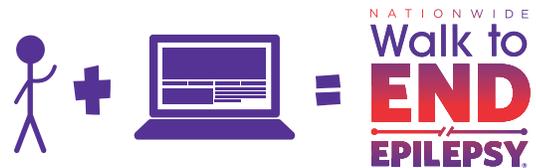


10X less
funding than other
brain disorders

WALK TO END EPILEPSY

FUNDRAISING AS AN INDIVIDUAL

1 Register yourself at: Walk2ENDEPILEPSY.com/register



NATIONWIDE
**Walk to
END
EPILEPSY.**

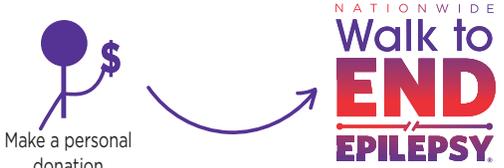
2 Strive to raise at least \$250 for EFCST, helping your team raise \$2,500 all together.



\$250

\$2,500

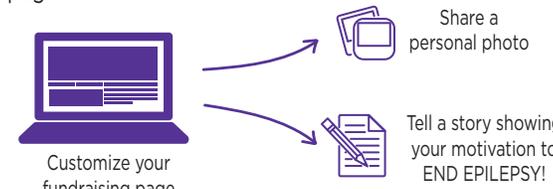
3 Jump-start your personal fundraising by making a personal donation.



Make a personal donation

NATIONWIDE
**Walk to
END
EPILEPSY.**

4 Customize your Walk to END EPILEPSY® fundraising page.



Customize your fundraising page

Share a personal photo

Tell a story showing your motivation to END EPILEPSY!

5 Ask others for donations.



Ask in person

Share your fundraising page to reach your friends on social media!

Ask the people you know for

6 Celebrate your successful fundraising with your team! You deserve it!

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

3. Make a personal donation. Be a leader and make your own gift.

4. Set a \$2,500 team fundraising 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 and how we're changing lives.

6. Don't be afraid to ask. Recruit 10+ team members with each member striving to raise \$250.

7. Don't forget anyone! You should include vendors, consultants, and businesspeople 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.

10. Celebrate your success with a party! Throw a party for your team to thank them for their work.