



**EPILEPSY
FOUNDATION**
Central & South Texas

NATIONWIDE

Walk to
END EPILEPSY

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PLAY!

Walk to
END EPILEPSY
**ANA'S
ANGELS**

...stive


**My Education
Solutions**

WALK TO END EPILEPSY
TEAM CAPTAIN 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.



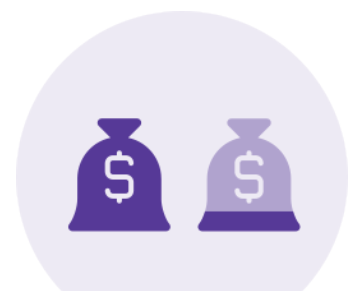
1 in 10
will have a **seizure**
in their lifetime



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

TEAM BUILDING + FUNDRAISING


1 Recruit 10+ team members and help them register at: Walk2ENDEPILEPSY.com/register




2 Encourage each team member to raise \$250 by following these simple steps:



Make a personal donation



Customize your fundraising page



Ask others for donations!

3 Set a \$2,500 team fundraising goal with each member striving for \$250.



4 Motivate and encourage your team.




Monitor individual progress



Recognize members when they achieve and/or move closer to their goal

5 Lead by example with your personal fundraising.



Make a personal donation



Strive to exceed \$250 and be the person on our team who raises \$1,000!

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.