

NATIONWIDE
Walk to END EPILEPSY

A young girl with red hair in braids, wearing a purple t-shirt and a purple beaded necklace, is smiling and looking to the right. She has white and purple face paint around her eyes. The background is a blurred crowd of people, some wearing purple shirts, suggesting a walk event.

**WALKER
RESOURCE
GUIDE**

CONTENTS

REGISTRATION & SETTING UP YOUR PAGE	3
FUNDRAISING ON YOUR OWN	3
TEAM PAGE	3
FUNDRAISING	4
SAMPLE WALKER VENDOR LETTER (PERSONAL LETTER FOR BUSINESSES YOU FREQUENT).....	4
SAMPLE WALKER VENDOR LETTER THANK YOU.....	5
SAMPLE WALKER ASK FOR DONATIONS	6
<i>Facebook</i>	6
<i>Email</i>	6
<i>Letter</i>	6
SAMPLE WALKER ASK FOR DONATIONS FOLLOW-UP	7
<i>Facebook</i>	7
<i>Email</i>	7
<i>Letter</i>	8
SAMPLE WALKER THANK YOU FOR DONATION	9
OTHER TIPS & TRICKS.....	9
SOCIAL MEDIA	9
FUNDRAISING	9
FACEBOOK INTEGRATION	9

REGISTRATION & SETTING UP YOUR PAGE

Registering for the Walk to END EPILEPSY has never been easier. Just follow these easy steps to register yourself (and your friends and family)!

1. Go to Walk2ENDEPILEPSY.com
2. Choose your Walk location: Austin, San Antonio, or Edinburg
3. Click the button that says "Register"
4. Fill out the form with your information and pay the minimum \$15 donation
5. That's it!

FUNDRAISING ON YOUR OWN

Not everyone fundraises as part of a team and that's okay! Here are some simple steps on how to set-up your personal fundraising page:

1. Go to Walk2ENDEPILEPSY.com
2. Choose your Walk location: Austin, San Antonio, or Edinburg
3. Click the button that says "Fundraise"
4. Here, you can either choose "Fundraise on my own," "Join a team," or "Start a new team." If you wish to fundraise without a team, select "Fundraise on my own." If you are joining an existing team, select "Join a team." If you are starting your team, select "Start a new team."
5. Once you've selected "Fundraise on my own," fill out the required information
6. Customize your page with a story, fundraising goal, and picture
7. That's it!

***Make sure you save your fundraising URL so you can share it with your friends and family!**

TEAM PAGE

Setting up your team page is quick and easy if you follow these simple steps:

1. Go to Walk2ENDEPILEPSY.com
2. Choose your Walk location: Austin, San Antonio, or Edinburg
3. Click the button that says "Fundraise"
4. Here, you can either choose "Fundraise on my own," "Join a team," or "Start a new team." If you wish to fundraise without a team, select "Fundraise on my own." If you are joining an existing team, select "Join a team." If you are starting your team, select "Start a new team."
5. Once you've selected "Start a new team," fill out the required information
6. Customize your page with a story, fundraising goal, and picture
7. That's it!

***Make sure you save your fundraising URL so you can share it with your teammates!**

FUNDRAISING

Fundraising doesn't come naturally to everyone and we understand that. That's why we've created this guide to help you easier navigate your online fundraiser. In this section you will find sample asks for donations and more!

SAMPLE WALKER VENDOR LETTER (PERSONAL LETTER FOR BUSINESSES YOU FREQUENT)

Send or give this letter to your favorite businesses, such as your hairdresser, dentist, doctor, dog groomer, nail tech, dry cleaner, etc.

[Date]

Dear [Business Manager],

This year, I'm supporting the Walk to END EPILEPSY, which is a cause near and dear to me. The Walk to END EPILEPSY is the Epilepsy Foundation Central & South Texas' annual walk and largest fundraising event. Teams of friends, family, and co-workers raise funds to help support essential programs and services for people with epilepsy and their families in Central and South Texas.

Locally, the Walk will take place on [Date] at [Location].

All funds raised from the Walk to END EPILEPSY help provide outreach seizure clinics for the uninsured, emergency medications, support groups, mental health counseling, youth development programs, and so much more.

As you may know, [insert your personal reason for why you walk – sharing your personal story or the story of a family member, details about your journey and diagnosis, and help express the importance of this cause].

Today, there are more than 155,000 people living with epilepsy in Central and South Texas. The Epilepsy Foundation is helping those people overcome the challenges of living with epilepsy and improving the quality of life for those who have nowhere else to turn.

To support my fundraising efforts and the 155,000 people, including 38,000 children, living with epilepsy in our community, please consider making a donation to my fundraiser at: [Insert online fundraiser link here]. Any cash or check donations can be made out to the Epilepsy Foundation Central & South Texas and mailed back. If you have any questions, please call me at [Number].

I Walk to END EPILEPSY. Will you join me?

Thank you,

[Signature]

For more information, visit Walk2ENDEPILEPSY.com.

SAMPLE WALKER VENDOR LETTER THANK YOU

Send a Thank You to those businesses who contributed to your fundraiser! A thank you goes a long way in building and maintaining a relationship with these businesses.

[Date]

[Contact Name]

[Business Name]

[Address]

[City, State Zip Code]

Dear [Contact Name],

From the bottom of our hearts, thank you from the entire team for your generous contribution of \$[Amount] to help in the fight to END EPILEPSY! Your contribution is vital to helping the Epilepsy Foundation Central & South Texas provide essential programs and services to people with epilepsy in Central and South Texas.

With your support, the Epilepsy Foundation Central & South Texas is providing medical services to uninsured and under-insured patients, sending kids with epilepsy to summer camp for free, and providing people with epilepsy the tools they need to lead more independent, fulfilling lives.

Thank you again for your support!

Regards,

[Name]

[Title]

[Company]

SAMPLE WALKER ASK FOR DONATIONS

There are several ways to communicate with your friends and family nowadays. When asking for donations, make sure you're utilizing all of your resources! Email, Facebook, Twitter, and even snail mail!

FACEBOOK

Facebook friends! I am fundraising for the Walk to END EPILEPSY – [Location] this year and I'm calling on you for help!

As you may know, [insert your personal reason for why you walk – sharing your personal story or the story of a family member, details about your journey and diagnosis, and help express the importance of this cause].

Please help me in my fundraising efforts! You can make a donation on my personal fundraising page, it's that easy. [Link to personal fundraising page].

The fight to END EPILEPSY starts with us. Will you join me?

EMAIL

Dear Friends [or Insert the person's name],

I am fundraising for the Walk to END EPILEPSY – [Location] this year and I'm asking for your help.

Every year, the Epilepsy Foundation Central & South Texas provides essential services to people with epilepsy in our community. As the need in our community grows, so does the need for funding. As you may know, [insert your personal reason for why you walk – sharing your personal story or the story of a family member, details about your journey and diagnosis, and help express the importance of this cause].

Please consider joining me on [Date] at [Location] by registering at Walk2ENDEPILEPSY.com or making a donation to my personal fundraising page at [Link to personal fundraising page]. Thank you in advance for your support! Every dollar we raise makes a difference in the life of someone with epilepsy.

[Name]

LETTER

Dear [Name],

This year, I am walking and fundraising for the Walk to END EPILEPSY – [Location] on [Date] at [Location].

As you may know, [insert your personal reason for why you walk – sharing your personal story or the story of a family member, details about your journey and diagnosis, and help express the importance of this cause].

To support my fundraising efforts and the more than 155,000 people living with epilepsy in our community, please consider making a donation to my fundraiser at: [Insert online fundraiser link here]. Any cash or check donations can be made out to the Epilepsy Foundation Central & South Texas and mailed back. If you have any questions, please call me at [Number].

Sincerely, [Name]

SAMPLE WALKER ASK FOR DONATIONS FOLLOW-UP

Typically, it takes 3 asks to receive 1 donation – crazy right! Not really. People are busy and sometimes need to be reminded that things are coming up!

FACEBOOK

FOLLOW-UP #1

There's still time to donate! I'm getting closer to my goal, but I need your help to reach it.

As you may know, I'm walking and fundraising for the Walk to END EPILEPSY – [Location] at [Event Date & Location]. All the money I raise goes to provide things like emergency medications and free mental health counseling for people with epilepsy in OUR community.

So far, I've raised \$[Insert amount raised here], but I need your help to reach my goal of \$[Insert amount of fundraising goal]. To make a donation, visit my personal fundraising page at [Link to personal fundraising page] and click Donate! Thank you for your donation and support!

FOLLOW-UP #2

The Walk to END EPILEPSY – [Location] is right around the corner and I'm so close! Please help me reach my fundraising goal \$[Insert amount of fundraising goal]. I'm so close and every dollar helps makes a difference in the life of a person with epilepsy!

This is an especially important cause for me because [Insert personal story here]. So please, consider making a donation to my personal fundraiser at [Insert personal fundraising page link].

I hope I can count on you to support my fundraising efforts and the great work of the Epilepsy Foundation Central & South Texas!

EMAIL

FOLLOW-UP #1

Dear Friends [or insert the person's name],

There's still time to donate to my fundraiser for the Walk to END EPILEPSY – [Location]!

So far I've raised \$[Amount raised], but I need YOU to help me reach my \$[Fundraising goal] fundraising goal! Every dollar I raise helps people with epilepsy in our community. Because of us, people with epilepsy are given the tools, resources, and support to lead more fulfilling, independent lives.

The fight to END EPILEPSY starts with us! To make a donation, please go to [Personal fundraising link] and click donate! It's that simple!

Thank you for supporting my fundraising efforts and the Epilepsy Foundation Central & South Texas!

Sincerely, [Name]

FOLLOW-UP #2

Dear Friends [\[or insert the person's name\]](#),

The Walk to END EPILEPSY – [\[Location\]](#) is right around the corner and I'm so excited! But now, I need your help more than ever. I'm getting so close to meeting my [\\$\[Fundraising goal amount\]](#) fundraising goal. Will you join me in the fight to END EPILEPSY?

To make a donation, please go to [\[Personal fundraising link\]](#) and click donate – there's no simpler way!

I'm walking and fundraising because I believe in the Epilepsy Foundation Central & South Texas's 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.

I hope that you'll support me in my fight to END EPILEPSY and to provide for the more than 155,000 people in Central and South Texas who have epilepsy. Thank you in advanced for your support!

Sincerely, [\[Name\]](#)

LETTER

FOLLOW-UP #1

Dear [\[Name\]](#),

This year, I am walking and fundraising for the Walk to END EPILEPSY – [\[Location\]](#) on [\[Date\]](#) at [\[Location\]](#) and so far I've raised [\\$\[Amount raised\]](#)! I couldn't be more excited, but there's still work to do.

As you may know, [\[insert your personal reason for why you walk – sharing your personal story or the story of a family member, details about your journey and diagnosis, help express the importance of this cause\]](#).

Please consider making a donation to my fundraiser at: [\[Insert online fundraiser link here\]](#). Any cash or check donations can be made out to the Epilepsy Foundation Central & South Texas and mailed back. If you have any questions, please call me at [\[Number\]](#).

Sincerely, [\[Name\]](#)

FOLLOW-UP #2

Dear [\[Name\]](#),

The Walk to END EPILEPSY – [\[Location\]](#) is right around the corner and so far I've raised [\\$\[Amount raised\]](#)! There's still time left to donate and I'm asking for your help to reach my [\\$\[Fundraising goal amount\]](#) fundraising goal.

Please consider making a donation to my fundraiser at: [\[Insert online fundraiser link here\]](#). Any check donations can be made out to the Epilepsy Foundation Central & South Texas and mailed back. If you have any questions, please call me at [\[Number\]](#).

Sincerely, [\[Name\]](#)

SAMPLE WALKER THANK YOU FOR DONATION

[First Name],

Thank you so much for your generous donation towards my fundraising efforts for the Walk to END EPILEPSY – [Location]!

With your donation, the Epilepsy Foundation Central & South Texas is providing free outreach seizure clinics, emergency medications, youth development programs, support groups, and so much more. Your donation has improved the quality of life for some many people living with epilepsy in Central and South Texas.

Thank you again for your support – I couldn't have done it without you!

Thank you,

[Name]

Continue to check my progress by visiting my personal fundraising page: [\[Link to personal fundraising page\]](#)

OTHER TIPS & TRICKS

SOCIAL MEDIA

When sharing on social media about the Walk and your fundraising efforts, it's important to remember the following:

- Always share a link! Whether it's to our website Walk2ENDEPILEPSY.com or your personal fundraising page
- Share an image! We have several graphics you can download online from our [Social Media Toolkit](#)
- Make it personal! Share your story and why the Walk to END EPILEPSY is important to you

FUNDRAISING

We understand that fundraising doesn't come naturally to everyone! Here are some helpful tips to jump start your fundraising:

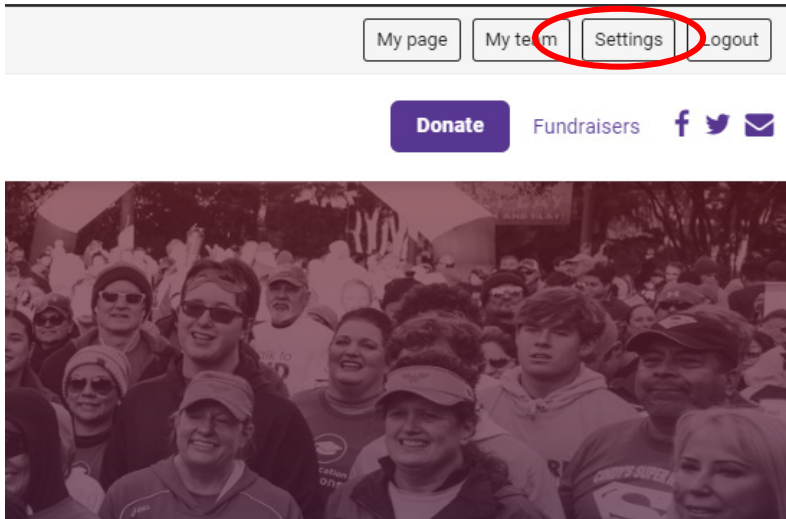
- [10 Day Fundraising Challenge](#)
- [Fundraising Ideas](#)
- [Additional Fundraising Ideas](#)

FACEBOOK INTEGRATION

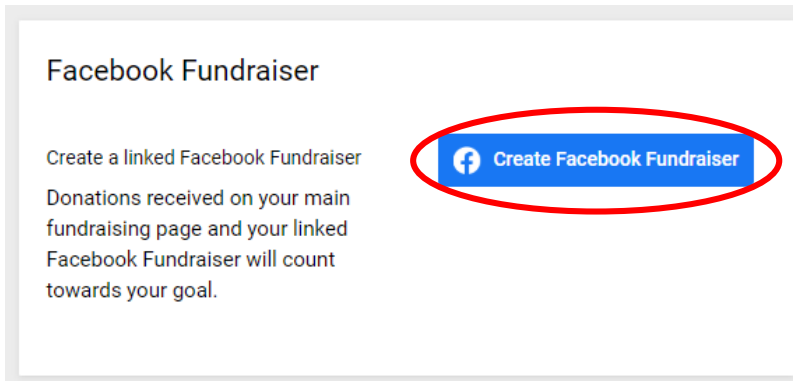
With our fundraising platform, you can link your fundraising page to a Facebook fundraiser! This allows you to easily collect donations through Facebook that still count towards your fundraising goal. To set-up your Facebook fundraiser, follow these simple steps:

1. Go to Walk2ENDEPILEPSY.com
2. Select your Walk location: Austin, San Antonio, or Edinburg
3. Select the button that says "Fundraise"
4. Log into your fundraising page or if you haven't registered do so

5. At the top of the page, select “Settings”



6. Down at the bottom of the page, you’ll find the section called “Facebook Fundraiser.” Select “Create a Facebook Fundraiser.”



7. A pop-up will appear. Select “Continue as [Your Name]” to log into Facebook. Give Funraise permission and your fundraiser will automatically be created!
8. Now you can track the progress of your Facebook Fundraiser by selecting “View Facebook Fundraiser”

