

**Epilepsy Foundation**  
**3<sup>rd</sup> Annual Seize the Moment 5K**  
**Fun Run/Walk**

**Team Captain Packet**



**When - Saturday November 5, 2011**

**Time - 8:30 AM**

**The City of Shavano Park**

**900 Saddletree Ct**

**Shavano Park, TX 78231**

**Epilepsy Foundation Central & South Texas**

**[www.epilepsyrun.com](http://www.epilepsyrun.com)**

**(210) 653-5353**

# Welcome Team Captain!!!

Thank you for volunteering to be a team captain for our 3<sup>rd</sup> Annual Seize the Moment 5K Fun Run/Walk on Saturday, November 5, 2011!! You play a vital role in the event! This packet provides information that will help you build a successful team and keep your team motivated and excited! Your team can be as big or small as you want, and can consist of anyone--including family, friends and co-workers.

## Step 1

Create Your Team's Fundraising Page:

- Go to [www.epilepsyrun.com](http://www.epilepsyrun.com)
- Click "Register Online"
- Click "Start Fundraising" on the right side of page
- Create an account under "Athlete Guild" on right side of page
- Create your page! Be sure to include a picture and your personal story.
- Make sure to indicate the button that says "Yes-Group Fundraise"

Register:

- Go to [www.epilepsyrun.com](http://www.epilepsyrun.com)
- Click "Register Online"
- Click "Register for the Event" on right side of page
- Fill out your information: on the *second page* of registration, under the T-Shirt information, you will be asked "Team Name"; if your Team Name is not yet available under the drop down, type it in underneath the drop down in the field "New Team Name". It will eventually be added to the drop down. ***Allow 24 hrs between your creation of the team page and it being listed in the drop down.***

## Step 2

Recruit and Register Team Members:

See who wants to become a team member, just ask friends, family, and co-workers. Remember: the bigger the team, the better!!! Once you begin forming your team, make sure they are registered by one of the following ways:

- Form Drop Off or Mail: EFCST, 10615 Perrin Beitel Ste 602, 78217 or Shavano Park City Hall, 900 Saddletree Ct, 78231
- Phone: (210) 653-5353
- Online: [www.epilepsyrun.com](http://www.epilepsyrun.com)

**\*\*\*** Make sure to indicate to your team members that they *cannot join your team on your fundraising page!!!* They will need to *join your team by going through registration*, following the steps listed above in Step 1: "Register". If your team name is not yet in the drop down, have your team members type it in.

### **Step 3**

Your Personal Story Campaign:

The most effective way to raise funds for the Epilepsy Foundation's 3<sup>rd</sup> Annual Seize the Moment 5K Fun Run/Walk is through sharing your personal story! Tell your family, friends, neighbors, and co-workers why supporting this cause is important to you AND them! This story should be on your team fundraising page! Share your message through email, Facebook, Twitter, text messages....snail mail; you pick the medium...just share your story! Notes and pictures are effective because they tell your story and ask for support.

Directing Donors to your Team Fundraising Page:

- *The easiest way to share your team page is to "copy and paste" the url for your team page to your letters and social media.* They can follow the link and it will take them directly to your page. You will ask them click "Donate Now".

**Example:**

<https://register.athleteguild.com/Fundraising/fundraise.aspx?event=6334&fundraiser=3014>

- Donors can also find your page by:
  1. Go to [www.epilepsyrun.com](http://www.epilepsyrun.com)
  2. Click "Register Online"
  3. They can find your team listed at the bottom of the page.

### **Step 4**

Brainstorm other ways to raise money:

There are several ways to raise money and we have listed a few. Ask your team to think of fun and easy ways to raise money.

#### **How to raise \$100 in 10 Days!**

1. Make a \$10 pledge
2. Ask your significant other for \$10
3. Ask your boss for \$10
4. Ask a co-worker for \$10
5. Ask a friend for \$10
6. Ask a neighbor for \$10
7. Ask a relative for \$10
8. Ask another friend for \$10
9. Ask another co-worker for \$10
10. Ask another relative for \$10

#### **Ways to raise money for your team:**

- Bake sale
- Car wash
- Set a donation can on your desk, or ask your favorite retailer, and see how fast pennies and change add up
- Take your lunch to work - donate your savings to the team

### **Step 5**

Celebrate at our 3<sup>rd</sup> Annual Seize the Moment 5K Fun

*Remember we are here to help and support your fundraising efforts. Contact Rachel Livingston at 210-653-5353 or [rachel@efcst.org](mailto:rachel@efcst.org) with any questions.*

***THANK YOU!!!***

## **Fundraising Letter-Writing Material**

### **Ten Key Steps in a Letter Writing Campaign**

1. Write your story. Tell your story about why supporting the EPILEPSY FOUNDATION and its services are important to you.
2. Send your message to your family members, friends, neighbors, co-workers. Use social media, email, text messaging, snail mail, post cards, etc.... Many people use their holiday card mailing lists. The more people you ask, the more you will receive. Don't make a decision for someone else—provide the opportunity to support your team and let the recipient make the choice—you may be pleasantly surprised.
3. Make a financial gift yourself. Let those that you are asking to contribute know that you have made a gift yourself.
4. Set a dollar goal that you want to raise and state it in your message.
5. Include information in your message about the EPILEPSY Foundation's services and how important they are to people with epilepsy and developmental disabilities.
6. Let people know that their contributions are tax deductible.
7. Ask for donations to be received in time for you to collect them and bring them to the walk. To facilitate donor giving...direct your donors to our website ([www.epilepsyrun.com](http://www.epilepsyrun.com)) so they can make their donation online. Encourage people to put your team name in the memo section of the check to ensure proper crediting.
8. Don't forget to include vendors, consultants and business people on your mailing list. These constituents tend to donate larger amounts since the gift are usually made from a business, not personal checking accounts.
9. Thank everyone who sponsors you!
10. Remember, the more people you mail to, the more money you will raise to help support EPILEPSY FOUNDATION so that it can continue and expand the services it provides to people with epilepsy and seizure disorders.
11. Remember to send your letter to: Parents, siblings, grandparents, co-workers, bosses, business associates, vendors, consultants, college roommates, neighbors, teachers, therapists, caregivers, beauty salon workers, dry cleaners, accountants, lawyers, physicians, your holiday card list and your email address book.

# About the Epilepsy Foundation Central & South Texas

## 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 dedicated *solely* to serving the needs of people affected by epilepsy and seizure disorders. Even with exciting breakthroughs in research and treatment epilepsy remains the #1 neurological disorder in America. *Every 4 minutes someone in the U.S. is diagnosed with epilepsy.*

**Where does the money go?** Each year the event continues to grow—we are expecting more than 400 participants—many of which suffer from epilepsy. **Your support makes a difference! Funds raised last year allowed us to provide:**

- Clinic visits for 125 people---that have no other source of medical care!
- Emergency medications for 250 people!
- 30 EEG's!
- 45 MRI's!
- Sent 5 children to Camp!
- Education and information services for over 10,000 people!

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

## *Sample Fundraising Letter or E-Mail*



# Seize the Moment

Dear \_\_\_\_\_:

**I am going to “Seize the Moment” and bring Epilepsy out of the shadows on Saturday, November 5, 2011!** To celebrate National Epilepsy Awareness Month I am participating in the **3<sup>rd</sup> Annual Seize the Moment 5K Fun Walk/Run** on behalf of 130,000 Texans living with epilepsy in Central and South Texas.

Many of us have been blessed with good health and finances. People with epilepsy need our help! Seizures can affect many aspects of a person’s life; losing driving privileges, monthly doctor’s visits, career difficulties, and buying expensive medications needed to control their seizures.

Epilepsy affects people of all ages, races, and ethnic backgrounds. More than 2.5 million Americans live with epilepsy, which includes, 300,000 children aged 14 and under. ***Every 4 minute someone in the U.S. is diagnosed with Epilepsy!*** The **Epilepsy Foundation Central & South Texas** is committed to ensuring that those affected by seizures and epilepsy live life with dignity, equality, and independence.

By contributing to this year’s **Seize the Moment 5K Fun Walk/Run**, we are providing much needed support for people with epilepsy and their families. Your donation will help sustain programs and provide services 130,000 people living with epilepsy in 79 Central & South Texas counties.

My personal goal is to raise \$\_\_\_\_\_ to help fight epilepsy. Will you help me reach my goal by making a donation? Any support you can provide will be greatly appreciated!

Your tax-deductible donation will help me meet that goal. Please make your check payable to the Epilepsy Foundation Central & South Texas and mail to me at my address listed below, or you can donate online at [www.epilepsyrun.com](http://www.epilepsyrun.com).

Together, we can show our support for people living with epilepsy.

Many thanks,

*Your name here*

*Your address here*

*Your city, state, zip code here*



# Seize the Moment

September 26, 2011

Dear Team Captain:

I would like to personally thank you for volunteering as Team Captain for our **3<sup>rd</sup> Annual Seize the Moment 5K Fun Run/Walk!** The Epilepsy Foundation Central & South Texas **could not** do this without your help! In my time at EFCST I have been fortunate to work with people who live daily with the impact that epilepsy has on individuals, along with their families and friends. I have worked at the EFCST for nearly four months and I am impressed by the dedication of the board, staff, and volunteers to provide life-changing programs for people with epilepsy and their families.

With the money raised by your team we will be able to continue providing our wonderful programs such as family support services, kid's summer camp programs, employment assistance, and education presentations to schools. All of these programs are offered at no cost because of the many people who have contributed and raised money for the foundation.

Remember to have fun while raising money! I can't wait to meet you and your team at this year's **Seize the Moment 5K Fun Run/Walk!** If you have any questions or concerns, please do not hesitate to contact me at (210) 653-5353 or [rachel@efcst.org](mailto:rachel@efcst.org).

Thank you for your support!

Very Truly Yours,

Rachel Livingston  
Special Events Coordinator  
Epilepsy Foundation Central & South Texas