

Team Captain Handbook



Epilepsy Foundation | 8301 Professional Place-East, Landover, MD 20785

WalkForEpilepsy.org | Walkinfo@efa.org | 1.866.433.9255

Dear Team Captain,

Thank you for leading a team in the 10th Annual National Walk for Epilepsy. By participating, you are helping to make the world a better, easier, more manageable place for the nearly 3 million people in the United States who are living with epilepsy and seizures. Over the past nine years, thousands of people have participated in the National Walk, raising over \$6 million!

We are here to help you succeed as a team captain. In addition to the tips and tools you'll find in this handbook, be sure to view the Walker Handbook which contains additional fundraising ideas and information. If you have any questions, please don't hesitate to contact us at WalkInfo@EFA.org. On behalf of everyone here at the Epilepsy Foundation, thank you for being a part of the National Walk for Epilepsy!

1. Set your team

Recruit

The best way to build your team is to start asking.

Team Size

Set a team recruitment goal. What size team would we recommend? Any size you like; the more the merrier!

Team Building Tips

- Use the sample email provided online to send a message to potential team members. Send it to EVERYONE in your address book. Encourage them to forward it to their contacts. Don't forget to include the link to your fundraising page.
- Use one of the sample Facebook or Twitter "join my team" posts.
- Post National Walk posters and distribute save the date cards at your office, school or place of worship. Be sure to include information about how others can join your team (or make a donation). You can download these off the walkforepilepsy.org.

Fundraise

Now, let's break it down for you...

Set a personal fundraising goal and a team fundraising goal!

- *Why it's important:* You have to know what you're working towards in order to reach it. Knowing your goal will help motivate others to help you reach it.

Identify your donors, beginning with those most likely to give a donation.

- *Why it's important:* It builds confidence. Plus, your early success will encourage other donors to give! Use our "Who to Ask" worksheet to jog your memory and get started.

Make a personal donation to your fundraising webpage.

- *Why it's important:* Your donation request is so much more compelling when you can point to your personal donation as proof of your commitment.

DID YOU KNOW?

Most people who donate to you or your team will do so because of one simple reason:

YOU ASKED!

2. Lead your team

1. **Challenge** at least one motivated walker on the team to raise \$500!
2. **Educate** walkers on the Epilepsy Foundation mission.
3. **Motivate** each walker to achieve their personal fundraising goal:
 - a. Pass along the fundraising tools included in your Captain's Handbook.
4. **Encourage** walkers from start to finish:
 - a. Identify any team members who have been touched by the epilepsy and ask them to share their inspiring story with other walkers.
 - b. Recognize walkers for progressing towards and achieving their goals.
5. **Celebrate** your team's success at The National Walk for Epilepsy on Saturday, April 16th!

3. Ask for Donations

There are 3 ways to ask!

1. Ask through email

It's easy with pre-written fundraising emails. Use our sample emails. Copy, paste, personalize and send!

Add the Walk logo to your email signature to easily get the word out to all of your contacts.



2. Ask in person

Make it fun! Potluck dinners, bowling parties, and gatherings at bars or restaurants are great places to collect donations.

Start a Penny War at work or at your children's school!

3. Ask on Social Media

Posting regularly with a link to your fundraising page is key.

Use our sample Facebook and Twitter fundraising posts! Don't forget to include: # @

4. Plan for the day of the Walk

Getting your t-shirts

There are 2 opportunities for you to pick up your official Walk t-shirt:

- **Friday, April 15th**
The Ritz Carlton, Pentagon City, VA
250 S Hayes St, Arlington, VA 22202
From 9:30am-5pm
- **Saturday, April 16th**
The Walk site- Washington Monument Grounds
From 7am-9am

Getting There

Walkers Village opens at 7:00 am. We encourage all teams to get there as early as possible so that you will have plenty of time to park, meet your team, and enjoy the festivities.

Team Meeting Area and Photo Op

Organize your team to arrive at the same time and arrange to meet your team at the “Walkers Village” area. Decorate and bring team posters or flags so your team is easy to spot!

EVENT SCHEDULE

T-SHIRT PICK UP
7:00 am

OPENING CEREMONIES
8:00 am

WALK BEGINS
9:00 am

ASK THE EXPERTS
11:00 am

EVENT COST*

Adult \$35

Youth \$25

Virtual Walker \$35

WALK LOCATION

Washington Monument
Grounds, 15th and
Independence Ave SW,
Washington, D.C. 20024

* Early Registration prices shown – prices increase April 1, 2016