



**WALK
THE
TALK**
FOR EPILEPSY 2014

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EFOF + Epilepsy

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Welcome!

Dear Walk the Talk Team Leader,

Thank you for supporting the foundation and becoming a leader in Walk the Talk for Epilepsy 2014!

The Epilepsy Foundation of Florida appreciates your commitment to helping the members of our community living with epilepsy. You are the reason we are successful, and for that, we are always grateful.

Despite the fact that more people have been getting involved in events and walks than ever before, the amount of money raised from year to year has been on the decline.

This year, the fundraising goal is the highest it has ever been. With your help, the foundation hopes to reach this goal, raise awareness and welcome more Floridians to our cause.

You, who goes to places we don't and knows people we might never meet, can reach out to friends, family, coworkers, classmates, Facebook friends and Twitter followers to strengthen Florida's epilepsy community.

As a high-value charity, 91 cents of each dollar you raise will go directly to program costs for clients, which include medical services, case management, and prevention and education.

To help you succeed, we have created this manual to serve as your guide. It includes valuable information and resources to organize your team and fundraising efforts. If you have any questions or need support, feel free to give EFOF staff a call.

See you at Walk the Talk!

-The Epilepsy Foundation of Florida



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About EFOF – Over 40 Years of Service

Since 1971, the Epilepsy Foundation of Florida has led the fight to stop seizures, find a cure and overcome challenges created by epilepsy.

As the principal agency for epilepsy programs sponsored by the State of Florida, it services an estimated 375,000 Floridians living with the condition. It is a not-for-profit 501(c)(3) and the sole licensee in the state of the National Epilepsy Foundation, which was established in 1968.

EFOF serves as the lead advocate for the rights and needs of people with epilepsy and seizure disorders at the local, county and state level. Some of the valuable services provided to individuals and their families, regardless of their financial situation, include:

- Advocacy
- Case Management
- Information, Referral and Support
- Medical Services
- Neuropsychological Services
- Prevention and Education
- Individual and Family Counseling
- Research
- Development and Fundraising
- Resource Materials
- Support Groups
- Children's Camp



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About Epilepsy – Facts and Figures

- Epilepsy is a chronic neurological condition characterized by recurrent seizures.
- There are many types of seizures and their symptoms can vary from a momentary disruption of the senses, to short periods of unconsciousness or staring spells, to convulsions.
- Epilepsy is described as a spectrum disorder because of its different causes, different seizure types and because the disorder can vary in severity and impact from person to person.
- Epilepsy can be caused by many different conditions that affect a person's brain (e.g., stroke, brain tumor, central nervous system infection, head injury).
- Many soldiers who suffer traumatic brain injury on the battlefield develop epilepsy.
- In two-thirds of patients no definite cause can be found, and in over 30% of patients seizures cannot be controlled with treatment.
- Epilepsy affects over 3 million Americans of all ages – more than Multiple Sclerosis, Cerebral Palsy, Muscular Dystrophy, and Parkinson's Disease combined yet it receives less than 1/20 the funding for research from the National Institute of Health.
- One in 26 people will be diagnosed with epilepsy at some point in their lives, and one in 10 people will experience a seizure in their lifetime.
- Almost 200,000 new cases of epilepsy will be diagnosed in the United States each year.
- Almost 500 new cases of Epilepsy are diagnosed every day in the United States.
- Epilepsy results in an estimated annual cost of \$15.5 billion in medical costs and lost or reduced earnings.
- Contrary to popular belief, it is not true that a person having a seizure can swallow his tongue. Do not put anything in the person's mouth. Efforts to hold the tongue down can injure the teeth or jaw.
- The mortality rate among people with epilepsy is two to three times higher than the general population, and risk of sudden death is 24 times greater.

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Your Team

What it Means to be a Team Leader

The foundation's overall goal is to defeat epilepsy and the stigma that is associated with it. The harder we work to raise awareness and funds in this pursuit, the more attainable this goal becomes.

As team leader, you are a champion of epilepsy awareness. Your task is to recruit community members and find new supporters within your network.

By working as a team, the individual commitments that each member will make will be relatively small. This method of reaching your goals by making the most use of a large group of people is known as **crowdsourcing**.

Crowdsourcing allows you to tap into the variety of resources that each of your members can contribute. It makes fundraising much easier, and as your team grows, it becomes easier to find even more people who want to join your cause.

Remember, very social interaction in your life is an opportunity to get someone involved and spread awareness.

Recruiting + Story of Self

Why do you Walk the Talk? There is no tool at your disposal more powerful than your story — Tell it! Relate the goals to your inspiration for participating, remind people of the reason they are walking.

Give a face to your cause, and use your story to motivate action. If you do it right, your team will be larger than you ever expected it to be, and you will meet your fundraising goals with ease.

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When telling your story keep in mind the following:

- What is your link to epilepsy? Has it touched your life or the life of a loved one?
- What challenges have you faced? How are you working through them?
- What do you hope to achieve by participating in the walk and being a team leader?
- How did you learn about the Epilepsy Foundation of Florida? Briefly explain our mission and how it relates to you.

Wondering who to recruit?

Start at home! You can recruit neighbors, co-workers, at places of worship, schools, businesses, local shops, restaurants, community centers, and of course your friends on Facebook, Twitter and other social media.

Tasks + Timeline

1. Visit www.EpilepsyFLA.org to register.

- After you register, EFOF's Marketing and Development department will contact you to help you set up your team's page. Start thinking of a name for your team and a short introduction for your page!

2. Set goals.

- How many members do you want to recruit? How much money do you want to raise overall?
- Set weekly goals to help you succeed.
- Give each team member a small goal to help reach your team's overall objective.

3. Start recruiting and fundraising!

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How to raise \$500 in seven days

1. Sponsor yourself first — \$25.
2. Ask four family members to each sponsor you for \$25.
3. Ask five co-workers to contribute \$15 each.
4. Ask five friends to contribute \$20 each.
5. Ask five neighbors to sponsor you for \$15 each.
6. Ask your boss for a company contribution of \$50.
7. Ask three businesses you frequent to donate \$25 each.



- Host a Purple Event — Organize a food or bake sale, dress down day at school or the office, car wash, garage sale or any kind of get-together where you can recruit and fundraise.
- Use social media to promote your team! Include the link to team's donation page in your email signature, and ask donors to share on Facebook and other social media.
- Write a fundraising letter/email.
- Ask employers about corporate matching to double your success!
- Contact local media.
- Don't forget to personally thank donors! If you are asked for a letter from the foundation, we can provide this for you.
- Contact team members regularly with team updates like new recruits, fundraising progress and encouraging words.

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Nation Builder Quick Guide

This guide will teach you how to register walkers and receive donations for your team on Nation Builder.

Your 'Team Leader' Account

As a Team Leader, you can see those who have signed up to be on your team and their contact info by clicking “Nation Builder Control Panel” on the right side of the page. Nation Builder makes it easy to use social media to recruit donations, so take feel free to take advantage of these capabilities!

Registering Walkers for your Team

Supporters wishing to join your team can do so at www.epilepsyFL.nationbuilder.com by following these steps:

1. On the main menu, find “Walk the Talk” and select the team’s city from the drop down menu.
2. In the text of the page, click on the link for “Team Registration.”
3. Fill out your personal information, and under “Choose One” select the team’s name.
4. You will then be taken to the team’s registration page where you select the number of tickets* you wish to purchase.
5. On the Donate page you are be able to include an additional donation, if you wish to do so. Under “Amount” you may add the extra donation — NOTE: The total of this box should equal at least \$25 per ticket you wish to purchase.
6. Click - “Continue to Paypal” and follow the instructions. *The ticket is your registration fee, which will count toward your fundraising goal.

Visual Step-by-Step instructions on the following pages.

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EPILEPSY FOUNDATION®
FLORIDA

40 YEARS



About Champions of the Heart **Walk the Talk** Why I Walk Rankings

Walk the Talk Miami Jacksonville Gainesville Broward Palm Beach
Treasure Coast Daytona

Walk the Talk — Miami

Posted by Viktor El-Saieh 5sc on November 21, 2013 · Flag

If you would like to register for the walk as an individual walker, please register at the bottom of this page by purchasing a ticket.

If you would like to start a fundraising team, or join an existing team click this link [Team Registration](#)

WHEN

March 22, 2014 at 8am - 11am

WHERE

Tropical Park
7900 SW 40th St
Miami, FL 33155
United States

[Google map and directions](#)

CONTACT

Karina Gonzalez · kgonzalez@efof.org · 305-670-4949

Will you come?

\$25.00 Walk the Talk — Miami
Individual Registration

[Purchase tickets](#)

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Walker Test

(Sign out)

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[NationBuilder control panel](#)

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[Donate to a Team](#)

[General Donation](#)

[Volunteer](#)

Your point person



Karina Gonzalez



Epilepsy Foundation of Florida

[Like](#) You like this.

You and 5,932 others like Epilepsy Foundation of Florida.



The Epilepsy Foundation of Florida was established in 1971 as a 501(c)(3) non-profit.

Hi [Walker Test](#). View your [account settings](#), or [sign out](#).

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[Home](#) → [Walk the Talk](#) → [Miami](#) →

Create or join a team in Miami

First Name	Last Name
<input type="text"/>	<input type="text"/>
Email	Mobile phone
<input type="text"/>	<input type="text"/>
<input checked="" type="checkbox"/> Send me email updates	<input checked="" type="checkbox"/> Send me text message updates
Address (Street, City, State, Postal code)	
<input type="text"/>	
Country	
<input type="text" value="United States"/>	
Choose one	
<input type="text"/>	
<input type="checkbox"/> I want to volunteer	
<input type="button" value="Signup"/>	



Epilepsy Foundation of Florida

Not another moment lost to seizures

or sign in with [Facebook](#), [Twitter](#) or [email](#).

[Like](#) You like this.

Thanks for coming! Now please complete your order, your tickets have been automatically added to the page below.

Donate

Who's donating: [Jorge Smith](#) from Miami, FL donated. Thank you!

First Name	Last Name	Amount
<input type="text"/>	<input type="text"/>	1 Walk the Talk — Miami @ \$25.00
		<input type="text" value="\$ 25"/>
Country		<input type="button" value="Clear order"/>
<input type="text" value="United States"/>		<input type="checkbox"/> Don't publish my donation on the website.
Address		<input type="button" value="Continue to Paypal"/>
<input type="text"/>		
City	State	Postal code
<input type="text"/>	<input type="text" value="Florida"/>	<input type="text"/>
Email	Phone	
<input type="text"/>	<input type="text"/>	
<input checked="" type="checkbox"/> Send me email updates		
Contributions are tax deductible.		

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Receiving Donations

To accurately track donations from walkers:

- Walkers should first follow the instructions above to register for your team. Should they wish to donate an additional amount, they can do so when paying the \$25 registration fee.

To accurately track donations from non-walkers:

- If you are an individual fundraiser, donors **MUST** access the donation page through your personal “Recruit Donations” link otherwise you will not be credited. You will find the “Recruit Donations” link on the right side of the Nation Builder page once you make and log in to your account.

If you are a part of a fundraising team, donors **MUST** click on “Donate to a Team” on the right side of www.epilepsyFL.nationbuilder.com and find your team’s donation page.

NOTE: We strongly encourage team leaders to keep a personal record of funds raised on paper. You will find a worksheet included in the walk manual to help you keep track. Please bring a clean copy of this worksheet with your fundraising totals on the day of the event.

Important Note About Donations:

Only online donations made before midnight on the eve of the walk will be counted toward your team’s total.

- If the walk is on a Saturday cut off is Friday at 11:59 p.m.
- If the walk is on a Sunday cut off is Saturday at 11:59 p.m.

Mail check donations along with your team’s name and city to:

ATTN: Walk The Talk
Epilepsy Foundation of Florida
1200 NW 78th Avenue, Suite 400
Miami, Florida 33126



Cash donations and additional check donations will be added toward your team’s total on the day of the event.

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If you have any questions or need help, please contact:

- **Viktor El-Saieh**, Marketing and Development Officer
vsaieh@efof.org 904-731-3752
- **Karina Gonzalez**, Marketing Coordinator
kgonzalez@efof.org 305-670-4949 x 277

Resources

How to Write a Fundraising Letter or Email

- **Make it personal.** Now that you've completed the Story of Self exercise, make sure to include that information in your letter.
- **Be specific.** Tell people how their contributions will help Floridians living with epilepsy. Feel free to use information about epilepsy and the foundation in the About EFOF and About Epilepsy sections of this manual.
- **Share your goals.** State your fundraising goal, progress and different ways you are fundraising. If you plan on hosting an event, include the details.
- **Connect.** Don't forget to share your team's donation page and registration instructions for those who want to join your team. Include your contact information!
- **Double your donation.** Remind donors to ask their employers about corporate matching.
- **Thanks.** Most importantly, thank the recipient for their support.

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Sample Thank You to Donors

You may send this sample thank you letter to donors, or use it as a guide to write your own!

Dear [supporter name],

Thank you for your contribution to the Walk the Talk team [team name]! Your donation has brought us one step closer to our goal of \$ [goal amount].

Your support is invaluable to the Epilepsy Foundation of Florida and the 375,000 Floridians living with epilepsy. Thanks to community members like you, the foundation can continue to provide medical and social services to clients.

Don't forget, Walk the Talk [city name] will take place on [event date, time and location.]

Thanks again, and hope to see you there!

Sincerely,

[Your name and contact info]

Potential Supporter Worksheet + Tracking

On the next page, you will find a worksheet to help you keep track of the people you've recruited. Make a copy, and use it to brainstorm possible team members and donors as well as track your progress. It will come in very handy to keep track of who you've talked to, their response and how much you've fundraised. Make sure to bring a clean copy of this worksheet with your total on the day of the walk.

Also included is an off-line donation form. Please ask supporters who donate cash or with a check to fill one out and bring it on the day of the walk.

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Epilepsy Foundation of Florida 1-877-55-EPILEPSY

Registration begins at 8 a.m. Walk begins at 9 a.m.

Gainesville

Saturday, March 15
Albert Massey Park
1001 NW 34th Street
Gainesville, Florida

Palm Beach

Saturday, March 29
Palm Beach Zoo
1301 Summit Boulevard
West Palm Beach, Florida

Miami

Saturday, March 22
Tropical Park
7900 SW 40th Street
Miami, Florida

Treasure Coast Walk

Sunday, March 30
Indian Riverside Park
1707 N Indian River Drive
Jensen Beach, Florida

Jacksonville

Saturday March 22
Memorial Park
1620 Riverside Avenue
Jacksonville, Florida

Daytona

Saturday, April 12
Mary Bethune Park
6656 Atlantic Avenue
New Smyrna Beach, Florida

Broward

Sunday, March 23
North Beach Park
3601 N. Ocean Drive
Hollywood, Florida

