



TEAM CAPTAIN PACKET

WHAT: Epilepsy SuperHero 5K Fun Run/Walk

WHEN: November 3 at 8 am

WHERE: Mission County Park
6030 Padre Drive
San Antonio, TX 78214



We believe everyone with epilepsy is a SuperHero. We believe the fight to end epilepsy starts with us — determined and resilient individuals and families. Together, we can positively affect care, rights, lives, and research in the fight to End Epilepsy.

This event is for you: people struggling with the challenges of living with epilepsy. The event is celebrating children and families, many of whom who face daunting health and life obstacles with courage.

Proceeds from the walk help us respond to the essential needs of people with epilepsy and provide them with the opportunity to lead full, productive lives. In the past year, EFCST provided 20,893 individuals with 89,344 direct services. You made that possible.

We know there is more that we can do — and should do — as there are more than 154,000 people with epilepsy in our area. Our population is growing and we are receiving more requests for seizure clinics for the uninsured, emergency medications, community education, and youth programs for people with epilepsy.

Your financial support will help us make a difference each and every day to the epilepsy community.

Thank you for joining me in the fight against epilepsy!

Sindi Rosales
Chief Executive Officer
Epilepsy Foundation Central & South Texas
8601 Village Dr., Ste. 220, San Antonio, TX 78217
Sindi@EFCST.org
EFCST.org
Tax ID: 76-0415338



1 in 26 people will be diagnosed with epilepsy in their lifetime.



DEAR TEAM CAPTAIN,

A simple thank you cannot begin to express our gratitude for your taking on the role of team captain for our 10th Annual Epilepsy SuperHero 5K Fun Run/Walk. Your participation is meaningful to the more than 154,000 children and adults in Texas who are affected by epilepsy.

Your role is critical to the success of this walk which is a much-needed source of hope for people with epilepsy.

The money you and your team raise will help us provide essential services to people seeking to improve their health, well-being, and their life circumstances.

The money your team raises will help the Epilepsy Foundation continue to provide vital medical services, community education, and youth programs. Our programs are offered at no or minimal cost because of caring people like you who have made personal gifts and raised money for the Foundation.

I know with your help and support we can beat last year's fundraising record! This packet contains tips to help you recruit team members and provides useful suggestions on how to raise funds.

We are here to help you at (210) 653-5353! We also encourage you to visit EFCST.org to learn more about the services we provide to people with epilepsy and their caregivers. Together, we will achieve our goal of ending epilepsy!

We look forward to thanking you and your team in person at the 10th Annual Epilepsy SuperHero 5K Fun Run/Walk!

With gratitude,

Epilepsy Foundation Central & South Texas



TEAM CAPTAIN INSTRUCTIONS

Thank you for volunteering to be a team captain for our Epilepsy SuperHero 5K Fun Run/Walk on November 3, 2018! You and your team play a vital role in the event! This packet will help you build a successful team and give you tips to 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, neighbors, and your business and organizational contacts.

Step 1 Register

1. Go to EpilepsyRun.com.
2. Select your city.
3. Click “Sign Up.” (From here, to create a team without registering, select “Form a team.” Invite your friends and family to join your team at EpilepsyRun.com or to “Donate” to your team.)
4. To register, sign up to “Run or Walk” or to “Sleep for a Cause.”
5. Select “Youth” or “Adult.”
6. When filling out the registration form, after you sign the waiver you will be prompted to select an existing team, create a new team, or to select no team.
7. To create a team, you’ll need to type in the name of your team in the “Group/Team Name” field.
8. Determine and enter your “Fundraising goal” and your t-shirt size.
9. After checkout, a confirmation email will be sent to you. There you will find instructions on how to customize your team’s fundraising page with a photo and a message.

Step 2 Recruit and Register Team Members

Ask friends, family, co-workers, neighbors, and people you know to join or donate to your team.

Remember: The bigger the team, the greater the impact you’ll make! The best way to register is online at EpilepsyRun.com. You may mail a registration form to: The Epilepsy Foundation Central & South Texas, 8601 Village Dr., Ste. 220, San Antonio, TX 78217 or call us with a question: (210) 653-5353.

Your team members will join your team when they register by selecting your team name from a drop-down menu.

Step 3 Your Personal Story

The most effective way to raise funds for the Epilepsy Foundation’s SuperHero 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! Post your story on your team fundraising page!

Share your message through email, Facebook, Twitter, text messages, or mail; you pick the medium and share your story! Notes and pictures are effective because they tell your story and help you ask for support.

Step 4 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.

Here's a few to get the ideas rolling:

- **The Power of Asking:** Ask four people who know you well to donate \$25 each and you have just reached the \$100 donation mark!
- **Corporate Matching:** Many companies have a corporate matching gift program. Donations can be doubled by simply filling out a form for the Human Resources department.

Let everyone know why this cause is important to YOU. Explain that you are accepting donations for anyone unable to walk with you. You are increasing awareness of epilepsy in our community by making requests and talking about it!

- **Host a bake sale or lemonade stand.** Donate proceeds to your team.
- **Host a car wash.** Donate proceeds to your team.
- **Set a donation can** on your desk, or ask your favorite business with foot traffic to help you, and see how fast pennies and change add up!
- **Take your lunch to work** – donate your savings to the team.
- **Offer to make a special dinner for or help someone with a task** and ask them to donate to your team.

Step 5 Celebrate at our **Epilepsy SuperHero 5K Fun Run/Walk!**

MORE TIPS: RAISING FUNDS FOR EPILEPSY

1. **Write your story** to tell your teammates why supporting the Epilepsy Foundation is important to you and describe the services the Foundation offers.
2. **Send** to your family members, friends, neighbors and co-workers, by using social media, email, text messaging, mail, postcards, etc. Use your contact list or holiday card mailing list. 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. **Be sure to make a financial gift yourself.** Share that you have made a gift to the Epilepsy Foundation Central & South Texas.
4. **Set a dollar goal** that you want to raise and state it in your message. You are more likely to meet and exceed a stretch goal that you have shared.
5. **Explain the Epilepsy Foundation's health and other services** and how important they are to people with epilepsy. Let people know that their contributions are tax deductible.
6. **Ask for donations to be received in time for you to collect them & bring them to the walk.** To make donor giving easy, direct your donors to your personalized team page or to our website (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.
7. **Include vendors, consultants, and businesspeople on your mailing list.** These people may donate larger amounts from business, as well as personal, checking accounts.
8. **Thank everyone who registers and donates!**
9. **The more people you mail to, the more money you will raise** to help support the Epilepsy Foundation so that it can continue to provide essential services to people with epilepsy in our growing community.
10. **Send your letter to:** Parents, siblings, grandparents, co-workers, bosses, business associates, vendors, college roommates, neighbors, teachers, therapists, caregivers, beauty salon workers, accountants, lawyers, physicians, your holiday card list, your email address book, and people you see regularly at church, sports, and social meetings.

ABOUT THE EPILEPSY FOUNDATION CENTRAL & SOUTH TEXAS

What is epilepsy?

Epilepsy is a disease involving unpredictable seizures. It is a spectrum condition with a wide range of seizure types and control varying from person-to-person. Public misunderstandings of epilepsy cause challenges that are often worse than the seizures.

About the Epilepsy Foundation

The Epilepsy Foundation Central & South Texas is the only non-profit organization in its geographic area dedicated solely to serving the needs of people affected by epilepsy and seizure disorders. More than 154,000 people in its area have epilepsy. Even with exciting breakthroughs in research and treatment, 1 in 26 people will develop epilepsy at some point in their lifetime!!!

Where does the money go?

Proceeds from this event provide important services to people with epilepsy all year long in the 79 counties served by the Epilepsy Foundation.

Funds raised last year allowed us to provide:

- Clinic visits for 823 people who have no other source of medical care
- Emergency medications for 363 people
- 805 diagnostic tests
- Summer youth camp for 66 children
- Monthly Support Groups for adults and families
- 195 Mental Health Counseling sessions
- Community education and information services for 16,388 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 EMAIL

Dear _____,

I am participating in the 10th Annual **Epilepsy SuperHero 5K Fun Run/Walk** to help provide essential services to people with epilepsy on November 3, 2018. I am proud to walk on behalf of 154,000 Texans living with epilepsy in Central & South Texas.

People with epilepsy need our help! Even with exciting breakthroughs in research and treatment, 1 in 26 people will develop epilepsy at some point in their lifetime. Epilepsy affects people of all ages, races, and ethnic backgrounds. Seizures can affect many aspects of a person's life, such as losing the ability to drive a car, monthly doctor's visits, career difficulties, and buying expensive medications needed to control seizures.

The Epilepsy Foundation Central & South Texas is committed to ensuring that those affected by epilepsy live their lives with dignity, equality, and independence.

By contributing to this year's Epilepsy SuperHero 5K Fun Run/Walk, we are providing important help for people with epilepsy and their families. Your donation will help sustain programs and provide services to the more than 154,000 people living with epilepsy in 79 Central and South Texas counties.

My personal goal is to raise \$_____ to help fight epilepsy. Will you help me reach my goal by making a donation or joining my team? Any support you can provide will be put to good use!

Your tax deductible donation will help me to reach this goal. Please make your check payable to the Epilepsy Foundation Central & South Texas and mail the check to my address listed below. Or, donate online at EpilepsyRun.com.

Together, we can be SuperHeroes for people living with epilepsy!

With gratitude,

Your name here