We find that the most successful fundraisers are those who approach their friends and family for support. Your group of supporters will want to help you because this cause matters to you! Fill out this worksheet to help establish your contacts.

**Make a Phone Call to:**
1. Parents ___________________________
2. Sisters __________________________
3. Sisters-in-law _____________________
4. Brothers __________________________
5. Brothers-in-law ___________________
6. Aunts/Uncles ______________________
7. Cousins __________________________
8. Children __________________________
9. Nieces/Nephews ____________________
10. Grandparents ________________

**Send an Email to:**
11. Accountant ______________________
12. Attorney _________________________
13. Babysitter ________________________
14. Dentist __________________________
15. Chiropractor _____________________
16. Landlord/Manager __________________
17. Real estate agent __________________
18. Physical therapist ________________
19. Physician ________________________
20. Wedding planner __________________

**Drop Off a Letter to:**
21. Pet Groomer/Vet____________________
22. Drycleaner________________________
23. Florist __________________________
24. Barber/Stylist______________________
25. School __________________________
26. Supermarket ______________________
27. Manicurist ________________________
28. Bartender _________________________
29. Gym/Yoga Studio __________________
30. Pharmacist ________________________

**Others you might call or email:**
31. College friends ___________________
32. Fraternity friends ________________
33. High school friends ______________
34. Facebook friends _________________
35. Children’s friends ________________
36. Children’s teachers ______________
37. Neighbors _______________________
38. Parents’ friends _________________
39. Former Co-workers _______________
40. Coach(es) _______________________

**Maybe you know people from:**
41. Work __________________________
42. Bowling League __________________
43. Gym or Yoga ___________________
44. Childcare ______________________
45. Place of Worship _________________
46. Coffee house _____________________
47. Neighborhood Café ______________
48. Camp __________________________
49. Golf Course _____________________
50. Favorite Restaurant ______________

**Don’t forget…:**
51. YOU can make a Personal Donation
By now you should have set up your personal fundraising page. With your list of supporters developed, it’s time to start fundraising! There is still power in the written word, whether sent by email or pen and paper. Here are a few suggestions to get you started.

✔ **Use the contact list of supporters on the previous page and add more to it.**
Don’t say "no" for anyone by assuming that they can’t or won’t support. Send them the letter or email and let them decide. Do not hesitate to include casual acquaintances, as they will understand that you are seeking donations for a worthy cause.

✔ **Make the “Ask”. Include a call to action.**
Don’t just tell them what you are doing, ask for their help. Include your personal fundraising goal in the text, and suggest giving levels. Do not diminish your request by being apologetic or by saying something similar to "I hope you can donate something".

✔ **Make it personal.**
If mailing, hand address the outside envelope and hand sign each letter. For emails, don’t send a mass email with everyone’s address showing. It may take more time, but sending individual emails will make potential donors feel special. Write a short personal note to those you don’t see regularly, i.e., "Mary, I hope this finds you doing well!"

✔ **Put your HEART into it.**
Let them know why you’re fundraising. This cause is important to you- share why. Don’t include too many facts and figures; instead include your personal story of why you have taken on this task. Someone will donate to you because they know you, and want to support your efforts.

✔ **Make it easy to donate.**
Include a link to your personal fundraising page and encourage online donations. If mailing, include a return envelope for them to send their donation to you. Label the envelopes with your address. It’s also nice to include a stamp on the return envelope. If they will be attending an event, instruct them to bring a check payable to the Epilepsy Foundation.
Set a deadline.
People are always motivated by deadlines. We recommend that you set a deadline earlier than the event date. This way you can assess your fundraising and revise your plan if needed before the actual deadline.

Send a reminder.
Keep a list of those who send in donations. Send a reminder to those who have not yet donated. Include fundraising updates in your reminder. Let them know that fundraising is going well, but you still have a bit farther to go. Sometimes, reminder letters are more successful than original letters for bringing in the money.

Send a "thank you" card.
"Thanks" is a powerful word. It is nice to receive a note acknowledging the importance of a donation, no matter the amount. Staying in communication develops a rapport that will have many added benefits, from closer bonds of friendship to continued support for future efforts.
Dear _____:

I will be participating in the _______(Event) on _________(Date) in __________ (Location). My goal is to help the Epilepsy Foundation raise awareness about epilepsy and to support epilepsy-related services, education, advocacy and research.

As many of you already know, our eight year old son Sebastian was diagnosed with epilepsy at 16 months of age. In that time, he has seen countless doctors and therapists. He continues to endure a staggering array of tests, medications and therapies to control his seizures and help with other challenges. Sebastian joins over 3 million people in the US that are affected by epilepsy, more than twice the amount of people that suffer from cerebral palsy, muscular dystrophy, multiple sclerosis and Parkinson's disease combined. Despite the prevalence of epilepsy in our communities, it is a neurological disorder that continues to be desperately under-funded and widely misunderstood. We are committed to improving the lives of individuals and families affected by epilepsy, and ensuring that the requisite funding is available for the treatment and support services that people with epilepsy critically need.

Please help us support the Epilepsy Foundation and those affected by epilepsy by helping us to raise funds (all donations are 100% deductible): <Link to Website>

Sebastian is the bravest, most inspirational, joyful person we know. Thank you in advance for your generosity and help. We greatly appreciate it!

[YOUR NAME]
As we all know social media has become one of the most powerful outlets in today's world. We encourage you to utilize it to help you succeed in your fundraising efforts. We have included some sample messages you can post to your Facebook profile, Twitter page, or LinkedIn profile. Social media networks reach far more than a phone call or email will and we know you can make a difference reaching out to yours!

**Message One, after registration:**
I’ve registered as an Athlete vs Epilepsy team member for the ___________. I am asking for your support as I compete to raise awareness and funds for the Epilepsy Foundation in honor of <insert your reason for participating>. Visit my webpage to learn more <insert hyperlink to your personal page here>.

**Message Two, throughout campaign:**
Did you know that Epilepsy is the 4th common neurological disorder in the US after migraines, stroke and Alzheimer’s disease? I’m raising funds to do something about that! Visit my webpage <insert hyperlink to your personal page here> to learn more and support my efforts!

**Message Three, throughout campaign:**
I’m halfway to my goal, and only need $x more to reach it! Will you help me? Visit my page and make your donation today <insert hyperlink here>.

**Message Four, throughout campaign:**
It’s only ___ weeks before <insert event> and I am so excited to participate and make a difference in the lives of those who live with Epilepsy. <Share your personal reason for participating here>. Please support my efforts and visit my personal webpage to learn more! <insert hyperlink here>.

**Message Five, after walk:**
Thank you so much to everyone who supported my efforts to raise money for the Epilepsy Foundation. The <insert event> was this past weekend and we had a fabulous time! I was able to raise <$x>! Thank you for your help and check out my page if you want see more photos from the <insert event> and to learn more about the Epilepsy Foundation. <insert hyperlink here>.

**Key Points to remember when utilizing Social Media:**
- Always include a link to your personal fundraising page.
- Don’t be afraid to post frequently. Remember how quickly messages end up on the next page with everyone sharing their own statuses. Make your posts regular and frequent.
Update your webpage with training status reports and photos.
Publicly thank your donors on your page: Thanks to Jane Smith for her donation. Your support is so appreciated!

One last great idea to utilize all your communication! Include a link to your webpage in your email signature:
I’m participating in the <insert event>. Visit my page to learn more and support my efforts <insert your hyperlink here>.

Listed below are some key facts that you can include in your posts.

- **65 MILLION**: Number of people around the world who have epilepsy.
- **OVER 2 MILLION**: Number of people in the United States who have epilepsy.
- **1 IN 26** people in the United States will develop epilepsy at some point in their lifetime.
- **BETWEEN 4 AND 10 OUT OF 1,000**: Number of people on earth who live with active seizures at any one time.
- **150,000**: Number of new cases of epilepsy in the United States each year
- **ONE-THIRD**: Number of people with epilepsy who live with uncontrollable seizures because no available treatment works for them.
- **6 OUT OF 10**: Number of people with epilepsy where the cause is unknown.

www.epilepsy.com/athletesvsepilepsy
Fundraising can be a lot of fun and there are many easy ways to raise money. We want you to enjoy your experience so we’ve provided a few additional ideas to enhance your efforts! Some of these ideas are quick and easy, some might take more time, but they will all be worth the investment you make! Feel free to get creative.

Coordinate a “Dress Down Day”
At your office, ask colleagues to donate $5 to your fundraising efforts and then as a reward work with HR to ensure that everyone who donates can dress casually on the designated day!

Corporate Matching Gifts
Corporations will often match gifts given to you by employees. This is a great way to double or triple your fundraising efforts. Contact your HR Department for more information. Ask each donor if their company matches charitable donations.

Spaghetti Dinner or Potluck
Host a spaghetti dinner or potluck in conjunction with your school, work, and faith-based or neighborhood organization. Don’t forget to put out a donation jar for those who stop by and don’t purchase anything.

Go Greek
Contact your local sorority/fraternity chapter and tell them that you are an alum (we’re assuming you’ll have to prove this with some sort of secret handshake). Ask them if they would do one of their philanthropy/charity events for your cause. Or just ask them for help doing volunteer work for your event (have them bake cookies for your bake sale, for example.)

Concession Stand Take-Over
Many sports venues and high school stadiums allow groups to work the concession stand to raise funds for charity. Look into the arenas near you. Or, if your child’s little league does not have a concession stand, ask if you can sell water and treats!

Restaurant Night
If you have contacts at a local restaurant or bar, or even if you are just a frequent customer, see if they would let you plan an event. Maybe they donate a certain percentage of their sales, maybe their tips, or you could organize a celebrity bartending night.
Use your passion!
Host a clothing or book swap. Baby sit. Pet sit. Proofread and edit resumes. Make cakes or cupcakes. Anything goes and can be turned into a powerful fundraiser!

Set a fundraising goal and then create a plan to help get you there. Here are a few suggestions!

Raise $250
- [ ] Ask 4 relatives for $25
- [ ] Ask 5 friends for $10 each
- [ ] Ask 3 co-workers or neighbors for $10 each
- [ ] Sponsor yourself!

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Raise $500
- [ ] Email Campaign:
  - Recruit 5 team members who will commit to sending out 25 emails asking for a donation of $25. Even with a return rate of 25% you will raise more than $100 per team member.

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Raise $1000
- [ ] Email Campaign:
  - Recruit 5 team members who will commit to sending out 25 emails asking for a donation of $25. Even with a return rate of 25% you will raise more than $100 per team member.
- [ ] Partner with a Vendor:
  - Work with a vendor (i.e. Mary Kay, Stella & Dot Jewelry, Tastefully Simple) to set up shop in your office lobby for the day or host a party at your home. Ask for 20% of the sales to come back to the Epilepsy Foundation.
- [ ] Casual for a Cause:
  - Host a dress down day at your office – charge $5 to participate.
- [ ] Game Watch:
  - Invite 10 friends over to watch the Super Bowl, March Madness, Stanley Cup (or whatever sport you all love) and ask for a $10 donation. Provide snacks and drinks and it will be a party everyone will remember for a great cause!

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