

2024 TEAM CAPTAIN TOOLKIT

2024 STROLL FOR EPILEPSY[™] DATES -

May 18 - Traverse City Stroll June 8 - Midland Stroll June 15 - Metro Detroit Stroll July 13 - Grand Rapids Stroll July 27 - Lansing Stroll



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WELCOME TEAM CAPTAIN!

Thank you for joining our 2024 Stroll for Epilepsy™ as a Team Captain! You are now part of an inspirational movement to help the nearly 109,000 people living with epilepsy and their families all across Michigan!

The Epilepsy Foundation of Michigan cannot thank you enough for participating and leading your team at this vear's Stroll for Epilepsy[™]. The Strolls stand as a beacon of hope, bringing together the epilepsy community throughout the state in a united front against the challenges epilepsy presents.

Every year, we see firsthand how the epilepsy community's participation in the Stroll changes the lives of those who otherwise feel isolated and alone.

We are incredibly grateful for your support and your drive to make a real difference. Your dedication and compassion in the fight to end epilepsy is truly commendable.





ABOUT THE EPILEPSY FOUNDATION OF MICHIGAN

Established in 1948, the <u>Epilepsy Foundation of Michigan</u> is the only statewide nonprofit organization focusing on epilepsy. The Foundation provides information, resources, and support to help individuals understand and manage epilepsy.

OUR MISSION

The Epilepsy Foundation of Michigan leads the fight to overcome the challenges of living with epilepsy and to accelerate therapies to stop seizures, find cures, and save lives.



JUST A FEW WAYS OUR MISSION IS HERE FOR YOU, ALWAYS!

HERE FOR YOU HELPLINE (800) 377-6226

We provide individualized education and consultation related to epilepsy, including diagnosis, treatment, seizure and epilepsy types, cognitive and mental health challenges, school issues, transition planning, care coordination, and so much more.

INDIVIDUAL ADVOCACY

We advocate alongside you to help resolve conflicts that you might face, including assistance with IEPS, 504 plans, and implementation of seizure action plans in schools, workplaces, and beyond.

SEIZURE RECOGNITION AND FIRST AID TRAINING

We provide trainings on epilepsy, seizure recognition and first aid, and rescue medications for any audience. Trainings are conducted in-person, virtually, or on-demand on the Epilepsy Learning Portal.

CALL AND CONNECT NETWORK

We harness the power of community Zoom-based these support on adults, caregivers, groups for parents, teens, and young adults epilepsy that provide with an for opportunity encouragement, connection, sharing of ideas and experiences.

WHY WE STROLL + EPILEPSY FACTS

WHAT IS THE STROLL FOR EPILEPSY™?

The <u>Stroll for Epilepsy</u>[™] is an inspirational event that unites the epilepsy community, as we come together to fight stigma, SUDEP, misdiagnosis, treatment gaps, loss of employment, discrimination, isolation, and so much more. Your fundraising efforts for the Stroll benefit the Epilepsy Foundation of Michigan - supporting initiatives on a local level, while increasing much needed epilepsy awareness throughout the state.



WHAT CAUSES EPILEPSY?

WHAT IS EPILEPSY?

Epilepsy is the general term for a variety of neurological conditions characterized by recurrent unprovoked seizures.

WHAT IS A SEIZURE?

A seizure is a brief disturbance in the electrical activity of the brain that causes temporary changes in movement, awareness, feelings, behavior, or other bodily functions.

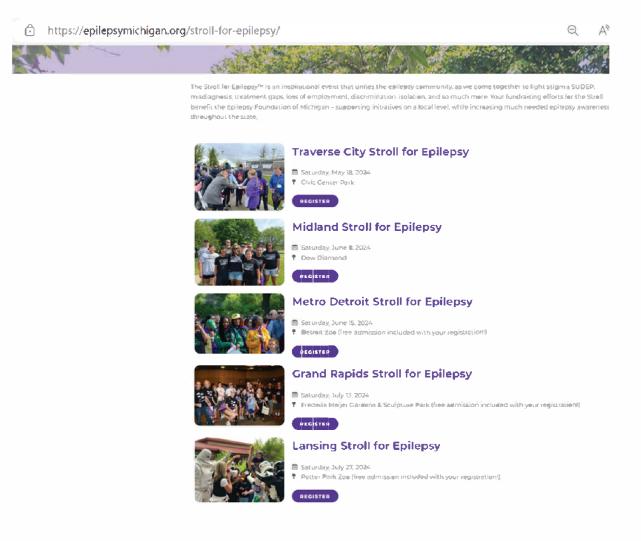
In about half of epilepsy cases, there is no identifiable cause. Among the remaining half, causes can be classified as structural, genetic, metabolic, immune, or infection.

SHOCKING EPILEPY FACTS

- 1 in 26 people in the U.S. will develop epilepsy at some point in their lives.
- 1 in 10 people will experience a seizure.
- Nearly 109,000 people in Michigan are living with active epilepsy.
- Epilepsy is the fourth most common neurological disorder in the United States after migraine, stroke, and Alzheimer's disease.
- The number of Americans who have epilepsy is greater than the number who have multiple sclerosis, Parkinson's disease, and cerebral palsy combined.
- Anyone, anywhere, anytime, at any age can have a seizure.

HOW DO PEOPLE JOIN MY STROLL TEAM?

1.) Visit <u>https://epilepsymichigan.org/stroll.</u> Select your stroll location and click "Register."

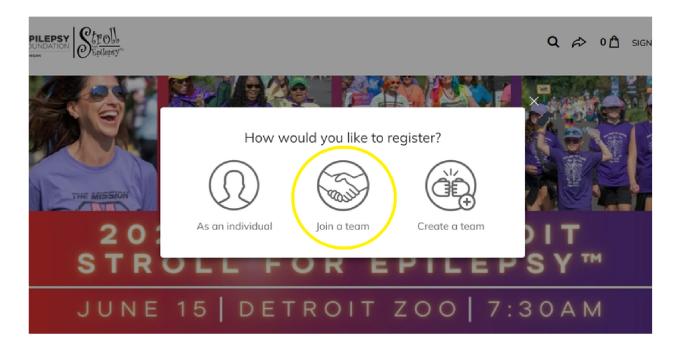


2.) You will be taken to your location-specific Stroll registration page. Click "Register Now."

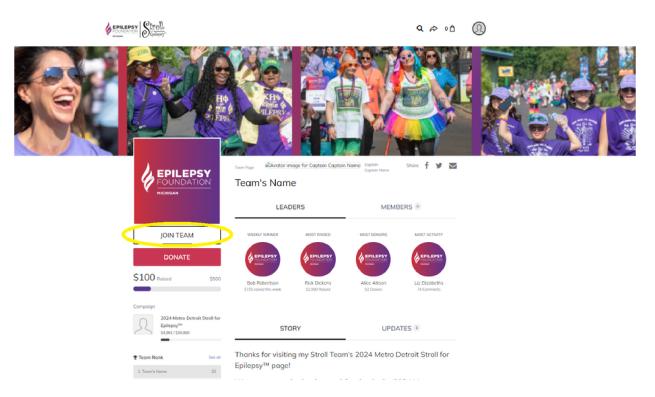


HOW DO PEOPLE JOIN MY STROLL TEAM?

3.) Choose How to Register - As an Individual, Join a Team, or Create a Team. If you are joining a team, click "Join a Team" and type the team name in.



4.) If you already have a team fundraising page set up, you can also share your team fundraising page link with others, and they can easily join that way as well or make donations directly to your team page.

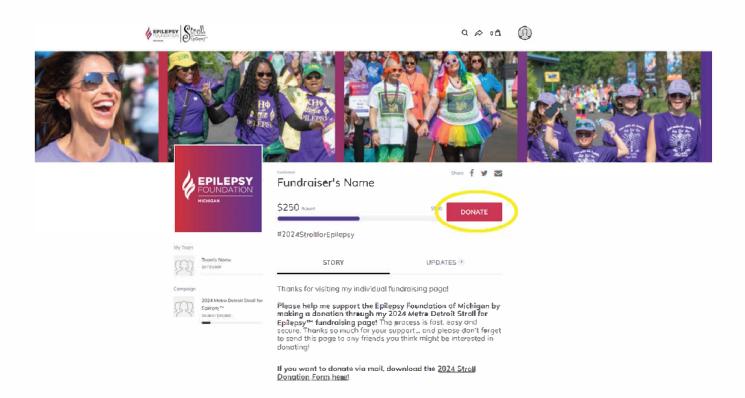


epilepsymichigan.org

HOW DO PEOPLE JOIN MY STROLL TEAM?

5.) You can also have people donate to your individual page if you prefer! You are able to add photos to your individual fundraising page, as well as share why the Stroll means so much to you.

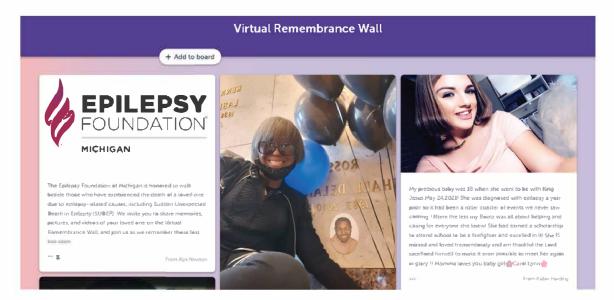
(Please note that if an individual makes a donation to your Team page and not to your individual fundraising page, this donation will be counted towards the Team Captain's fundraising goal unless stated otherwise.



For any questions about the Stroll or if you need help registering, or would like to register over the phone, please contact:

Heather Carr Special Events Manager <u>hcarr@epilepsymichigan.org</u> (800) **377**-6226 ext. 1210

STROLL IN MEMORY OF A LOVED ONE



SUDEP stands for Sudden Unexpected Death in Epilepsy. In cases of SUDEP, a person with epilepsy dies without warning, and no cause of death can be found. Each year, more than 1 out of 1,000 people with epilepsy die from SUDEP.

The mission of the Epilepsy Foundation of Michigan extends to supporting families who have lost someone to epilepsy-related causes. We are dedicated to educating our community about epilepsy, including SUDEP, and stand with those who have lost loved ones to this condition.

We are honored to walk beside those who have experienced the death of a loved one due to epilepsy-related causes. We welcome you to pay tribute to those lost too soon on our Virtual Remembrance Wall on our website.

To feature a photo and/or a message in memory of your loved one on our Virtual Remembrance Wall, please visit <u>https://epilepsymichigan.org/learn/sudep</u>

If you have questions or need assistance, please contact:

Alyx Newton Donor Relations Manager <u>anewton@epilepsymichigan.org</u> (800) **377**-6226, ext. 1220

epilepsymichigan.org

BUILDING YOUR STROLL TEAM

The Epilepsy Foundation of Michigan appreciates your passion for our mission and for creating your own Stroll team! Your role as a Team Captain is incredibly important and we want to empower you with tips, tricks, tools, and resources for a successful Stroll! We are here to help you and your team succeed, both with fundraising and recruiting!





YOUR "WHY" IS POWERFUL - SHARE IT!

Your epilepsy story matters! The Stroll for Epilepsy[™] provides an excellent opportunity to connect with others in the epilepsy community and to share your experiences. Your why is powerful, and reminds people touched by epilepsy that they are not alone. Tell your teammates and supporters why the Epilepsy Foundation of Michigan and the Strolls mean so much to you!

I CREATED MY STROLL TEAM. NOW WHAT?

1.) Ask others to join your team via email, on social media, or in-person. Consider hosting a kick-off meeting to get people excited, answer questions, and set your team fundraising goals. Tag the Epilepsy Foundation of Michigan in your social media posts, and use #Stroll2024.

2.) Create your own team flyer, use our Printable Flyers, or ask the Epilepsy Foundation of Michigan for your personalized 2024 Stroll Team flyer or 2024 Stroll Individual flyer that includes your fundraising page QR codes, making it easy for people to join your team or make a donation. You can also use our free printable flyers too!

3.) Make the ask! Make calls, send texts, and mail personal letters to your network asking for support. Don't forget to follow-up and also to thank them!

PRINTABLE FLYERS

Help spread the word about the 2024 Stroll for Epilepsy[™] with these printable flyers! You can also request your own fundraising team flyer or individual flyer with QR codes that link directly to your team or personal fundraising page by contacting Heather Carr, Special Events Manager, at hcarr@epilepsymichigan.org or at (800) 377-6226 ext. 1210.

All Locations flyer



Traverse City Stroll flyer



Midland Stroll flyer



Metro Detroit Stroll flyer



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JOIN AS AN INDIVIDUAL OR CREATE YOUR OWN FUNDRAISING TEAM. SCAN THE QR CODE WITH YOUR SMART PHONE **TO REGISTER.** (REGISTRATION INCLUDES FREE ADMISSION TO THE DETROIT ZOO!)

OMMUNITY WALK • LIVE MUSIC • AWARDS • PRIZES INSPIRATIONAL CEREMONY AND MUCH MORE!

Grand Rapids Stroll flyer



Lansing Stroll flyer

& EPILEPSY



FREE ADMISSION TO POTTER PARK ZOO!) COMMUNITY WALK • LIVE MUSIC • AWARDS • PRIZES INSPIRATIONAL CEREMONY AND MUCH MORE! ROCEEDS FROM THIS EVENT BENEFIT THE EPILEPSY FOUNDATION OF MICHIGAN.

& EPILEPSY

epilepsymichigan.org

(800) 377-6226

FUNDRAISING AWARDS AND INCENTIVES



2024 COMMEMORATIVE STROLL T-SHIRT!

Stroll participants who individually raise \$100 or more will receive a 2024 Stroll for Epilepsy™ T-Shirt! Those who raise \$300 or more will be eligible to win additional prizes.

LEADERS CLUB HONOR

Stroll participants who reach \$1,000 or more in individual fundraising will be honored with a commemorative 2024 Leaders Club Medal.

In-Person participants should pick-up their prizes the day of the Stroll at the prize table. Virtual participants will have their prizes mailed to them following their Stroll.

FUNDRAISING AWARDS

At each in-person Stroll, there will be an award ceremony that shines a spotlight on our remarkable Stroll participants. We are excited to celebrate and award 1st, 2nd, and 3rd place prizes for the following categories:

- Largest Stroll Team
- Highest Fundraising Team
- Highest Fundraising Individual
- Best Dressed Team



FUNDRAISING IDEAS

Team Captains who set goals for their fundraising teams are more like to meet, and even surpass, their fundraising goals!

We encourage each Team Captain and Stroll participant to be creative with reaching their team's fundraising goal. Here are some ideas that can help boost your efforts leading up to the Stroll!

Matching Gits

Find out if your employer offers a matching gifts program for their employees.

Get Social

Post on your social media channels with updates on your fundraising progress and ask for support!

Local Restaurants

Ask your favorite lunch spot to host a fundraiser and donate a portion to your team.

Garage Sale

Host a yard sale, collect gently worn clothes and items, collectibles, home goods, etc.

House Sit/Pet Sit

While your friends or family are on vacation, help them out with housesitting or petsitting!

Digital Age

Update your social media profile, email signature, and voicemail to mention your Stroll team. Host a Pancake Breakfast or Lemonade Stand

Ask supporters for a small donation to your Stroll team.

Local Companies

Ask your local community businesses to donate items for a drawing or make a donation to your team.

Stroll Team Flyer

The Epilepsy Foundation of Michigan is happy to provide you with a team flyer to use!

The #1 reason people do not donate is because they were never asked! Make a list of everyone you know, from friends and family to your local delivery man, doctor, and vet. These are the people who are most likely to donate towards your fundraising efforts.

epilepsymichigan.org

(800) 377-6226

BECOME A STROLL SPONSOR!





The Stroll for Epilepsy[™] provides unique and exciting sponsorship opportunities for companies of all types and sizes across the state of Michigan! Become an event sponsor and enjoy various perks, including logo branding, event participation in both the In-Person and Virtual Stroll(s), a company spotlight email sent to over 10,000 people, prizes, giveaways, event signage, post-event recognition and more, all while supporting a great cause!

Our sponsorship package offers a wide range of benefits that can be customized to meet the needs of your company. We invite you to become a part of our team and enjoy the long-term benefits of being part of this annual, well-loved Michigan tradition! **View our 2024 Stroll for Epilepsy™ Sponsorship Package** <u>here</u>.

For more information or if you have any questions about being a sponsor, please contact:

Crys Staffney Development Director <u>cstaffney@epilepsymichigan.org</u> (800) 377-6226, ext. 1231

HANDLING DONATIONS



When fundraising for your Stroll team, the easiest way to receive donations is to have people donate directly to your individual or team fundraising page online. When donations are made online, the donor receives an email receipt shortly after their donation is made.

However, if you do receive check donations, you can mail them to the Epilepsy Foundation of Michigan office. (If you receive cash, we ask that you please hold on to it and bring it to the In-Person Stroll if you are able).

Please have the donor put your team fundraising name in the memo line if writing a check, so we can make sure your Stroll team receives the credit for this donation!

Checks should be made out to the Epilepsy Foundation of Michigan. Please also specify if the donation is for a certain team and/or team member.

Funds must be received at the Epilepsy Foundation of Michigan office no later than the Wednesday before each Stroll in order to be counted towards the in-person fundraising awards.

Mail all checks to:

Epilepsy Foundation of Michigan 2024 Stroll for Epilepsy (include Stroll location) 25200 Telegraph Road Suite 110 Southfield, MI 48033





DONATION FORM

Support me as I participate in the 2024 Stroll for Epilepsy[™], benefitting the Epilepsy Foundation of Michigan!

Participant's Name:	
Stroll Team Name:	
Yes! I will make a contribution to help the Epilepsy Foundation of Michigan!	
\$500 \$250 \$100 \$50 \$25 Other Amount:	
Please make your checks payable to Epilepsy Foundation of Michigan.	
Name:	
Address:	
City: State: Zip Code	
Phone: Email:	
Thank you so much for your contribution and for making a real difference for the nearly 109,000 people living with epilepsy in Michigan!	
Please mail this form and your check to:	
Epilepsy Foundation of Michigan	
Attn: Heather Carr, Stroll for Epilepsy TM	
25200 Telegraph Road, Suite 110	
Southfield, MI 48033	
Additional Information: Ask your employer if they have a matching gift program to double your giving dolla we can stop seizures, find a cure, and overcome challenges created by epilepsy! For more information	-

are helping people with epilepsy in your community, please visit us at epilepsymichigan.org.

Thank you so much for your generous donation!



Participant's Name:	

Stroll Team Name: _____

Stroll Team Location:

This form is for YOUR PERSONAL USE only. Please keep this so you may thank your donors. A copy of this form and donations can be mailed to:

Epilepsy Foundation of Michigan, Attn: Heather Carr, 2024 Stroll for Epilepsy™ 25200 Telegraph Road, Suite 110 Southfield, MI 48033.

Please make checks payable to Epilepsy Foundation of Michigan.

DDonor Name	DDonor Address	DDonor Phone Number with area code)	DDonation Amount





OFFLINE REGISTRATION FORM (Page 1 of 2)

Location: May 18: Traverse City June 8: Midland

□ June 15: Metro Detroit □ July 13: Grand Rapids □ July 27: Lansing

Primary Re	gistrant								
Name									
Address					City			Zip	
Email									
Birthdate	/	/	Registration Level	Virtu	i al Adu	ılt \$30 🗖	□ Child \$20 □ Child \$20 □ Infa (2-11yrs) Infant (ant – fr	ree 🗆
Team Infor	mation –co	mplete if s	tarting or join	ing a	team				
Team Captai Name	n								
Team Name									
Fundraising	Goal								
#of Strollers	Goal								
Additional I	Registrants								
Name									
Address					City			Zip	
Email									
Birthdate	/	/	Registration Level				□ Child \$20 □ Child \$20□ Infa		
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Payment and mailing information is on the back. Registrations must be postmarked by the Monday before the Stroll date.

Print additional forms for multiple registrations, if needed.





Location: A May 18: Traverse City June 8: Midland

□ June 15: Metro Detroit □ July 13: Grand Rapids □ July 27: Lansing

Additional F	Registrants						
Name				_			
Address				City		Zip	
Email							
Birthdate	/	/	Registration Level		Adult \$30 □ Cl Ilt \$30 □ Child		
Additional I	Registrants						
Name							
Address				City		Zip	
Email							
Birthdate	/	/	Registration Level		Adult \$30 □ Cl Ilt \$30 □ Child		
Additional I	Registrants						
Name							
Address				City		Zip	
Email							
Birthdate	/	/	Registration Level		Adult \$30 □ Cl Ilt \$30 □ Child		t - free 🗆 Free 🗆

Please mail forms and check payable to:

Epilepsy Foundation of Michigan

Attn: Heather Carr, Stroll for Epilepsy

25200 Telegraph Rd, Suite 110

Southfield, MI 48033

# of Adults (\$30/each)	# of Children (\$20/each)	# of Infants (Free)	Total Registration Amount
			\$
	\$		
	\$		



2024 TEAM CAPTAIN TOOLKIT

THANK YOU FOR BEING A TEAM CAPTAIN FOR OUR 2024 STROLL FOR EPILEPSY™!



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