



DIY THIRD-PARTY FUNDRAISING TOOLKIT



EPILEPSY FOUNDATION OF MICHIGAN

DO-IT-YOURSELF
FUNDRAISERS



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Questions? Reach out to **Marissa Ogea, Development Coordinator**, at mogea@epilepsymichigan.org.

ABOUT THE EPILEPSY FOUNDATION OF MICHIGAN

Established in 1948, the Epilepsy Foundation of Michigan is the only statewide nonprofit organization in Michigan focusing solely on epilepsy. The Foundation provides information, resources, and support to help individuals understand and manage epilepsy. We're able to offer everything we do, because of supporters like you!

OUR MISSION

The Epilepsy Foundation of Michigan leads to improve the lives of people affected by epilepsy through education, advocacy, research, and connection.



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

HERE FOR YOU HELPLINE (800) 377-6226

Callers receive 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

Our team advocates 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

Education can save a life! We host 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 through virtual support groups for adults, caregivers, parents, and young adults with epilepsy that provide an opportunity for encouragement, connection, and sharing of ideas and experiences.

DIY FUNDRAISING

WHAT'S DIY FUNDRAISING?

DIY (Do-It-Yourself) Third-Party Fundraising, empowers you to create and host your own unique events to raise funds for the Epilepsy Foundation of Michigan. Whether you're inspired to organize a bake sale, run a marathon, or celebrate your birthday by raising funds, your efforts provide crucial support and services for individuals with epilepsy.



MAKE A PERSONAL IMPACT

DIY fundraising is a powerful way to connect your personal story with our shared mission. Whether you're a person with epilepsy, a family member, or a supportive friend, your story can fuel real change. Inspire others by sharing your unique journey and reasons for getting involved, and show how individual actions can contribute to a greater cause.



We are incredibly grateful for your support and drive to make a difference. Your dedication and compassion to our epilepsy community is truly commendable.

THE IMPORTANCE OF DIY FUNDRAISING



EPILEPSY 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.

WHY YOUR SUPPORT MATTERS

One in 26 people will develop epilepsy at some point in their lifetime. Across the state of Michigan alone, there are nearly 109,000 individuals living with epilepsy. The Epilepsy Foundation of Michigan works tirelessly to serve those affected by epilepsy, but we cannot be everywhere at once. That's where you come in! Together, we can expand our reach across the state to better serve the mighty epilepsy community. The funds you raise contribute directly to our programs and services, making a tangible impact on the lives of those living with epilepsy in Michigan. Your creativity and dedication fuel our mission and bring us closer to a world free from seizures.

TIPS & TRICKS FOR SUCCESSFUL DIY FUNDRAISING

PROMOTING YOUR DIY EVENT

Promoting your fundraiser is key to its success. Here are some effective ways to get the word out:

Get Social

Share your fundraising page on all your social media platforms. Post regular updates, photos, and videos to keep your supporters engaged.

Word of Mouth

Talk about your fundraiser in your everyday conversations. Personal connections can be powerful motivators.

Flyers & Posters

Use our customizable templates to create eye-catching flyers and posters. Distribute them in your community, at work, and in local businesses.

Local Media

Reach out to the media and community blogs to see if they can feature your event.



THE EPILEPSY FOUNDATION OF MICHIGAN CAN SUPPORT YOU BY:

Personal Support: Our team is available to answer your questions, provide advice, and assist you in making your fundraiser a success.

Online Tools: Access to our online fundraising platform where you can easily set up and manage your customized fundraising page.

Educational Materials: Knowledge is power! Share information about epilepsy and seizure first aid at your event through printed and digital materials provided by the Epilepsy Foundation of Michigan.

FUNDRAISING IDEAS

How Can You Raise Funds?



STEP 1 BRAINSTORM & GET INSPIRED

Think about what you love to do. Turn your hobbies, talents, and interests into a fundraising opportunity.



STEP 2 SET A FUNDRAISING GOAL

Setting a fundraising goal is an important step in planning your event. Consider the size of your network and how much they might be willing to contribute. Aim high, but make sure your goal is attainable.



STEP 3 RALLY YOUR COMMUNITY

Engage with local businesses, friends, family, and coworkers to share about your DIY fundraiser. Share your online fundraising page to spread the word and raise funds.



STEP 4 HOST YOUR EVENT!

Host your event and celebrate your hard work with your community!

There are so many ways to engage your community. Some ideas include:

Local Restaurants

Team up with your favorite place to dine and ask to host a fundraiser where a portion of their proceeds for the night go to the Epilepsy Foundation of Michigan.

Trivia Night

Organize and host a trivia night with your friends and family, with a donation based entry to participate.

Host a Pancake Breakfast or Hot Chocolate Stand

Organize a unique event and ask supporters for a small donation.

Host a Hat Day

Work with your school administration in organizing a hat day and raise funds to donate to the Epilepsy Foundation of Michigan.

Get Social

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

School Fundraising

Work with your school's administration to host a penny war, bake sale, a read-a-thon, etc.

Physical Activities

Organize a donation-based fitness class like yoga, Pilates, or Zumba for your community! Collaborate with your community on a plan a fun run or 5k.



SCAN HERE FOR
MORE IDEAS!

Join a community of passionate fundraisers dedicated to making a difference. Together, we can raise awareness and support programs that improve the lives of those with epilepsy. For more DIY fundraising ideas and helpful tips and tricks, **visit the Organize a Fundraiser** section on our website!

The #1 reason people do not support local causes 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.

SUBMIT A FUNDRAISER FORM

LET'S START PLANNING YOUR DIY FUNDRAISER!

TO KICKOFF YOUR diy FUNDRAISER, we ask that you fill out a DIY fundraiser form. We welcome passionate community members of all ages to join us in hosting a DIY Fundraiser, but do require a parent, guardian, or other responsible adult to be on-site at events hosted by those under the age of 18 and to serve as an additional event contact person.




START YOUR FUNDRAISER

Let's start planning your DIY Fundraiser!

Please allow up to three business days for a response from the Epilepsy Foundation of Michigan team.

1 ————— 2 ————— 3

First Name *	Last Name *
<input type="text" value="First Name"/>	<input type="text" value="Last Name"/>
Organization/Company	
<input type="text" value="Organization/Company"/>	
Address *	
<input type="text" value="Street, City, State, Zip"/>	
Email *	Phone *
<input type="text" value="Email"/>	<input type="text" value="000-000-0000"/>

NEXT 

Need help getting started? Reach out to **Marissa Ogea** at mogea@epilepsymichigan.org.

YOUR ONLINE FUNDRAISING PAGE

RESOURCES & TOOLS

One of the ways the Epilepsy Foundation of Michigan can assist in making your DIY Fundraiser a success is by creating an online customized fundraising page! These pages are a great resource in advertising your fundraiser and sharing why this is important to you. These fundraising pages can be easily shared online on your social media platforms, sent via text or email to friends or family, or you can create a QR code and put it on a flyer!

The diagram illustrates a fundraising page layout with several key sections and callouts:

- Header:** Features the event title "4th Annual Epilepsy Flip For The Cure" and a call to action: "Donate to the Epilepsy Foundation of Michigan in honor of Piper and help us end epilepsy!".
- Image:** A cartoon illustration of a scientist with a pinball machine, titled "4th ANNUAL EPILEPSY FLIP FOR THE CURE PINBALL TOURNAMENT".
- Progress Bar:** Shows "\$3,200 raised of \$5,000 goal" and "4 gifts".
- Text Section:** Includes the heading "Share Why You Want to raise funds and promote your event (if applicable)" and a prompt: "Why do you want to raise funds and spread awareness? How will you do this (".
- Image Section:** A placeholder for a custom image, shown as a brain with a stethoscope.

Callout boxes provide additional context:

- "Tailor the top of your fundraising page with a photo and name of the event/call to action (example: Help Us Raise Epilepsy Awareness!)"
- "Monitor your fundraising progress here as online donations come in"
- "Share your connection with epilepsy and why you want to fundraise for others to see!"
- "Customize your fundraising page with your own pictures"

After you submit a fundraiser form online, a team member will reach out to you to discuss your proposed event, and will ask for information to create your fundraising page. It is not required to create a fundraising page for your event, but we are always happy to create one for you! Depending on volume of community participation in DIY fundraisers, please allow up to 2 weeks for fundraising page creation.

HANDLING DONATIONS



When fundraising for this campaign, one of **the easiest ways to receive donations is to have people donate directly to your individual 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. Please ensure all checks are made out to the Epilepsy Foundation of Michigan. If you receive cash donations, we ask that you either mail them to the Epilepsy Foundation of Michigan office or stop by our office to deliver the donation.

Mail all checks to:

Epilepsy Foundation of Michigan
DIY FUNDRAISER
25200 Telegraph Road
Suite 110
Southfield, MI 48033

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