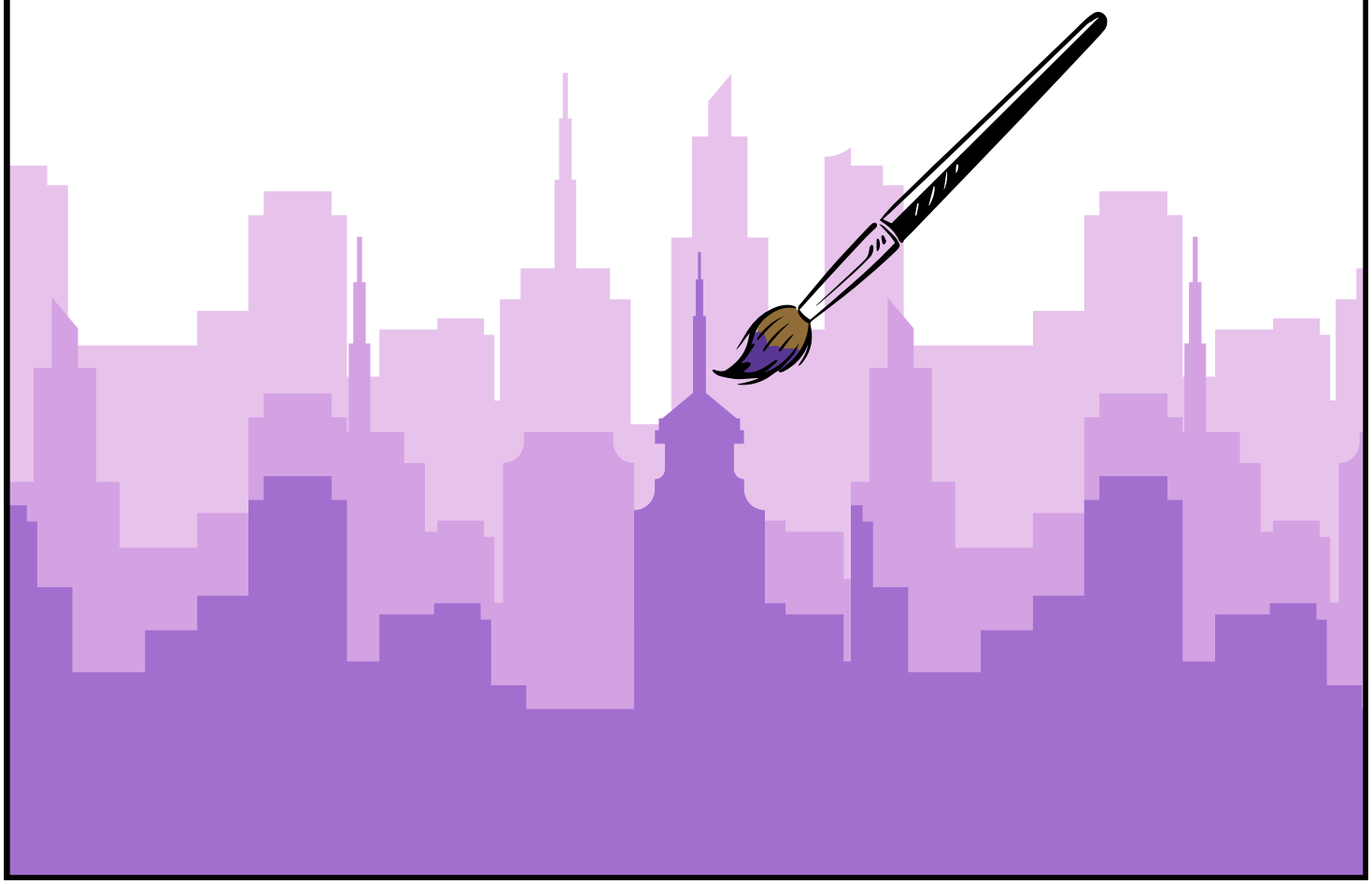
EPILEPSY FOUNDATION
MICHIGAN

Paint the Town

PURPLE!









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PAINT THE TOWN PURPLE

WHAT IS PAINT THE TOWN PURPLE?

Paint the Town Purple is a vibrant, community-driven campaign dedicated to raising awareness and vital funds to support people in Michigan affected by epilepsy. Since purple is the color used to honor epilepsy warriors, we want every city across the state to be “painted” purple in November.



We are looking for driven, ambitious community members to volunteer their time and creativity to support this initiative. These folks will unite their community in the fight against epilepsy by:

- Spreading epilepsy awareness throughout their town
- Educating on seizure safety
- Raising funds to fuel the mission of the Epilepsy Foundation of Michigan



November is National Epilepsy Awareness Month (NEAM)

National Epilepsy Awareness Month, observed every November, is devoted to raising awareness about epilepsy. This is a prime time to educate and engage those around you about epilepsy and to join others in the call to action on spreading epilepsy awareness in your community. Will you help us honor National Epilepsy Awareness Month by painting your town purple?



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

LET'S PAINT THE TOWN PURPLE!

WHY WE WANT TO PAINT THE TOWN PURPLE

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.

Community Member Goals

- Work with local businesses to organize and advertise fundraisers that generate at least $500
- Create epilepsy awareness opportunities throughout your town, engaging a diverse collective
- Spread the word about free seizure recognition & first-aid training provided by the Epilepsy Foundation of Michigan



What We Can Do

- Provide Epilepsy Foundation of Michigan resource materials virtually or by mail
- Create a customized online fundraising page for you to share with your network
- Highlight your town's events & awareness traction through our communication channels



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 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 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 Zoom-based support groups for adults, caregivers, parents, and young adults with epilepsy that provide an opportunity for encouragement, connection, and sharing of ideas and experiences.

YOUR ONLINE FUNDRAISING PAGE

Tailor the top of your fundraising page with a photo and name of the event/city

Paint Lansing Purple!

Donate to the Epilepsy Foundation of Michigan in honor of Painting Lansing Purple and help us support those affected by epilepsy.



$3,200 raised of $5,000 goal

4 gifts

You can monitor your fundraising progress here as online donations come in



Share Why You Want to Paint the Town Purple!

Why do you want to paint the town purple? How will you paint the town purple? Share some details here!



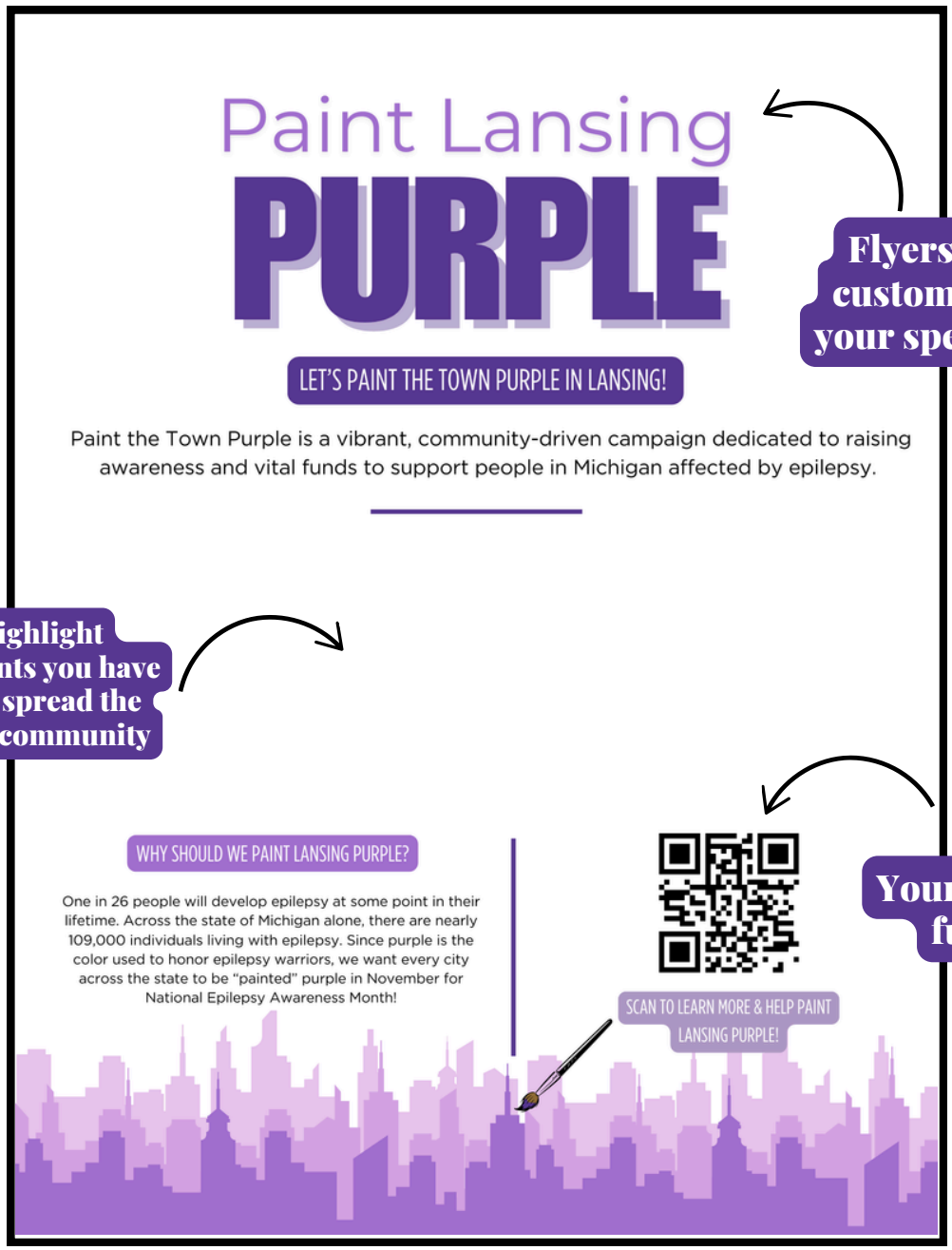
You can customize your fundraising page with your own pictures

You can share your connection with epilepsy and why you want to paint the town purple for others to see!

PRINTABLE FLYERS

Help spread the word when you Paint the Town Purple with a printable flyer!

You can also request your own customizable fundraising flyer with a QR code that links directly to your personal fundraising page by contacting Elleanna Waid, Special Events Assistant, at ewaid@epilepsymichigan.org.



Flyers can be customized for your specific city

You can highlight upcoming events you have organized to spread the word to your community

Your personalized fundraising page

FUNDRAISING & AWARNESS IDEAS

How Can You Paint the Town Purple?



STEP 1
BRAINSTORM & ORGANIZE

Consider all the ways you can connect individuals, businesses, and city officials to paint the town purple.



STEP 2
RALLY YOUR COMMUNITY

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



STEP 3
PAINT THE TOWN PURPLE

Host your individual fundraising events, see city buildings decked out in purple, assist with planning seizure first-aid trainings & educate the community about epilepsy.

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

Local Restaurants

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

Matching Gifts

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

Host a Pancake Breakfast or Hot Chocolate Stand

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.

Local Businesses

Ask your local community businesses to have epilepsy awareness signage posted and/or make a donation.

Get Social

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

Seizure First-Aid Training

Collaborate with organizations or city officials in hosting a community wide seizure first-aid training session!

Light Up A City Building Purple

Contact a city official about lighting up exterior city building lights purple to raise epilepsy awareness!

Purple Out Event

Host an event and deck it out with purple attire, purple decor, etc.

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.

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 and make them out to the Epilepsy Foundation of Michigan. If you receive cash donations, we ask that you please 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
Paint the Town Purple
25200 Telegraph Road
Suite 110
Southfield, MI 48033

THE IMPORTANCE OF PAINTING THE TOWN PURPLE



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.

How Does Painting Your Town Purple Make an Impact?

When you Paint the Town Purple, you are supporting those affected by epilepsy across the state, and assisting with spreading epilepsy awareness where it's needed most, in your own community. By hosting fundraising events at local restaurants and businesses, working with your town's government to illuminate city structures purple, or organizing a seizure-first aid training for your local Rotary Club, your work painting your town purple actively helps the Epilepsy Foundation of Michigan achieve our mission to lead the fight to overcome the challenges of living with epilepsy and to accelerate therapies to stop seizures, find cures, and save lives.

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