



## Seize the Day Captain's Kit

The Seize the Day 2.5K walk and 5K run is in support of individuals, families, and members of our community living with epilepsy and seizure disorders. Whether you are walking in memory of someone who has passed away from a seizure, supporting those who are affected by epilepsy and seizures, or want to raise awareness about this condition, we want to make this annual event something that everybody in our community is welcome to participate in. Walk individually or as part of a team and help make a difference!

This guide will provide background information about Epilepsy Southwestern Ontario, outline the benefits for you and your company, highlight your role as Team Captain, provide sample messages to support your team and goal and offer tips on how to recruit and manage a successful Seize the Day team.

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## Event Information

**WHO:** Epilepsy Southwestern Ontario.

**WHAT:** 6<sup>th</sup> Annual Seize the Day, 5k Run and 2.5k Walk.

**WHERE:** Graham Family Eco Park, 16033 Medway Road

**WHEN:** Sunday, September 29, 2019 at 10:30am

### REGISTRATION AND FEES:

Skip the Lines! Pre-register online or at Epilepsy  
Southwestern Ontario (797 York St) \$20

Register at the event \$25

- Online registration **does not** include the race fees, these must be paid via mail, at the event or at or in person at 797 York Street, Unit 3 London, ON
- The event is free for anyone submitting at least \$100 in pledges, per individual
- Submit \$150 or more in pledges to have your registration fee waived, and receive a free t-shirt
- Run and walk is free for those under 17 years of age
- **All cheques MUST be made payable to Epilepsy Southwestern Ontario. This includes all donation cheques collected**
- Pre-Registration Dates: September 26<sup>th</sup> and 27<sup>th</sup>, 2018, 4:30 pm to 6:30 pm
  - Skip the lines and drop off your pledges before the day of.

Further information can be found at:

<https://epilepsyswo.ca/seize-the-day-london/>

<https://raceroster.com/events/2019/23614/6th-annual-seize-the-day-london>

or contact Bailey Tschirsow at [bailey@epilepsyswo.ca](mailto:bailey@epilepsyswo.ca)

## Benefits of Being a Team Captain

*What are the benefits for you?*

- Be recognized in your community as a leader.
- Support your local community
- Reduce the stigma and help to dispel myths about epilepsy by raising awareness in your community.



*What are the benefits for your company?*

- Strengthens your community profile and demonstrates company commitment to charitable causes
- Enhance employee morale in a positive team environment.
- Actively participate in an important cause alongside friends, family and colleagues.
- Be recognized for your support at the Seize the Day event, social media and e-blast to all agency members.

*What are the benefits for your team members?*

- Promotes team building and generates a sense of social commitment.
- By supporting Epilepsy Southwestern Ontario, it creates a sense of individual and team accomplishment.
- Be involved in a family fun day, which includes: a run and walk, entertainment and a community barbecue.



## Your Role as Team Captain

Your role as Team Captain is to **inspire** and **motivate** team members to become involved with the community and raise funds

*A Great Team Captain for Seize the Day provides:*

- Support and guidance to all team members. Captains help team members reach their fundraising goal and develop positive engagement with Epilepsy Southwestern Ontario.
- Resources for your team by providing fundraising tips, positive engagement, and information about Seize the Day and Epilepsy Southwestern Ontario.
- Captains highlights the benefits of joining the team and maintain communication during the months of fundraising.

*Overview of your role:*

- Set a fundraising goal for your team.
- Ask friends, family and co-workers to support your team and donate.
- Be a resource for information and tips on fundraising for your entire team.
- Encourage your team to come out to the event on Sunday, September 30, 2018 and celebrate your success and the success of Epilepsy Southwestern Ontario.



## How to Recruit and Manage a Successful Team

### Step 1: Start recruiting

- Contact anyone you know who would be interested in joining your team.
  - Do you know co-workers, family, friends, athletic teams or organizations who are committed to a healthy lifestyle?
  - Can you think of anyone who is big-hearted?
  - Do you know someone who volunteers or works with charities and would love to support a great cause?
- Your team members can register online or complete a paper form, indicating the Team Name as it appears online.
- If you have permission to do so, we encourage you to post sign-up information or a [poster](#) in your office.

### Step 2: Set a fundraising goal

Start fundraising today! Carpe Diem.

Set a SMART fundraising goal – Specific, Measurable, Achievable, Realistic and Timely. With an outcome in mind, your team will be motivated to go above and beyond that goal. Set a realistic goal that your team can achieve by September and join in the celebration when you meet that goal!

### Step 3: Talk about Seize the Day

Talk about Seize the Day and Epilepsy Southwestern Ontario with friends, family members and colleagues. Express your dedication and motivation to reaching your fundraising goal and direct those interested in donating, to your fundraising page. Invite them to attend the event in September and watch you cross the finish line.

### Step 4: Stay connected

Let us know how you are doing!

Engaging with your teammates is the key to a successful fundraising campaign. Share your progress on your Facebook and Twitter accounts. Let us know about your progress, tag Epilepsy Southwestern Ontario on social media and share on our Facebook and Twitter accounts. You can also follow and encourage your team to follow the **Epilepsy Southwestern Ontario's Facebook Event Page: [6<sup>th</sup> Annual Seize the Day Walk/Run](#)**

If you use Twitter, keep us updated with your progress at: [@EpilepsySWO](#)

## Making the Pitch

We know that you have a personal interest in the work ESWO does and we thank you for your commitment to making the Seize the Day event a success. We share the same goal of enhancing the lives of people who are affected by epilepsy and seizure disorders. With this in mind, the following information is designed to help you communicate that to others.

### Mission

Epilepsy Southwestern Ontario enhances the lives of people who are affected by epilepsy and seizure disorders by providing a network of services that educate, support and build community awareness.

### Vision

Our vision is a community free of barriers where persons affected by epilepsy and seizure disorders are empowered and supported to live a life of dignity, self-worth and hope.

### Values

We are dedicated to providing innovative services that are responsive to individual needs. We are both inclusive and collaborative in our approach to ensure that all individuals with epilepsy have the opportunity to fully participate in their community.

### Facts about Epilepsy

- Epilepsy is a condition of the brain characterized by recurrent seizures. Approximately one in ten Canadians will experience at least one seizure during their lifetime. Epilepsy is a condition defined by multiple seizures.
- 1 in 100 Canadians have epilepsy. Many families whose children have seizures do not tell the school about their child's diagnosis, fearing she or he will face discrimination and unnecessary exclusion from full participation in school activities.
- Epilepsy is one of the most common chronic neurological disorders. An estimated one percent of the general population has epilepsy. Based on that estimate, 330,000 people in Canada have epilepsy.

## Registration Form

**I am running for**

my parent

my sibling

my child

my spouse

my aunt

my uncle

my cousin

my grandma

my grandpa

my grandchild

my family member

my friend

my family

my community

my school

my work

myself

anyone with epilepsy



The Seize the Day 2.5k Walk & 5k Run supports individuals, families and members of the community affected by seizures and epilepsy. Whether you are walking to honour someone who passed away from a seizure, supporting those affected by epilepsy and seizures, or want to help raise awareness, we invite you to join us for this special occasion. Whether you run marathons, or just enjoy the casual walk, everyone is welcome to participate! We hope you can join us and help make this annual event even bigger this year.

Send in or drop off entry at our office

797 York Street, Unit 3  
London, Ontario  
N5W 6A8  
Tel 519.433.4073  
Fax 519.433.4079  
Toll free 1.866.EPILEPSY  
www.epilepsyswo.ca



**epilepsy  
southwestern  
ontario**

The **6<sup>th</sup>** annual  
**Seize the Day**  
5k Run / 2.5k Walk

**Event Details**

Sunday, September 29, 2019

Event start time: 10:30 a.m.

**Location**

Graham Family Eco Park, 15769 - 16033  
Medway Rd, Arva, ON N0M 1C0



**Fees**

- \$20 in advance or \$25 day of the event
- Collect \$100 in pledges & your registration fee will be waived
- Collect \$150 in pledges & your fee is waived, plus you will receive a free run t-shirt
- BBQ Social following the run

Washroom facilities are limited.  
Raffle Draw at event.

**Beat the lines**

- Pre-register, drop off your pledges and pick-up your t-shirts in advance on Thursday, September 26 and Friday, September 27 from 4:30pm-6:30pm.



**Sunday, September 29, 2019**  
Graham Family Eco Park

To learn more, visit  
**epilepsyswo.ca**

Charitable Reg No. :11890-0902-RR0001

Registration forms available [here](#). Please ensure all cheques are made payable to Epilepsy Southwestern Ontario.

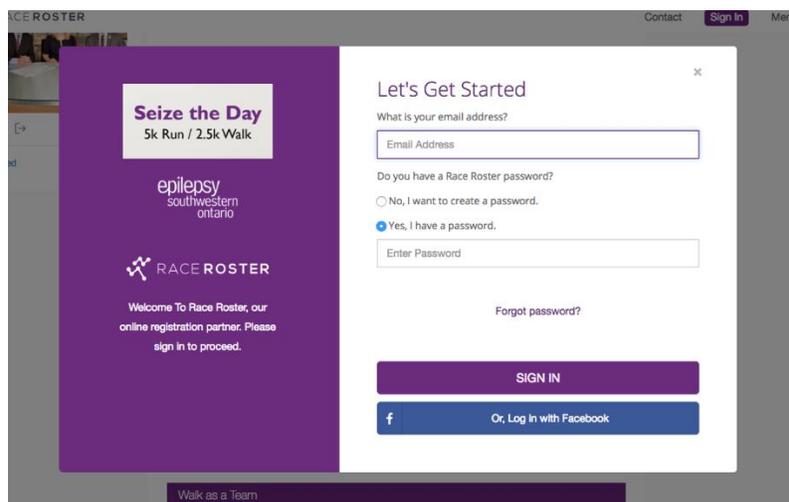
Registration Forms can also be found at <https://epilepsyswo.ca/seize-the-day-london/>

Online Registration is available [here](#).

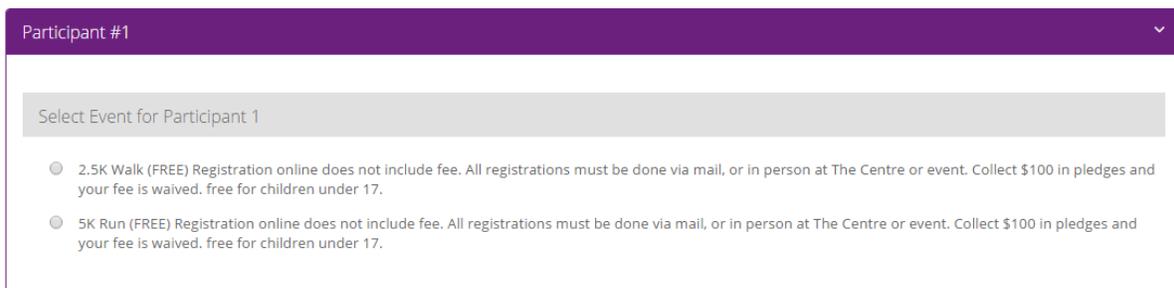
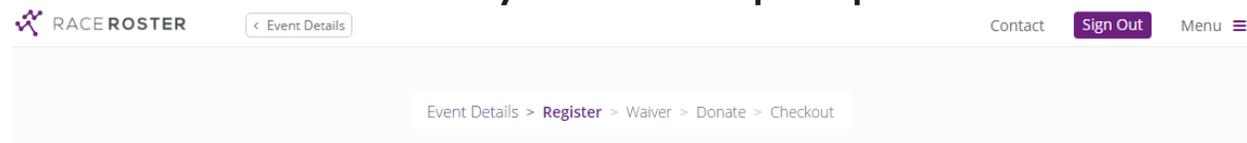
## Creating or Joining an Online Team

**To create or join an online team, you will need to register for an account on Race Roster.**

1. Follow this link
2. Click 'Register'
3. Create a Race Roster Account or Sign in using Facebook



**When your profile is created, you will be able to register for either the 2.5 K walk or 5 K Run. Please select which event you would like to participate in.**



**After selecting which event you would like to participate in, please fill out the registration form, providing as much detail as possible.**

RACE ROSTER [← Event Details](#) [Contact](#) [Sign Out](#) [Menu](#)

### Registration Information

I would like to register:

Myself  Someone Else

\* First Name  \* Last Name

\* Date of Birth  You are 38 years old Sex

\* Email  \* Phone Number

\* Address

\* City  \* ZIP/Postal Code

**After you have entered your personal information and want to create a team, please select 'Yes, create a new team and add this participant'. After you have selected this option, please fill in your team name and additional information.**

\* Add Participant 1 to a Team?

No, do not add this participant to a team

Yes, create a new team and add this participant

Yes, add this participant to a team created by someone else

\* Name Your New Team

Team Password (Optional) ⓘ

**If you would like to join an existing team, please click 'Yes, add this participant to a team created by someone else'.**

\* Add Participant 1 to a Team?

No, do not add this participant to a team

Yes, create a new team and add this participant

Yes, add this participant to a team created by someone else

\* Team Name

Select... ▼

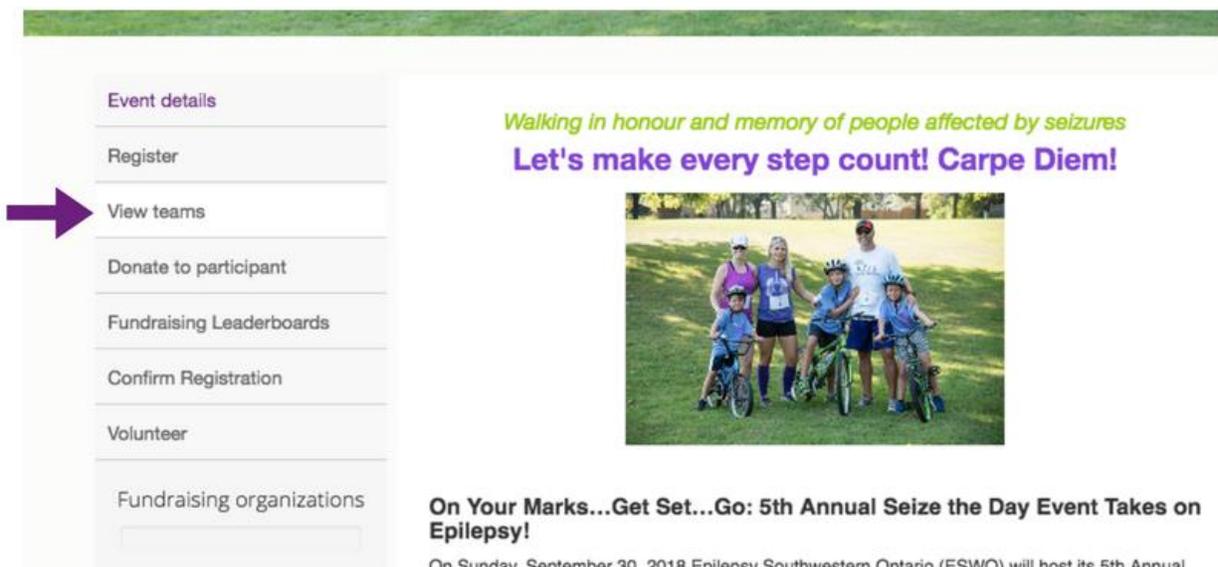
Select...

**Available Teams**

Training Wheels

**Alternatively, you can join an existing team by finding a list of teams on the event home page found at <https://raceroster.com/events/2019/23614/6th-annual-seize-the-day-london>**

**Please click 'View Teams'.**



The screenshot shows a registration page for an event. On the left is a vertical navigation menu with the following items: Event details, Register, View teams (highlighted with a purple arrow), Donate to participant, Fundraising Leaderboards, Confirm Registration, Volunteer, and Fundraising organizations. On the right is a promotional banner with the text: "Walking in honour and memory of people affected by seizures" in green, "Let's make every step count! Carpe Diem!" in purple, and a photograph of a group of people with bicycles on a grassy field. Below the banner is a headline: "On Your Marks...Get Set...Go: 5th Annual Seize the Day Event Takes on Epilepsy!" and a sub-headline: "On Sunday, September 30, 2018 Epilepsy Southwestern Ontario (ESWO) will host its 5th Annual".

Select the team you would like join and click 'Join Team' and follow the registration steps if you have yet to register for an online profile.

Event Details

Register

View Teams

Pledge Participant

Gift Registrations

Confirm Registration

Volunteer

Charities

Search for a Team Name...

Name	Leader	Members	Raised	Action
 Training Wheels <a href="#">Join team</a>			\$0.00	<a href="#">PLEDGE</a>

Showing 1 to 1 of 1 entries.

First < 1 > Last

**Seize the Day**  
5k Run / 2.5k Walk

 Epilepsy Southwestern Ontario

4th Annual Seize The Day Walk

[REGISTER](#)

[BUY AS A GIFT](#)

For further information and inquiries, please:

Contact Bailey Tschirsov at [bailey@epilepsyswo.ca](mailto:bailey@epilepsyswo.ca) or 519.433.4073

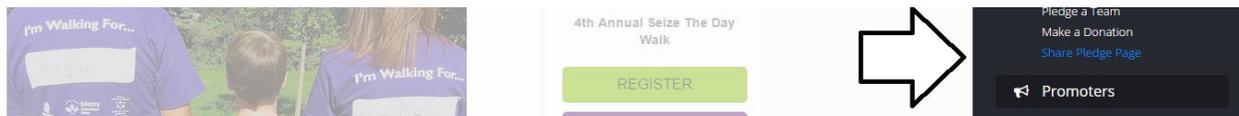
## Creating or Editing Pledge Pages

To edit your individual pledge page, please follow these instructions provided by Race Roster.

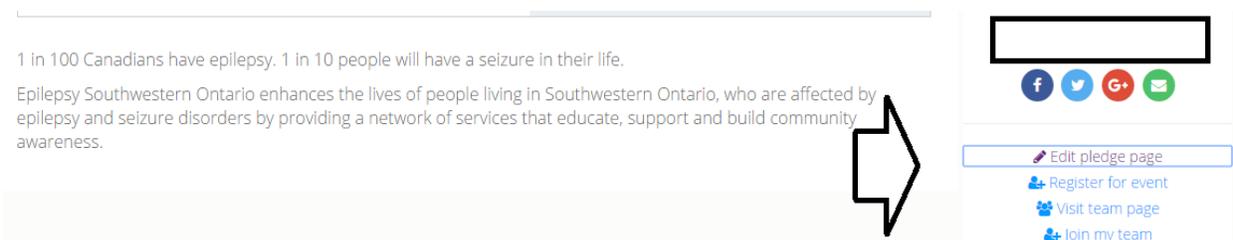
1. Go to the event registration page on Race Roster
2. Click **Sign In** on the top right hand corner
3. Once you sign in, click **Menu** on the top right hand corner



4. A menu will appear, scroll down and click **Share Pledge Page** and you will land on your pledge page for this specific event



5. To the right click **EDIT PAGE** and make any necessary adjustments to your pledge goal, adding text, and adding an image to your page



Once you are finished updating your page click **SAVE UPDATED PLEDGE INFORMATION**

## Sample Message to Recruit Members

The following is an example of a sample message to help you recruit team members. We encourage putting a personal spin on the message to help you with your efforts.

*Join my Team!*

*Dear \_\_\_\_\_,*

*On Sunday, September 29, 2019 I am taking part in Epilepsy Southwestern Ontario's, 6th Annual Seize the Day fundraising event.*

*I am reaching out to you in hopes that you will join me and become a key member of my fundraising team! Seize the Day 2.5k Walk & 5k Run is in support of individuals, families and members of the community affected by seizures and epilepsy. With each member committing to a minimum of \$150 in pledges, our registration fee will be waived and we will each receive a t-shirt.*

*With your support, Seize the Day will be a great success. The Seize the Day 2.5K walk and 5K run is in support of individuals, families, and members of our community living with epilepsy and seizure disorders. Whether you are walking in memory of someone who has passed away from a seizure, are supporting those who are affected by epilepsy and seizures, or want to raise awareness about this condition, we want to make this annual event something that everybody in our community is welcome to participate in. Walk individually or as part of a team and help make a difference!*

*The walk/run is followed by a community barbecue and live entertainment for all ages. Please join me after the walk/run to celebrate our success.*

*Epilepsy is one of the most common chronic neurological disorders, with 1 in 100 Canadians affected by the disorder. My goal is to help Epilepsy Southwestern Ontario alleviate some of the stress created by epilepsy and provide funds to support educational programs.*

*Walk or run with me this September at Seize the Day and show your support.*

*Register at <https://raceroster.com/events/2019/23614/6th-annual-seize-the-day-london>*

*or fill out a [registration form](#) and submit it to Epilepsy Southwestern Ontario to join my team!*

*Thank you!*

## Sample Corporate Message

*Dear Employer and Colleagues,*

*On Sunday, September 29, 2019, I have committed to participate in Epilepsy Southwestern Ontario's 6<sup>th</sup> Annual Seize the Day, fundraising event.*

*Seize the Day 2.5k Walk & 5k Run is in support of individuals, families and members of the community affected by epilepsy and seizure disorders. Whether you are walking in memory of someone who has passed away from a seizure, are supporting those who are affected by epilepsy and seizures, or want to raise awareness about this condition, we want to make this annual event something that everybody in our community is welcome to participate in. Walk individually or as part of a team and help make a difference!*

*Epilepsy Southwestern Ontario supports members of the community who are affected by epilepsy and seizure disorders. Please consider participating as an employer or colleague by making a contribution to our team or matching our team donations and allowing our workplace team to promote the event internally.*

*Epilepsy is one of the most common chronic neurological disorders, with 1 in 100 Canadians affected by the disorder. My goal is to help Epilepsy Southwestern Ontario alleviate some of the stress created by epilepsy and provide funds to support educational programs.*

*Join me at Seize the Day, in making a difference for those living with epilepsy and seizure disorders. If you are interested in donating to my team, please visit\_\_\_\_\_.*

*Walk or run with me this September at Seize the Day and show your support.*

*Register at <https://raceroster.com/events/2019/23614/6th-annual-seize-the-day-london> or fill out a [registration form](#) and submit it to Epilepsy Southwestern Ontario to join my team!*

*Thank you!*

## Sample Social Media Promotion for Online Registration

Consider adding your personal story to the message.

*Dear Family and Friends,*

*On Sunday, September 29, 2019, I will be joining Epilepsy Southwestern Ontario at their 6th Annual Seize the Day 2.5k Walk & 5k Run.*

*Funds raised through Seize the Day will help support epilepsy education programs, support services and community engagement in Southwestern Ontario.*

The Seize the Day 2.5K walk and 5K run is in support of individuals, families, and members of our community living with epilepsy and seizure disorders. Whether you are walking in memory of someone who has passed away from a seizure, are supporting those who are affected by epilepsy and seizures, or want to raise awareness about this condition, we want to make this annual event something that everybody in our community is welcome to participate in. Walk individually or as part of a team and help make a difference!

*Epilepsy is one of the most common chronic neurological disorders, with 1 in 100 Canadians affected by the disorder. My goal is to help Epilepsy Southwestern Ontario alleviate some of the stress created by epilepsy and provide funds to support educational programs.*

*Help make a difference and support my team. Join me at Seize the Day, in making a difference for those living with epilepsy and seizure disorders. If you are interested in donating to my team, please visit\_\_\_\_\_.*

*Walk or run with me this September at Seize the Day and show your support.*

*Register at <https://raceroster.com/events/2019/23614/6th-annual-seize-the-day-london> or fill out a [registration form](#) and submit it to Epilepsy Southwestern Ontario to join my team!*

*I greatly appreciate your support and will keep you posted on my progress.*

*Thank you!*