



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, highlight your role as Team Captain, and offer tips on how to manage a successful Seize the Day team.

Event Information

What: Annual Seize the Day, 2.5K Walk/5K Run. Hosted VIRTUALLY this year

When: Complete your walk/run between Friday, September 24, 2021 and Sunday, September 26, 2021.

Where: Participate anywhere in your community. This year's event is being held virtually.

Join Us: Mark your calendar to tune into the **Opening Ceremony** streamed live on **Friday, September 24, 2021 at 6 pm.**

Celebrate with us at our **Closing Ceremony** streamed live on **Sunday, September 26, 2021 at 4 pm.**

How to participate:

1. Register your team on RaceRoster (registration fee is waived this year).
2. Collect pledges from your friends and family. Incentives for reaching \$150 or \$500 goal - see t-shirt and prize info below.
3. Submit a photo on our virtual "I'm Walking for Wall" to share your reason for participating.
4. Download your "I'm walking for" sign. Be sure to fill out and share a photo with us.
5. Join us for our opening ceremony.
6. Complete your 2.5K walk/5K run and share your photos with us by tagging @epilepsyswo on social media or emailing melissa@epilepsyswo.ca
7. Download your participant certificate.
8. Celebrate with us at our closing ceremony.

Incentives and Prizes:

As Team Captain, be sure to motivate your team to work towards their fundraising goals! Prizes will be awarded for:

1. Team Captain with the most participants
2. Team Captain with the highest team pledges
3. Best themed team uniform

Note: Prizes awarded will be varying gift cards in value of \$100. To be eligible for the above prizes you need to submit your pledges and money to our office by Thursday, September 23, 2021. Our office is by appointment only so please schedule an appointment to drop off during our office hours. If you need to drop off outside of office hours, please email bailey@epilepsyswo.ca to arrange an alternative drop off time.

Set Your Goal at \$500 – Each participant who collects \$500 in pledges by Thursday, September 24, 2021 will get entered into a draw to win a \$50 gift card. Encourage your teammates to start fundraising early!

Event T-shirts:

Collect \$150 in pledges by August 30, 2021, and you will receive a free event t-shirt. Must select size when registering.

***IMPORTANT INFORMATION ABOUT T-SHIRTS

- Each participant will receive only ONE t-shirt if they reach the \$150 goal.
- Team donations will not count towards individual prizing, so please plan accordingly. As a team captain, ensure each of your teammates are reaching the \$150 goal if they'd like an event t-shirt.
- Predetermined pickup locations TBD. If pickup locations do not work for you, please contact bailey@epilepsyswo.ca

Didn't reach your fundraising goal, but you would still like a t-shirt? No problem! Order your event t-shirt (\$20 - \$25 each) on our website no later than August 30, 2021. Predetermined pickup locations TBD.

All cheques MUST be made payable to Epilepsy Southwestern Ontario. This includes all donation cheques collected

Further information can be found at: <https://epilepsyswo.ca/seize-the-day/>
or contact Bailey Tschirsov at 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/employer for participating?

- 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. Check out our resources on our website www.epilepsyswo.ca/seize-the-day/ for help.
- Captains highlight 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. Keep in mind individual goals – if participants fundraise \$150 by cut off date, they will receive a free event t-shirt.
- 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 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:
 - Co-workers, family, friends, athletic teams or organizations who are committed to a healthy lifestyle
 - Big-hearted people
 - Anyone 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.

Step 3: Talk about Seize the Day

Talk about Seize the Day and Epilepsy Southwestern Ontario with friends, family members and colleagues. 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 social media accounts. Let us know about your progress, tag Epilepsy Southwestern Ontario on social media (@epilepsyswo) and encourage your team to follow us: <https://www.facebook.com/epilepsyswo>

More Tips: Check out the Resource section on our website for more tools including fundraising and social media tips! www.epilepsyswo.ca/seize-the-day/

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 which is defined after multiple and recurrent seizures.
- As one of the most common chronic neurological disorders, approximately 1 in 10 Canadians experience at least one seizure during their lifetime.
- 1 in 100 Canadians have epilepsy and based on that estimate, 333, 000 people in Canada have epilepsy
- Fear of exclusion is typical for those with epilepsy. Some families whose children have epilepsy do not inform their schools of their child's condition to avoid potential exclusion