

Seize the Day Fundraising Tips

- **Set a goal:** having a goal in mind is a motivating way to fundraise. Set a goal that your friends and family can help you to reach by donating to and promoting your pledge page. Consider setting your goal at \$100 to have your registration fee waived, or \$150 to receive a free event t-shirt!
- **Remember the cause:** remember the significance behind ESWO and why you are supporting us. Reminding yourself about the importance behind epilepsy awareness is a great way to be passionate about the cause and its donations. Check out our Team Captain's Kit for information about ESWO, as well as simple facts about epilepsy that you can share.
- **Prepare a list:** create a list of people who may pledge your walk/run to keep you organized. List your friends, family, and co-workers who could possibly donate.
- **Create a team:** other family, friends or coworkers may join you in your walk/run. Be creative in how you can make it a fun challenge for your team members. Consider creating team shirts or outfits or help each other reach your fundraising goals. Check out our Team Captain's Kit for some additional tips and be sure to share your team photos with us!
- **Personalize your request:** if you have a personal connection to epilepsy, or you are walking in memory of someone, share your story. Update your pledge page so it has your story and pictures. If you are comfortable sharing your personal story, your fundraising ask will resonate with those around you.
- **Invite them to support you in every way:** if they are unable to make a donation, consider asking them to join your team, share your pledge page, or help spread epilepsy awareness.
- **Get the word out:** start by personalizing your pledge page and then utilize your networks to share. Consider sharing on social media, email, text, phone calls, or door-to-door. Social media is a great way to raise awareness for your cause. Check out our Social Media Toolkit for some easy tips! Share videos or photos of you training for your 5K or getting ready for your walk. Have fun with it and convey the energy that matches your campaign.



- **Keep asking:** don't be scared to ask potential donors more than once. They may have forgotten and would appreciate the reminder to support the cause.
- **Thank you:** be sure to thank those who pledge you after their donation and after the Seize the Day event. They will be grateful knowing that their donation was important and appreciated!

We thank you for your support of ESWO and we hope you have a fun time with your friends and family participating in this event, raising awareness about epilepsy, and making an impact through the organization. Your participation and effort is greatly appreciated by ESWO and the families and individuals who will benefit from your fundraising.