

2018

Summer Stroll for Epilepsy™ Guidebook



www.epilepsymichigan.org/stroll
(800) 377-6226, ext. 1236





TABLE OF CONTENTS

TABLE OF CONTENTS 1

WELCOME..... 2

WHO IS THE EPILEPSY FOUNDATION OF MICHIGAN?..... 3

 About Us..... 3

 Goals..... 3

 Our Mission..... 3

SUMMER STROLL FOR EPILEPSY™ OVERVIEW 4

 What is the Summer Stroll for Epilepsy™?..... 4

 What to expect at the Summer Stroll for Epilepsy™ 4

VOLUNTEERS 5

 Team Captain (Stroll Participant)..... 6

 Community Outreach Volunteer.....7

 Pre-Event Volunteer 8

 Event Day Volunteer..... 9

 Your Involvement Makes All the Difference!.....10

REGISTRATION OPTIONS..... 11

 Registration Fees 11

AWARDS 12

 Summer Stroll for Epilepsy™ Awards 12

 Large Teams 12

 Corporate Teams 12

SETTING YOUR FUNDRAISING GOAL 13

 Collect Donations and Win Prizes 13

 Fundraising ideas for the individual and team..... 15

 Online Fundraising..... 17

WHAT IS EPILEPSY?..... 19

 Did You Know? 19

 One Person Can Make a Difference 19



Guidebook

WELCOME

By being involved with the Summer Stroll for Epilepsy™, you help make a difference in our mission of ensuring that people with epilepsy get to have full life experiences. We are thrilled to welcome you this year and we are committed to inspiring and helping you every step of the way with this Guidebook.

As the Epilepsy Foundation of Michigan's signature fundraising activity, the Summer Stroll for Epilepsy™ is one of the ways that we can support our many programs and services. The Summer Stroll is a great way to get involved in the fight against epilepsy and empower people with epilepsy to live productive lives.

Thank you for being a part of this great cause!



WHO IS THE EPILEPSY FOUNDATION OF MICHIGAN?

About Us

Established in 1948, the Epilepsy Foundation of Michigan is the only statewide nonprofit organization focusing on epilepsy. The Foundation provides a number of programs and services, including public and professional education & awareness programs such as seizure first aid and disability awareness training. We also offer education and support programs for people with epilepsy and their families, including Learn and Share conference calls, Camp Discovery for kids ages 8-17, and advocacy programs. Our Wellness & Epilepsy Conferences, education & consultation services, Here for You Helpline, video library and printed literature have all proven to be valuable tools in providing our consumers with the knowledge base they need to battle epilepsy.

Goals

- Close the treatment gap between what is being done for people with epilepsy and what should be done
- Improve how people with epilepsy are perceived, accepted and valued in society
- Empower people with epilepsy and their families to have access to full life experiences

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.

Our Vision

A world without epilepsy; lives free from seizures.

SUMMER STROLL FOR EPILEPSY OVERVIEW

What is the Summer Stroll for Epilepsy™?

The Summer Stroll for Epilepsy™ is an inspirational morning walk that raises vital funds for the Epilepsy Foundation of Michigan, while also increasing community awareness.

Individuals, Teams (two or more people walking together), and Corporate Teams will enjoy a morning stroll in the location of their choice. The Summer Stroll for Epilepsy™ promises to be an inspirational morning that allows the spread of epilepsy awareness in the community and the raising of funds needed to provide the necessary programs and services offered by the Foundation. To participate, form a team, or volunteer please visit www.epilepsymichigan.org/stroll.

What to expect at the Summer Stroll for Epilepsy™

Each Summer Stroll for Epilepsy™ is unique to its location but incorporates certain standards that hold true at every location. The locations are Clinch Park, Traverse City; Dow Diamond, Midland; Celery Flats, Kalamazoo County; the Detroit Zoo, Metro Detroit; Potter Park, Lansing; and Frederik Meijer Gardens & Sculpture Park, Grand Rapids.

Morning Activities- Each Stroll begins with check-in/registration, family fun activities, and connecting with others in the epilepsy community. Activities such as face-painting, clowns, mascots, and more vary with each location.

The Opening Ceremony- The opening ceremony is a clear reminder to everyone of why the Summer Stroll for Epilepsy™ is so important. The opening ceremony includes inspirational stories of how lives are touched every day by epilepsy and its effects. This portion also includes



Guidebook

morning announcements, sponsor recognition, and an energetic warm-up to get everyone ready for the walk.

The Closing Ceremony- The closing ceremony provides another great opportunity to inspire and thank all those who have empowered the Epilepsy Foundation of Michigan through the Summer Stroll for Epilepsy™! We are also able to honor some participants with special awards. Awards are given out for Best Dressed Team, Largest Team, Highest Fundraising Team, and Highest Fundraising Individual for first, second, and third place. Closing ceremonies conclude the Summer Stroll for Epilepsy™ and end with a big “thank you” from the Foundation.

All locations are wheelchair and stroller friendly. Facilities and bathrooms are disability accessible.

VOLUNTEERS

To have a successful Summer Stroll for Epilepsy™, it takes the commitment of dedicated volunteers and staff alike. The Epilepsy Foundation of Michigan serves the entire state and is made up of a staff of 8 employees, some of which are part time. Volunteers are a crucial part of what we do.

The types of volunteer roles are: Team Captain, Community Outreach, Pre-Event Volunteer, and Event Day Volunteer. Descriptions for each of these roles are on the next pages.

Team Captain (Stroll Participant)

Position: Summer Stroll for Epilepsy™ Team Captain

Reports to: Development Manager

Position Objective/Summary:

The Team Captain is a volunteer who leads a group of participants to raise vital funds for the Epilepsy Foundation of Michigan as well as spreading awareness in the community.

Position Objective/Summary:

- Register as a Summer Stroll for Epilepsy™ Team Captain
- Recruit team members
- Inspire team members to set and surpass their fundraising goals
- Build team spirit
- Participate in the Summer Stroll for Epilepsy™ to spread awareness in the community
- Raise vital funding for the Epilepsy Foundation of Michigan

Skills and Abilities Required:

- Commitment to the Epilepsy Foundation of Michigan
- Goal and task oriented
- Ability to make the time commitment
- Respect and understanding of the roles of volunteers and staff in the volunteer/staff partnership

Community Outreach Volunteer

Position: Summer Stroll for Epilepsy™ Volunteer - Community Outreach

Reports to: Development Manager

Position Objective/Summary:

The Community Outreach volunteer will focus on Summer Stroll recruitment and community outreach.

Principle Duties and Responsibilities:

- Act as the event spokesperson in the community for recruitment efforts, media opportunities, and overall community presence of the Epilepsy Foundation of Michigan.
- Contact local radio stations and social groups and have our event posted on their event calendar
- Write your personal story and why you are involved in the Stroll and take it to local papers/media.
- Post posters and brochures in the community for increasing involvement in the stroll

Skills and Abilities Required:

- Commitment to the Epilepsy Foundation of Michigan
- Knowledge of the local community
- Goal and task oriented
- Ability to make the time commitment
- Respect and understanding of the roles of volunteers and staff in the volunteer/staff partnership

Pre – Event Volunteer

Position: Summer Stroll for Epilepsy™ Pre-Event Volunteer

Reports to: Development Manager

Position Objective/Summary:

A Pre-Event Volunteer assists with tasks that must be completed prior to the Summer Stroll.

Position Objective/Summary:

- Organize Summer Stroll supplies (at Southfield location) including prizes, check-in materials, activity materials, signage, etc.
- Create signage as instructed
- Assist with follow-up calls and vendor coordination
- Other duties as assigned

Skills and Abilities Required:

- Commitment to the Epilepsy Foundation of Michigan
- Goal and task oriented
- Ability to make the time commitment
- Respect and understanding of the roles of volunteers and staff in the volunteer/staff partnership



Guidebook

Event Day Volunteer

Position: Summer Stroll for Epilepsy™ Volunteer- Event Day

Reports to: Development Manager

Position Objective/Summary:

The Event Day volunteer is a volunteer that performs a wide variety of duties the day of the stroll. This volunteer will work closely with other volunteers, Development Manager, and Development Director.

Principle Duties and Responsibilities:

- Set-Up
- Registration/Check-In
- Greeting Stroll Participants
- Distributing prizes
- Other event day duties as designated

Skills and Abilities Required:

- Commitment to the Epilepsy Foundation of Michigan
- Goal and task oriented
- Ability to make the time commitment
- Respect and understanding of the roles of volunteers and staff in the volunteer/staff partnership



Your Involvement Makes All the Difference!

You help make the difference in our mission! We will need your commitment to reach our goal of 3,000 total Summer Stroll for Epilepsy™ participants and over \$310,000 total money raised!

Strollers and Teams represent the energy and commitment that make this event a success. Companies, families, friends, clubs and schools can walk as a team or as individual Strollers. Participants are key to raising funds and building awareness.

Participants enjoy an incredible experience together and take pride in their efforts of making a difference in the lives of the individuals living with epilepsy in Michigan. We are thrilled to welcome you this year and are committed to helping you every step of the way. Visit us online at www.epilepsymichigan.org/stroll or (800) 377-6226, ext. 1231 or 1236.



REGISTRATION OPTIONS

It's easy to get involved. This is your first step towards this commitment. You can start by registering as an **Individual Stroller**, a **Team Captain**, or by **joining an existing Team**. There are many ways to get involved and many ways to make your mark on this event.

Online- www.epilepsymichigan.org/stroll

Register online and take advantage of easy-to-use online fundraising tools. You can create your own personal web page, send personal e-mails to fundraise online, track donations, share your story and get widgets for your Facebook or blog accounts. Online registration deadline is the Thursday prior to the Stroll date.

OR

Mail-in- A printable Summer Stroll for Epilepsy™ Registration Form is available at www.epilepsymichigan.org/stroll: complete the form and mail it with registration fee to:

Epilepsy Foundation of Michigan
Summer Stroll for Epilepsy™
25200 Telegraph Rd, Ste 110
Southfield, MI 48033

Registration Fees

All participants must be registered. The registration cost is:

Registration Fee for Adults (Ages 12+)	\$25
Registration Fee for Children (Ages 2-11)	\$15
Toddlers (Ages 1 and under)	Free



Guidebook

Late Registration

Online registration must be submitted by the end of the day the Thursday before the Stroll date. Mail-in registration must be postmarked by the Monday before the Stroll date. Late registration can only be accepted the day of the Stroll and the applicable registration fee will be increased by \$10.

AWARDS

Summer Stroll for Epilepsy™ Awards

Awards are presented at each Stroll location during the Closing Ceremony for the first, second, and third place winners in each category:

Best Dressed Team - teams with the most creative outerwear

Largest Team - teams with the largest number of Summer Strollers on the day of the Stroll

Highest Fundraising Team - teams with the most overall funds raised on the day of the Stroll

Highest Individual Fundraiser - individuals with the most overall funds raised on the day of the Stroll

Other Incentives:

Large Teams

Teams with 25 members or more OR teams that raise \$2,500 or more will receive their team name on the Stroll path.



SETTING YOUR FUNDRAISING GOAL

Raising money for the Summer Stroll for Epilepsy™ will help the Epilepsy Foundation of Michigan to continue to serve people in your community affected by epilepsy. The following fundraising goals represent the cost of some of the services we offer. Keep this in mind when setting your fundraising goal.

Strollers' Level - \$100 provides a Learn and Share Conference call for up to 20 people

Fighters' Level - \$300 provides a one hour consultation for 15 people with our Education & Advocacy Specialist

Advocates' Level - \$500 provides seizure recognition & first aid training for an entire school's staff

Empowerment Level - \$700 provides transportation for 20 to our Wellness & Epilepsy Conference

Champions' Level - \$1,000 sends a child to Camp Discovery, a summer camp just for kids with epilepsy

Ambassadors' Level - \$2,500 provides for an eight-week depression self-management program led by a psychologist for two groups of adults with epilepsy

Inspiration Level - \$5,000 provides FIVE MONTHS of the latest epilepsy-related news and updates via Facebook, Twitter, our website, and email

Visionary Level - \$10,000 provides two six-week art therapy programs (three hours per session) led by a professional art therapist



Collect Donations and Win Prizes

Each participant can win great prizes based on the amount of donations they collect.

$$\begin{aligned}
 &\text{Registration fee} + \\
 &\text{Money raised online and mailed in} + \\
 &\text{Money handed in on stroll day} + \\
 &\text{Matching gifts (must turn in forms)} = \\
 &\text{Funds Raised}
 \end{aligned}$$

***Note: Funds raised is based on individual fundraising amounts *not team total*. Prizes will be distributed at the Stroll while supplies last and NO prizes will be sold at the event.** Prizes are subject to availability. Tier 3 prizes will be ordered after the conclusion of the final Stroll event and sent directly to the winners.

<i>Level</i>	<i>Individual Fundraising Total</i>	<i>Prize(s)</i>
Stroller	\$100	Summer Stroll T-shirt
Fighter	\$300	T-shirt & 1 Tier One Prize
Advocate	\$500	T-shirt & 2 Tier One
Empowerment	\$700	T-shirt, 2 Tier One, & 1 Tier Two
Champion	\$1,000	T-shirt, 2 Tier One, & 2 Tier Two
Ambassador	\$2,500	T-shirt, 2 Tier One, & 3 Tier Two
Inspiration	\$5,000	T-shirt, 2 Tier One, 3 Tier Two, & 1 Tier Three

Fundraising ideas for the individual, team and online!

To be the most effective in reaching your goal, you should try to use all of these fundraising methods. Remember to start as early as you can! It’s always best to spread your fundraising activities out over a length of time. Developing a fundraising plan that includes events



Guidebook

throughout the year is a great way to keep the excitement going, raise money and build awareness along the way!

- **Dedicate your personal or fundraising efforts to an individual dealing with epilepsy.** Putting a face to a cause helps donors realize the impact.
- **Have facts ready about epilepsy and the Epilepsy Foundation of Michigan.** Visit www.epilepsymichigan.org to learn more.
- **Make sure you stay enthusiastic!** Whether asking for a donation or for someone to join your team, your attitude is contagious!
- **Ask, ask, ask! Aim high.** If you know specific donors are capable of making a higher donation, don't be afraid to ask for a specific number. Also be sure to ask your company and donor companies if they have a matching gift program.
- **Thank your donors!** Let everyone who helped you know what a difference we're making in the lives of over 100,000 people just in Michigan alone living with epilepsy.

For the individual, consider fundraising ideas such as:

- **Schedule a game night:** Host a Monopoly, poker, bingo or other game night and charge admission.
- **Set mini-goals:** Set mini-goals and advertise them to your family and friends. If your total fundraising goal is \$5,000, try setting a mini-goal of \$2,000 and boost the money you bring in by committing to doing something fun and silly when you hit the mini-goal, such as dying your hair purple and posting it on Facebook.
- **Sell your career skill:** For example, if you're a CPA, offer to do your friends' taxes for a fee that goes toward your goal.
- **Host a yard sale:** Sell your unwanted items and put the profit towards your goal. Ask friends and family to donate their unwanted items too.



Guidebook

- **Turn a gift to you into a gift to the Foundation:** Ask family and friends to donate money on your behalf to the Epilepsy Foundation of Michigan instead of giving you presents at your upcoming birthday or anniversary.
- **Host a party:** Throw a great party and charge admission! Have the party at your house or partner with a local restaurant or bar that gives you a portion of the evening's cover charge.
- **Approach your company:** Many companies will give a flat donation and many others have a gift matching program. These gift programs usually match donations given by employees. Be sure to approach your Human Resources department to learn the details.
- **Try a letter writing campaign:** Either using the online tool to send e-mails, or mailing letters with your personal goals via the postal system, a letter writing campaign has proven to be the most effective form of fundraising. Some participants choose to enclose a self addressed envelope to make it easier for donors to mail donations back.

For teams, consider fundraising ideas such as:

- **Bake Sale:** Hold a bake sale at work, church, or school or sell donuts, bagels and coffee in the morning.
- **Book Smart:** De-clutter your bookshelves and have a book sale.
- **Snack Bar:** Set up an inexpensive snack bar. Everyday employees can purchase snacks – sandwiches, chips, cookies, juices and soft drinks, with all the proceeds going toward your fundraising goal.
- **Garage Sale:** Have a garage sale in your company parking lot or at your home and have all your friends, co-workers, and team members bring items from their homes to sell.
- **Movie Night:** Ask your local movie theater to donate movie tickets, and then sell them for pledges to be donated to your fundraising goal.



Guidebook

- **Car Wash:** Get your team together on a weekend to hold a car wash. Some good places to have a car wash are parking lots of fast food restaurants, grocery stores and churches. Be sure to check with the owners before setting up!
- **Brown Bag Lunch Day:** Encourage employees to bring their lunch to work and hold a brown bag party. Ask them to donate their lunch money to you.
- **Fundraising Parties:** Schedule a fundraising party to benefit the Epilepsy Foundation of Michigan. You can have it at your home, office or partner with a local restaurant or bar to sponsor the event by donating food or the space. Promote the party to everyone you know and charge a cover. The restaurant/bar will benefit from the free publicity and the money you raise will go toward your goal.

Online Fundraising

What is fundraising online? Online fundraising is just what it sounds like – the ability to raise event funds online through the Epilepsy Foundation of Michigan website. It enhances any fundraising program by taking some of the worry and hard work out of fundraising. Now participants have one place to:

- *Register online*
- *Create a free personal fundraising web page*
- *Execute an e-mail campaign to solicit donations*
- *Recruit team members*
- *Track their fundraising progress*

Online fundraising is also easy and fun. In just minutes, you can set up your own web page, in which you can change and update text and add photos. In no time at all, you can upload your personal address books and send out an e-mail to everyone you know, or you can send personalized e-mails to potential big donors. You can also monitor visits, donations and



Guidebook

encourage messages from donors. In addition, thank you e-mails can be used as receipts for tax purposes and are sent to your donors automatically. Raising funds just became fun!

How does it work? Once you register for the event and create your own page using the step-by-step instructions provided to you online, you should visit the participant center. You can customize your page and send emails directly from there!

What do you mean by "e-mail campaign?" An e-mail campaign is a proven method of raising funds and recruiting teammates online. You will want everyone you know to be aware of your participation in the Summer Stroll for Epilepsy. By sending out a mass e-mail through the online fundraising tool, you can communicate to many people at one time. Start by sending an e-mail announcing your participation in the Summer Stroll for Epilepsy and asking for others to join your team or donate to your campaign. Later on, send a reminder e-mail letting friends and family know that you still need their help or send an update e-mail letting everyone know how your fundraising is going and what they can do to help. The more e-mails you send, the more success you will have raising funds online, although you should be sure to space them out.

How will people find my web page to contribute? A link to your Web page will be attached to each e-mail you send out using the tool. All they will have to do is click on the link to go to your personal page where they can donate, join your team and view the Summer Stroll pages. Your site will also have a specific URL that you will create. You can provide that URL to friends and family as well.

If you have any problems with your personal fundraising web page or need any assistance, please feel free to contact us at (248) 351-7979, ext. 1236 and we can assist you.



WHAT IS EPILEPSY?

Epilepsy is a neurological condition producing brief disturbances in the normal electrical functions of the brain and is the general term for a variety of seizure disorders characterized by recurring, unprovoked seizures. A seizure is a brief disturbance in the electrical activity of the brain that causes temporary changes in movement, awareness, feelings or behavior. Up to thirty million Americans (one in every ten) have had, or will have, at least one seizure at some time in their lives.

Did You Know?

In addition to the unpredictable and disruptive effects of seizures, epilepsy can affect a person's mood, memory, ability to work, school performance, ability to drive, and overall wellbeing. The Epilepsy Foundation of Michigan offers a variety of educational and support services to help people with epilepsy and family members manage this complex condition. The Foundation is also committed to raising awareness of epilepsy among professionals and the public.

One Person Can Make a Difference

When you support the Epilepsy Foundation of Michigan, your gift will help us impact the lives of people and families affected by epilepsy. Only with your commitment can we continue our many vital programs and services throughout Michigan and ensure that people with epilepsy are inspired and empowered to participate in all life experiences.