

THE EASY ASK



Asking for money doesn't need to be hard. First, start with your introduction: I am participating in the Epilepsy Foundation of Minnesota's United in Epilepsy Golf Endurance Challenge. If you decide to do nothing but this, you will still find fundraising success.

Before you start asking, answer these three questions:

1

**WHY IS EPILEPSY
IMPORTANT TO
YOU?**

2

**IF YOU ARE GOLFING
FOR SOMEONE, WHO ARE
YOU GOLFING FOR?**

3

**HOW MUCH ARE YOU
ASKING FOR? WHAT IS
YOUR GOAL?**

Your answers:

Why is epilepsy important to you?

People want to give to a cause when they know why it's important to you. Statements like, "1 in 26 people will have epilepsy in their lifetime" are impactful and can be used. However, the more personal you can get, the more motivated people will be to donate. Most often, people make a donation to a fundraiser because of the person asking. That is why your explanation of why epilepsy matters to you is so important.

If you're golfing for someone, who are you golfing for?

Like the question above, the more personal the ask, the more likely someone will give. If you are golfing for someone, you can state their name or your relationship. It helps others understand why you care and why they should, too.

How much are you asking for? What is your goal?

If you just ask someone to contribute, they have no idea what "contribute" means to you. Being clear about your expectations is important and stating your goal will let them know their impact.

Put your answers together and you have your easy ask!

Example: On August 29, I will play 55 holes of golf in the Epilepsy Foundation of Minnesota's United In Epilepsy Golf Endurance Challenge, in honor of the 55,000+ Minnesotans living with epilepsy. As you may know, my son has epilepsy, and this year I am golfing for him. There are many reasons why I am golfing, but the lack of awareness about epilepsy is something I feel passionate about. Will you donate \$10 per hole to help me reach my \$2,500 fundraising goal? With your support, the Epilepsy Foundation of Minnesota can raise greater awareness of epilepsy and seizure safety.