



2022
**UNITED
IN EPILEPSY**
Golf Endurance Challenge

FUNDRAISING TOOLKIT



Overview

This summer, the Epilepsy Foundation of Minnesota will gather its community of epilepsy (golf) champions to raise support for the programs that empower our family, friends, and neighbors with seizures to lead the lives they want.

From sun-up to sundown on August 29, 2022, 36 golfers will play 1,980 holes of golf (55 holes each) in the Epilepsy Foundation of Minnesota's first-ever United In Epilepsy Golf Endurance Challenge. Over one day at [TPC Twin Cities](#), Minnesota's only PGA-owned course, these epilepsy advocates will test their endurance in a show of solidarity for the endurance Minnesotans with epilepsy demonstrate every day.

Location

TPC Twin Cities

11444 Tournament Players Parkway
Blaine, MN 55449

Schedule

6:00 am – Arrival and check-in

6:30 am – Range opens

7:15 am – Shotgun start, **Round 1**
(breakfast and coffee provided on the course)

11:15 am – **Round 2**
(lunch provided on the course)

3:30 pm – **Round 3**
(Happy Hour drinks and snacks provided on the course)

7:45 pm – Sunset reception overlooking the 18th green; cocktails and passed appetizers served

Fundraising

Each player will fundraise \$2,500 to support the Epilepsy Foundation of Minnesota's programs and services that empower people with epilepsy to manage their seizures and lead safe and



connected lives. Players are encouraged to solicit friends, family, and coworkers and to fundraise both online and in person.

Getting Started in X Steps

1. Register for the United In Epilepsy Golf Endurance Challenge and Set Up your page.

Visit p2p.onecause.com/2022-efmn-endurance-golf-outing to register. Then select “Manage My Page” from the dropdown menu under your name at the top right to customize your fundraising page.

2. Create a Facebook Fundraiser

From your Dashboard on the United In Epilepsy Golf Endurance Challenge website, select “Create a Facebook Fundraiser”. Then click “Continue with Facebook” and follow the steps.

3. Craft your own “Easy Ask”.

4. Brainstorm your network.

5. Complete the 7-day Fundraising Challenge

Use the templates provided below to invite your friends, family, colleagues, and neighbors to support you.

You can also message your network directly from your Fundraising Dashboard. Click the tab to “Raise at least \$2,500”, then go to “Ask Your Friends”.

Communications Templates

Team Leader Email

From: Team Leader

To: Team members/participants

Subject: Thank you for joining me

Body:

Hi [Participant First Name],

I am so glad you will be joining me for the Epilepsy Foundation of Minnesota's **United In Epilepsy Golf Endurance Challenge** on August 29. [Here you can share a couple sentences about your journey with epilepsy and why EFMN's work is important to you.]

I am excited to play 55 holes of golf together in honor of the 55,000+ Minnesotans living with epilepsy and to raise funds that will help people manage their seizures and lead the life they want.

You can register for the Golf Challenge and start your fundraising page by visiting [paste the URL of your walk team here, or use <https://p2p.onecause.com/2022-efmn-endurance-golf-outing>]. You can also learn [more about epilepsy](#) and the work of the [Epilepsy Foundation](#).

Once you are registered, select "Manage my page" from the dropdown menu at the top right to begin customizing your page. You can find more detailed information about how to use the site on the [FAQs page](#).

In addition to your personal fundraising page, there is a whole [Fundraising Toolkit](#) to help you reach your \$2,500 goal. That's just 10 people giving \$5 per hole, or around 15 contributing \$2 per hole. In the toolkit, you will find email, text, and social media templates that you can copy and paste, as well as photos, logos, general information about epilepsy, and key stats and talking points.

Thank you so much for joining me. This cause means so much to me, and I am so grateful to have you on my team. If you have any questions, please feel free to reach out to me, or email giving@efmn.org.

With deep gratitude,

[Your Name]



Fundraising Email

From: Participant

To: Friends, family, coworkers, etc.

Subject: Join me in empowering Minnesotans with epilepsy

Body:

Hi [First Name],

I want to invite you to join me in helping Minnesotans with epilepsy to manage their seizures and lead the lives they want. 1 in 26 people will be diagnosed with epilepsy in their lifetime, and there are more than 55,000 Minnesotans living with seizures. Often, epilepsy can impact people's ability to learn, work, drive, and do many of the things they love.

That is why I am participating in the Epilepsy Foundation of Minnesota's **United In Epilepsy Golf Endurance Challenge** and raising funds to support people impacted by epilepsy. EFMN provides programs and individualized support to help Minnesotans with epilepsy navigate the challenges of life with seizures.

On August 29, I will play 55 holes of golf in honor of the 55,000+ Minnesotans living with epilepsy. **Will you donate \$10 per hole to help me reach my \$2,500 fundraising goal?**

You can make a gift on my personal fundraising page here: [paste the link to your personal page].

Thank you so much for your generosity. You are a part of a vital community that is ensuring Minnesotans with epilepsy have the support they need to lead safe, connected, and empowered lives.

With deep gratitude,

[Your Name]



Mobile Text

Hey **[First Name]** — at the end of August, I will be playing 55 holes of golf to honor the 55,000+ Minnesotans living with epilepsy. I am also raising funds for the Epilepsy Foundation of Minnesota to help empower Minnesotans with epilepsy to manage their seizures and lead the lives they want.

Will you contribute \$10 per hole to support the epilepsy community in Minnesota?

You can make a gift on my page at **[paste the link to your personal fundraising page]**.

Social Media

TIP: Follow us on [Facebook](#), [Instagram](#) (@epilepsyfdnmn), [LinkedIn](#), and [Twitter](#) (@EpilepsyMN) for easy content you can re-share from your page.

Facebook/Instagram/LinkedIn

1. Did you know there are more than 55,000 Minnesotans living with epilepsy? Epilepsy is a seizure disorder that can impact your ability to work, learn, drive, and do the things you love.

At the end of August, I will be playing 55 holes of golf to honor the 55,000+ Minnesotans with epilepsy. I am also raising funds for the Epilepsy Foundation of Minnesota. I hope you will join me in empowering Minnesotans with epilepsy to manage their seizures and lead the lives they want.

Please consider sponsoring me at \$10 or \$5 per hole. Your gift ensures Minnesotans with seizures have the support that enables them to lead safe, connected, and empowered lives.

[Link to your personal fundraising page]



2. Driving is something I take for granted every day. For many of the 55,000+ Minnesotans with epilepsy, though, their seizures prevent them from driving, impacting their ability to work, go to school, and do the things that matter to them. That's where the Epilepsy Foundation of Minnesota comes in — they help Minnesotans with epilepsy navigate the many challenges of life with seizures, including transportation.

At the end of August, I am playing 55 holes of golf to honor the 55,000+ Minnesotans with epilepsy. I'm also raising funds to help them manage their seizures and lead the lives they want.

I hope you will join me by sponsoring me at \$10 or \$5 per hole. Your gift ensures Minnesotans with epilepsy have the support that enables them to lead safe, connected, and empowered, lives.

[\[Link to your personal fundraising page\]](#)

Twitter

55,000+ Minnesotans live with epilepsy. On 8/29, I am playing 55 holes of golf in their honor, and I'm raising funds to support the epilepsy community and help them lead the lives they want.

Join me by sponsoring me at \$10 or \$5 per hole. #UnitedInEpilepsy #GolfEnduranceChallenge

[\[Link to your personal fundraising page\]](#)



Epilepsy Statistics

- 1 in 10 people will have a seizure in their lifetime
- 1 in 26 people will receive an epilepsy diagnosis in their lifetime
- There are more than 55,000 Minnesotans with epilepsy
- An estimated 7,400 children and youth live with epilepsy in Minnesota
- Epilepsy is the 4th most common neurological condition after migraines, stroke, and Alzheimer's
- 32% of adults with epilepsy are unable to work
- 29% of adults with epilepsy cannot use a car or public transit
- Nearly 50% of adults with active epilepsy and seizures have a household income of less than \$25,000

Talking Points

- Individuals living with epilepsy report higher rates of isolation, lack of social support from extended family members, feelings of parental guilt, and discrimination. EFMN addresses these challenges with peer **Connect Groups**, **Regional Meetups**, **Shining Stars**, and other programs for **Children and Youth** that build networks of peer support and provide opportunities to connect with others navigating life with seizures.
- EFMN's **Information Services** helps Minnesotans with epilepsy navigate barriers to treatment and care, transportation, education, employment, and other challenges to life with seizures.
- EFMN's **Camp Programs**, including **Camp Oz**, enable children with epilepsy to enjoy the formative experiences of summer camp. Staffed with doctors, nurses, and seizure smart counselors, they allow kids with seizures to try new things like swimming, rock climbing, archery, and horseback riding, all with the support of other kids with epilepsy.
- They also give parents the peace of mind of knowing their child has the care and support that empowers them to grow.
- **Education Programs** teach more than 10,000 people each year about epilepsy, training them to recognize and respond when someone has a seizure.
- Black, Hispanic, immigrant, and rural communities face increased barriers to accessing treatment and care. Through **Advocacy** at the state and local levels, EFMN is working to ensure that everyone with epilepsy can receive the care they need to manage their seizures and live the life they want.

Thriving with Epilepsy

[Marcia Kautz: Enduring through the challenges of epilepsy](#)

Marcia Kautz experienced her first seizure in 1988, kicking off a decades-long journey to manage her seizures and find the support that would allow her to lead the life she wanted.

For years, Marcia and her husband Dean dealt with doctors who told them Marcia would "just have to live with" her seizures and the side effects of her medication. It wasn't until they learned about EFMN that they found an epileptologist who listened to them and cared about Marcia's total wellbeing — not just her seizures.

"We finally found someone who cared about the side effects of my medication and wasn't only focused on my seizure activity. It's been great having someone who listens and cares about my quality of life."

Since that moment, Marcia and Dean have continued to turn to EFMN for support when they need it. In 2020, when the financial assistance that enabled Marcia to afford her primary medication ended, EFMN's Information Services line helped her and Dean to receive full coverage through the manufacturer.

Marcia's journey isn't without its bumps, and she and Dean don't expect it ever will be. But they know they'll get through it together. "One of Marcia's greatest strengths is her ability to pick herself up when things are tough," says Dean.

[Shreya Donthi: Facing Challenges with a Smile](#)

Trying new things and taking risks is why Shreya Donthi went to Camp Oz for the first time. But it's also how she's decided to live her life as she's graduating from karate with a black belt soon and plans to do a solo performance at the ice skating show next year.

Shreya was diagnosed with epilepsy in 2008 as a 3-year-old, which led to all the difficulties associated with epilepsy. Now, she's 16 and figuring out how to be herself and live the life she wants.

"I was so excited about Camp Oz but one part of me was still scared to stay alone away from my family. But everyone at the camp was so friendly and I made friends fast. At the end of the



camp, we were having so much fun that I wanted to stay at the camp for some more days,” says Shreya.

Scott Buisman: Workplace Seizures & Employment Protections

Scott Buisman has always been open about his epilepsy and absence seizures. He’s had seizures at work in the past and they’ve never been a problem. But a recent seizure caused him to fall and be knocked out, leading to a hospital visit. With no major injuries he returned to work, yet his employer said he couldn’t be at that location anymore. Scott would have to take a different role and a major pay cut if he wanted to stay.

Scott and his wife began creating and sending resumes in search of a new job. Yet, Scott couldn’t get past how his former workplace treated him. He wasn’t sure if what they had done was ethical or legal, and that’s when he reached out to our Information Services staff to ask questions about employment, discrimination, and his options.

“Talking to someone outside of my family was a great help and the advice I was given made me question if I should be contacting the state of North Dakota and asking them about the choices I was given by my former employer. I contacted the state and within a few phone calls and emails they decided to investigate my former employer for charges of medical discrimination,” says Scott.

Laura Roloff: The Power of Seizure First Aid

Laura Roloff was diagnosed with epilepsy in 2018. After meeting with doctors and learning how her life was about to change, she wasn’t sure how to tell her kids. Before she got that chance, Laura had a seizure at home, and her 11-year-old son Keyan was the only one around.

“I tried to stay calm, my mom was sitting down so I knew she was in a safe spot so I didn’t have to worry about her falling. I made sure she was breathing and then I called my dad who was outside for help, but I didn’t leave my mom alone,” says Keyan.

Keyan had thankfully been trained in [Seizure First Aid](#) by Emily Gomez, a former EFMN Regional Coordinator for southern Minnesota, at his elementary school just a few weeks prior and knew exactly what to do. Staying calm is one of the first, and often toughest, steps in helping someone during a seizure, next is keeping the person safe.