



PULLING TOGETHER

FOR EPILEPSY

TANK PULL FUNDRAISER

At Epilepsy Durham Region, we want to help to make your *Pulling Together for Epilepsy Tank Pull* challenge a meaningful and fun experience. To assist you with your challenge, we have created some email templates to kickstart your personal fundraising campaigns. We encourage you to consider your 'why', make these emails your own, and share your voice and personal connection to the event – whether you are personally affected by epilepsy, believe in Epilepsy Durham Region's mission, or just really love the idea of moving an 8-tonne tank!



EMAIL TEMPLATE CONTENTS

- Introduction to Event Participation
- Why You're Raising Funds
- How To Give To Your Fundraiser
- Update Sharing Progress Toward The Goal
- Inviting People To Join Your Team And Fundraise
- When Your Fundraising Goal Is Reached

Feel free to share some **IMPACT STORIES** provided by Epilepsy Durham Region following the templates



Introduction Email to Event Participation

SUBJECT:

I'm taking part in the Pulling Together for Epilepsy Tank Pull Challenge!

BODY:

[Greeting],

I am currently preparing for the most epic challenge of Tug of War – the ***Pulling Together for Epilepsy Tank Pull Challenge***. On Saturday, October 17th, my teammates and I are facing off in a seismic showdown of strength and solidarity against other teams to see which team of 10 can pull an 8-tonne tank the fastest!

The Tank Pull Challenge is only one piece of what is so special about this event. Leading up to the event, ***I will be raising funds to support critical epilepsy support*** programs and services to ensure individuals and families impacted by this disease can access care locally.

To help Epilepsy Durham Region meet their goal of \$40,000, I have personally committed to raising **[PERSONAL FUNDRAISING GOAL – MIN. \$250]** alongside each of my teammates! You can help me to achieve this goal by donating online at **[HYPERLINK YOUR PERSONAL DONATION PAGE LINK]** and you will automatically receive a charitable tax receipt for your generous contribution.

Thank you so much for considering supporting me with this challenge! By donating to my page, you are not only helping my team reach our collective fundraising goals, but you are also igniting change and making a positive, lasting impact in the lives of so many affected by epilepsy!

Sincerely,

[NAME / EMAIL SIGNATURE]



PRO TIP:

Including images like the event poster may help potential donors learn more about the event.



Why You're Raising Funds

SUBJECT:

I'm raising money for Epilepsy Durham Region!

BODY:

[GREETING],

As you may know, supporting the well-being of adults, children, youth, and families affected by epilepsy is important to me. So, I'm raising funds with Epilepsy Durham Region to promote independence and optimal quality of life for those living with epilepsy and/or other seizure disorders and their families, through awareness, one-to-one and group support, advocacy, and public education.

If you don't know why the cause is important to me, here's **[MY / A BENEFICIARY'S NAME]** story:

[Share your story or a story of someone helped by the Epilepsy Durham Region here. Please note, we have provided some impact stories following the email templates]

Interested in helping? Consider making a donation to my personal fundraising campaign **[HYPERLINK YOUR PERSONAL DONATION PAGE LINK]**. Thank you so much for your support as we work to raise \$40,000 for local epilepsy programs!

Sincerely,

[NAME / EMAIL SIGNATURE]



PRO TIP:

Sharing personal images of your connection to epilepsy, how you're preparing for the event, or approved images from impact stories add a personal touch.

How To Give To Your Fundraiser

SUBJECT:

In case you missed it, I'm raising money for the Pulling Together for Epilepsy Challenge!

BODY:

[GREETING],

I'm fundraising for Epilepsy Durham Region because I care about individuals and their families living with epilepsy and seizure disorders, and I'm doing it by pulling an 8-tonne tank! This cause is near and dear to my heart, and I hope it's important to you too! If you want to support me and Epilepsy Durham Region as we work to raise \$40,000, there are a few ways you can help.

You can donate to my personal fundraising page here **[HYPERLINK YOUR PERSONAL DONATION PAGE LINK]**. Just click here and follow the link to donate.

You can also help by sharing this email with other people who care about fostering a safe and healthy community by enhancing and supporting the well-being of adults, children, youth, and families affected by epilepsy. Let them know I'm raising funds for Epilepsy Durham Region and that any help they can provide will make a big difference.

Thanks for your support. I'm counting on you!

Sincerely,

[NAME / EMAIL SIGNATURE]

PRO TIP:

With permission, consider sharing names of some of your teammates that you may have in common with potential donors



Update Sharing Progress Toward The Goal

SUBJECT:

Big news! We're already [% **TOWARD THE GOAL**] there!

BODY:

[GREETING],

We've just hit the [%] mark toward my **[PERSONAL FUNDRAISING GOAL – MIN. \$250]** fundraising goal. That means we're able to help Epilepsy Durham Region create a world where not another moment is lost to a seizure and advocate for increased accessibility throughout the Durham Region. That's huge! And it's all thanks to your help. *Thank you* for donating to this campaign and sharing it with others who care about supporting the well-being of adults, children, youth, and families affected by epilepsy. You're the best!

Sincerely,

[NAME / EMAIL SIGNATURE]



PRO TIP:

Consider sharing a short video clip thanking your supporters and motivating potential other donors



Update Sharing Progress Toward The Goal

SUBJECT:

Big news! We're already [% **TOWARD THE GOAL**] there!

BODY:

[GREETING],

We've just hit the [%] mark toward my **[PERSONAL FUNDRAISING GOAL – MIN. \$250]** fundraising goal. That means we're able to help Epilepsy Durham Region create a world where not another moment is lost to a seizure and advocate for increased accessibility throughout the Durham Region. That's huge! And it's all thanks to your help. *Thank you* for donating to this campaign and sharing it with others who care about supporting the well-being of adults, children, youth, and families affected by epilepsy. You're the best!

Sincerely,

[NAME / EMAIL SIGNATURE]



PRO TIP:

Consider sharing a short video clip thanking your supporters and motivating potential other donors



Inviting People To Join Your Team And Fundraise

SUBJECT:

Let's make a difference together!

BODY:

[GREETING],

If you care about supporting the well-being of adults, children, youth, and families affected by epilepsy like I do, ***you could make a huge difference*** for Epilepsy Durham Region and those living with epilepsy and seizure disorders.

How? By joining my fundraising team! Sign up to take part in Epilepsy Durham Region's ***"Pulling Together for Epilepsy" Tank Pull Challenge*** event and join my fundraising team. Simply reply to this email and I'll walk you through how to register!

Together, we can take part in the EPIC Tank Pull and make a difference by raising funds for a good cause.

I hope to welcome you aboard soon!

Sincerely,

[NAME / EMAIL SIGNATURE]



PRO TIP:

Emphasizing key messaging points in your communications with font stylization can draw the readers eye to important details



When Your Fundraising Goal Is Reached

SUBJECT:

We did it!

BODY:

[GREETING],

Thank you for your support of my fundraising campaign. Because of your efforts, we have reached our fundraising goal. That means that Epilepsy Durham Region can help create a world where not another moment is lost to a seizure and advocate for increased accessibility throughout the Durham Region!

This cause is important to me, and I'm glad it was important to you too. By sharing these emails with others, joining my fundraising team, or giving to my campaign, ***you've made a huge difference*** for adults, children, youth, and families affected by epilepsy. Because of your efforts, Epilepsy Durham Region will be able to promote independence and optimal quality of life for those living with epilepsy and/or other seizure disorders and their families, through awareness, one-to-one and group support, advocacy, and public education.

Thanks again for supporting me and Epilepsy Durham Region.

Sincerely,

[NAME / EMAIL SIGNATURE]



PRO TIP:

Sending thank you cards to large donors is a special touch to highlight their impact

AYDIN'S STORY

Imagine facing the world with 100 daily seizures, navigating through the uncertainty of 10 different medications, and enduring the hopes and disappointments of numerous treatments—all before turning 16. This is Aydin's reality.

Aydin is now 16 years old and continues to advocate for himself and those in the epilepsy community. Despite the relentless challenges, including a rare diagnosis of Lennox-Gastaut Syndrome at 12 years old and the shadow of SUDEP (Sudden Unexpected Death in Epilepsy), Aydin tries to find ways to cope with the mental health challenges that often accompany living with epilepsy, including accessing programs and supports with Epilepsy Durham Region and acting as an advocate for youth with epilepsy.



KEVIN'S JOURNEY

Kevin's journey with epilepsy began at 15, when he was diagnosed with juvenile myoclonic epilepsy, marked by myoclonic jerks followed by a grand mal seizure. Life with epilepsy has been difficult, especially as he navigated the challenges of his teenage years and early adulthood, including intense anxiety.

Epilepsy Durham Region's support services offered Kevin a sense of belonging, reducing the loneliness that often accompanies epilepsy. His involvement with EDR boosted his confidence, enabling him to set goals and achieve personal milestones like obtaining his driver's license—a monumental achievement for many living with epilepsy. Kevin now acts as an epilepsy advocate, spreading awareness, breaking down the barriers of stigma, and encouraging others to speak openly about epilepsy and mental health challenges.

MEET HEATHER & KAYDANCE

Heather, a single mother, faced the challenges of caring for her middle child, Kaydance, who was diagnosed with epilepsy at age 3.5. Despite Kaydance's complex epilepsy and the various treatments she underwent, including medications, VNS, and Deep Brain Stimulation, her seizures persisted. Recently, on July 3rd, 2024, Kaydance tragically passed away. Throughout this difficult journey, Epilepsy Durham Region provided unwavering support to Heather and her family.

Reflecting on the support received, Heather emphasizes the profound impact it had on her ability to advocate for Kaydance's educational needs. With EDR's guidance, Heather gained confidence in navigating the complexities of her daughter's care, ensuring that Kaydance received the best possible support. Having this confidence has had incredible ripple effects.

