



sharon's
ride.run.walk.

Team Captain
Toolkit

Welcome Team Captain

You are now part of a movement to support over 50,000 people living with epilepsy and their families in San Diego County. Together, we can make a meaningful difference and improve the lives of those affected by epilepsy. Let's work hand-in-hand to create a brighter, more inclusive future for the epilepsy community!

The Epilepsy Foundation of San Diego County (EFSDC) can't thank you enough for participating and leading your team at this year's Sharon's Ride.Run.Walk. Sharon's Ride.Run.Walk. allows EFSDC to bring positive change to the lives of those living with epilepsy through counseling, support groups, advocacy and education.

This event plays a crucial role in funding EFSDC's programs and services, which are provided at no cost. These services create positive change for those living with epilepsy, offering vital resources such as counseling, support groups, advocacy, and education.

Each year, we witness how the participation of the epilepsy community in Sharon's Ride transforms the lives of individuals who often feel isolated and alone.

We are incredibly grateful for your commitment to this cause. Your dedication not only supports our mission but will also inspire others to take action and get involved!

Please refer to this toolkit to get started.



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Our son Jake was diagnosed with Epilepsy in 1997. Jake is now 27 which means that Jake has dealt with Epilepsy for over a quarter of a century. We struggle daily with the effects of both his seizures and the side effects of his medications and finding the right balance, while we search for answers. Jake lives in the moment and always has a great attitude and such a positive outlook; his pure determination and resilience to live his best life is inspiring!

- Sarah, mom of Jake who lives with epilepsy

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Get Started - Become a Team Captain

As a Team Captain, you play a key leadership role in bringing people together to support the epilepsy community. By forming and leading a team, you help raise awareness, reduce stigma, and generate vital funds that support the free programs and services offered by the Epilepsy Foundation of San Diego County.

Your leadership helps turn individual support into collective impact—thank you for stepping up as a Team Captain.

**REGISTER AS A PARTICIPANT,
BECOME A FUNDRAISER &
CREATE A TEAM**

Click the link to get started

<https://runsignup.com/Race/CA/SanDiego/SharonsRideSanDiego>



Create an Individual & Team Fundraising Page

(See tips on pgs. 4-5)

- 1) Enter Individual Fundraiser Name - Your Name
- 2) Enter Fundraising Goal- Start with a realistic & achievable goal - this can be edited
- 3) Add a Tagline - Examples:
 - Because No One Fights Epilepsy Alone
 - Donate Today, Change Lives Forever
 - Join the Movement. Make an Impact.
 - Join Me in the Fight Against Epilepsy
 - Support the 1 in 26 Affected by Epilepsy
 - In Honor of [Name]: Raising Awareness & Hope
- 4) Create a Custom URL (Optional - You can use your name)
- 5) Create a Personal Message Heading - Use tagline examples
- 6) Add a photo
- 7) Add a Personal Message - Share Your Story & Educate the Community
- 8) Bring Back Your Team OR Create a Team Fundraiser - Enter Team Name, Team Fundraising Goal & Personal Message to join your team.
- 9) Click: Set Up Fundraiser

Building Your Team

The Epilepsy Foundation of San Diego County appreciates your willingness to lead your team. Your role as Team Captain is extremely important and we want to empower you with tips and tools for a successful Sharon's Ride.Run.Walk. We are here to help support you and your team in your efforts and goals between now and event day. Let's get started.

Your story is power.

Your story has the power to connect and inspire others. Please consider sharing:

- Your personal journey or your loved one's experience with epilepsy.
- An epilepsy fact to highlight the prevalence and impact of the disorder.
- A personal photo or video of yourself and/or your loved one.
- How support makes a difference, funding essential services like counseling, support groups, advocacy, and education for those living with epilepsy.

1. Start your team.

- Choose a Team Name that reflects you or your group.
- Set a team fundraising goal. Choose an amount that is challenging but realistic so it gives your team something to attain.
- Get to know your team and individual pages on RunSignUp. It gives you the ability to customize your page, email your team members and see your team's progress.

2. Grow your team.

- Send emails to your network. Import your email contacts into RunSignUp and write a note stating why their participation is important.
- Post on your social media channels (Facebook, Twitter, Instagram, etc).
- Text and make calls to your family and friends.
- Recruit friends from your local exercise classes, book club and community groups you belong to.



Educating Your Team

Sharon's Ride.Run.Walk. empowers participants to start meaningful conversations about epilepsy within their networks and share why taking action is so important. We encourage you to share your story with key information about epilepsy—because education and personal experiences are powerful tools in raising awareness and driving change!



- Epilepsy is the **fourth most common neurological disorder**.
- **Seizures** come from the brain, and any brain can have a seizure.
- Approximately **3.4 million people** (adults and children) and their families are affected by epilepsy in the United States.
- Approximately **65 million people** worldwide are living with epilepsy.
- About **470,000 children** have active epilepsy.
- **1 in 26** people will be diagnosed with epilepsy during their lifetime.
- Seizures are common. **1 in 10** people in the United States may have a seizure in their lifetime.
- **150,000** new cases of epilepsy occur each year in the U.S.
- **1** out of **1,000** people with epilepsy die each year from sudden unexpected death in epilepsy (SUDEP).
- **13.2%** of adults living with active epilepsy are more likely to report that they can't afford prescription medicine.

Send an Email

Below are sample messages you can use when emailing family, friends, colleagues, or workplace contacts to invite them to support Sharon's Ride.Run.Walk. Feel free to personalize the language to reflect your connection to the cause and your audience.

These messages can be shared via email to encourage participation, team sign-ups, or donations in support of the Epilepsy Foundation of San Diego County and the individuals and families we serve.

Subject: Join My Team for Sharon's Ride.Run.Walk.

Hi [Name],

I'm excited to share that I'm serving as a Team Captain for Sharon's Ride.Run.Walk., a community event supporting the Epilepsy Foundation of San Diego County—and I'd love for you to join my team!

Sharon's Ride brings together individuals, families, and friends impacted by epilepsy for a morning of movement, connection, and hope. Funds raised help provide free programs and services for people living with epilepsy and those who care for them.

Whether you choose to walk, run, ride, volunteer, or donate, your support truly makes a difference. I hope you'll consider joining my team and being part of this meaningful day.

Join my team or donate here: [Team Link]

Thank you for supporting a cause that means so much to me. I hope to see you at Sharon's Ride!

With gratitude,
[Your Name]

Subject: Join Our Team for Sharon's Ride.Run.Walk.

Hi [Team/Colleagues/Name],

I'm excited to share that I'm serving as a Team Captain for Sharon's Ride.Run.Walk., an annual community event benefiting the Epilepsy Foundation of San Diego County. I'd love to invite you to join our team and represent [Company Name] in support of this important cause.

Sharon's Ride brings together individuals, families, and organizations for a morning of walking, running, or riding to raise funds for free programs and services that support people living with epilepsy and their families throughout San Diego County.

Participating is a great way to build team spirit, give back to the community, and make a meaningful impact—whether you choose to join the event or support the team with a donation.

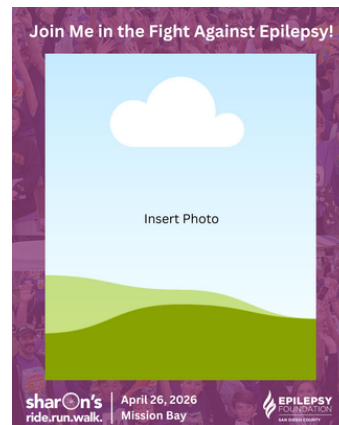
Join our team or donate here: [Team Link]

Thank you for considering being part of this effort. I hope you'll join us and help make a difference together.

Best regards,
[Your Name]
[Title / Department]
[Company Name]

Post on Social Media

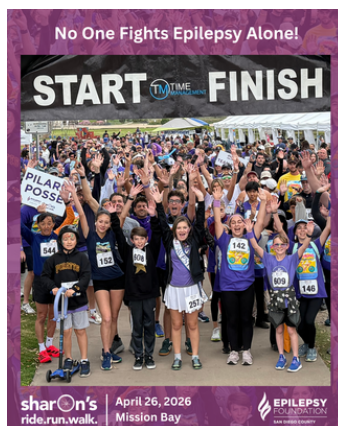
Below are sample posts for you to share on your social media channels. Note these should be adapted for each social media platform (Facebook, Instagram, X and LinkedIn) before posting to fit length requirements and conventions. You can also like, share, and retweet the posts from the Epilepsy Foundation of San Diego's channels. When posting please use the following hashtags: #SharonsRide #EpilepsySD #epilepsy #EpilepsyAwareness



Sample Post 1

I'm participating in #SharonsRide to support epilepsy awareness and and free programs for individuals and families! Join my team or donate to my fundraiser— together, we can make a lasting difference. [<insert link to personal fundraising page>](#)

#EpilepsySD #epilepsy #EpilepsyAwareness
#SanDiego #SharonsRide #RunWalk #GetActive



Sample Post 2

Training for #SharonsRide and feeling so motivated by this incredible community! Who's ready to join me and make a difference?
<https://runsignup.com/Race/Info/CA/SanDiego/SharonsRideSanDiego>

#EpilepsySD #epilepsy #EpilepsyAwareness
#SanDiego #SharonsRide #RunWalk #GetActive

[Click here to download graphics](#)

Increasing Team Spirit

YOU are the brain and soul of your team. Your team is here to support you. Let's get them excited for the weeks leading up to Sharon's Ride.Run.Walk!

Host a Brainstorming Session: Have a team kick-off meeting at your house, a local restaurant or a park to get people excited, answer questions and think of team-building ideas.

Create Team Identity: Develop a theme and/or encourage people to dress for your theme by making shirts, hats, posters and other swag for Sharon's Ride.



Set Goals for Your Team: Host contests and hand out awards for the top recruiters, top fundraisers, first to raise \$1000, most creative team member(s) and more.

Stay Connected: Utilize your fundraising page, social media and other forms to make sure your team stays in the loop! Send updates on fundraising, team growth, events and make sure to thank them too!

Fundraising Ideas

We encourage each Sharon's Ride.Run.Walk. participant to be creative with reaching their team's fundraising goal. Here are a few ideas that can help boost your efforts leading up to Sharon's Ride!

Matching Gifts

Find out if your employer offers a matching gifts program for their employees.

Attention-grabbing Vow

Announce that you will do something if your team meets its fundraising goals.

Pancake Breakfast

Host a pancake breakfast at your house or at work and ask for a small donation.

Change Jar

Set up a change jar at home or work to collect people's loose change.

Wear your Purple Proud

Make purple items for epilepsy awareness and sell them to raise funds.

Talent Show

Host a classic talent show, asking loved ones to showcase a hidden talent.

Garage Sale

Host a yard sale. Collect gently worn clothes, home goods or collectibles.

Educate your Social Media Network

Share your story and epilepsy facts with your social network. Ask them to join your team.

Local Vendors

Ask your neighborhood vendors to donate monies or goods for a drawing.

Incentives to Your Donors

Reward your donors with a small incentive if they meet certain fundraising goals.

Dog-Sit

While your friends are on vacation, help them by watching their pet at home.

Classes

Get a local dance instructor to donate their time and charge admission.

Host a Neighborhood Event

Host a gathering of your neighbors and ask for donation around the activity.

Game Night

Host a game night. Invite everyone to your house to play board games, bingo, etc.

Digital Makeover

Change your social profile, email signature and voicemail to mention your Sharon's Ride team.

Local Restaurant

Ask your favorite local spot to host a fundraiser and donate a portion to your team.

Mow the Lawn

Ask your neighbors and friends for a donation if you will mow their lawn.

Ask

This fight is important to you. Inform them how their donation will make a difference.