

# TEAM RECRUITMENT TEMPLATES

Inviting someone to join your Purple Walk team!

Hey, Purple Walk Team Captains! We encourage you to copy, personalize, and send these in your own voice to recruit friends, family, and colleagues to join your Purple Walk Team.

## EMAIL TEMPLATE

### SUBJECT LINE OPTIONS:

- Want to join my Purple Walk team?
- I'm walking on June 20th – want to join me?
- Join me for something meaningful!

Hi **[Name]**,

I'm taking part in the Purple Walk on June 20th with Epilepsy Toronto, and I'm putting together a team. This year feels especially meaningful as Epilepsy Toronto is celebrating 70 years of care, connection, and advocacy.

This is something that means a lot to me because **[share a sentence about why – personal connection, supporting others, etc.]**.

Epilepsy affects 1 in 100 people, and the funds raised help provide support, education, and community for individuals and families who are navigating it.

I'd really love for you to be part of this with me!

You can join my team here:  
**[Insert team link]**

It would mean a lot to walk together.  
**[Your Name]**

## TEXT MESSAGE TEMPLATE

Hey **[Name]**! I'm taking part in the Purple Walk on June 20th with Epilepsy Toronto and putting together a team.

It's something that means a lot to me because **[short personal reason]**.  
I'd love for you to join me!  
Here's the link: **[Insert team link]**

## FOLLOW-UP MESSAGE (OPTIONAL)

Hey **[Name]**, just wanted to follow up on my Purple Walk message.

I'm building my team for June 20th and would really love for you to be part of it.  
Let me know if you're in – it would mean a lot to do this together!

**BEFORE SENDING, TAKE A MOMENT TO:**

**ADD A PERSONAL SENTENCE, USE THE PERSON'S NAME, LET IT SOUND LIKE YOU**

**A GENUINE, DIRECT INVITATION IS THE MOST POWERFUL WAY TO GROW YOUR TEAM!**

