



PURPLE WALK

EMAIL & MESSAGING FUNDRAISING GUIDE & TEMPLATES

Raise More, Stress Less

Fundraising might feel intimidating at first, but it doesn't have to be complicated. At its core, this is about connection.

You're not asking for yourself. You're inviting people in your life to support something meaningful and have a real impact on our community.

And the truth is, most people are glad to be asked. They just need the opportunity.

Every message you send helps raise awareness, build support, and fund programs that people living with epilepsy rely on every day.

Why Your Fundraising Matters

Epilepsy Toronto provides counselling, education, employment support, recreation, and life skills programs for people living with epilepsy.

These programs help people build confidence, independence, and meaningful connections. Every step you take and every dollar you raise helps fund critical programs, advocacy, and resources that empower people living with epilepsy.

Templates in this guide include a placeholder for your [Purple Walk fundraising page link](#). Be sure to copy your unique link from your Purple Walk page and add it where indicated

PART 1: WHAT MAKES A GREAT FUNDRAISING ASK

When it comes to fundraising, simple is powerful.

The messages that work best feel like something you would naturally send to a friend, family member, or colleague.

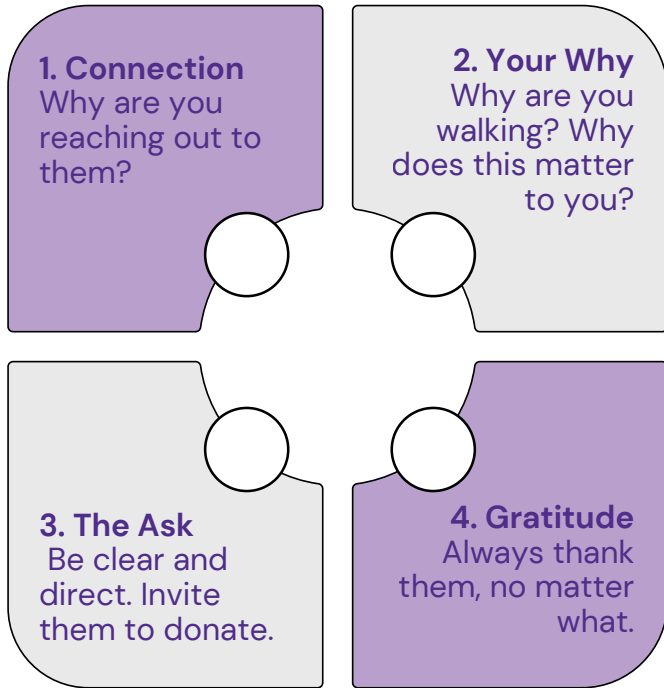
Keep it:

- **Personal:** written for one person, not a mass message
- **Clear:** includes a direct ask and your link
- **Genuine:** shares why this matters to you
- **Short:** 5 to 7 sentences is enough

You don't need the perfect words. You just need to be real.

A Simple 4-Part Formula

If you're not sure what to say, follow this structure:



PART 2: YOUR "WHY" (COPY & CUSTOMIZE)

You don't have to start from scratch. Use one of these and make it your own:

Community & Belonging

I'm walking because no one should feel alone navigating a life-altering neurological condition like epilepsy. Epilepsy Toronto creates a sense of community where people feel understood, supported, and connected.

Programs & Impact

I'm walking to support Epilepsy Toronto's programs like counselling, life skills, and recreation, which help people build confidence, independence, and meaningful connections.

Wrap-Around Support

I'm supporting Epilepsy Toronto because they provide wrap-around support, from counselling to employment programs, helping individuals and families navigate every part of life with epilepsy.

Awareness + Action

I'm walking to raise awareness about epilepsy and support the services people rely on every day through Epilepsy Toronto.

Independence & Confidence

Epilepsy Toronto helps people build independence and confidence, and that's something I'm proud to support.

1 in 100

1 in 100 people live with epilepsy, and many face challenges that aren't always visible. I'm walking to support programs that make a real difference.

Simple & Direct

I'm taking part in the Purple Walk to support Epilepsy Toronto and the important programs they provide.



PART 3: EMAIL TEMPLATES

Template 1: Personal Direct Ask (Most Effective)

Hi [Name],

I hope you've been well. I wanted to reach out because I'm taking part in the Purple Walk for Epilepsy Toronto on June 20th.

[Insert your "why" here]

Epilepsy Toronto provides counselling, education, employment support, and community programs that make a real difference for individuals and families living with epilepsy.

I'm proud to be part of this, and I'm hoping to raise **[\$X]**. Would you be open to contributing to help me get there?

Here is my fundraising page: **[Insert your link]**

Thank you so much for your support! It really means a lot to me.
[Your Name]

Template 2: Friend / Family Version

Hi [Name],

I wanted to share something I'm doing this year! I'm walking in the Purple Walk for Epilepsy Toronto on June 20th. Every step we take helps fund critical programs, advocacy, and resources that empower individuals and families living with epilepsy.

[Insert your "why" here]

I'm proud to be part of this, and I'm hoping to raise **[\$X]**. If you're able to, would you consider making a donation to support my walk? Here is my fundraising page:

[Insert link]

Thank you for always being in my corner!
[Your Name]



Template 3: Workplace / Professional Ask

Hi [Name],

I'm taking part in the Purple Walk for Epilepsy Toronto on June 20th to support people in our community living with epilepsy.

[Insert your "why" here]

Epilepsy can bring uncertainty and isolation, and Epilepsy Toronto provides counselling, education, employment support, and community programs that help people build confidence and connection.

I'm currently fundraising toward a goal of [\$X], and if this is something you'd be open to supporting, I would be grateful for a donation:

[Insert your link]

Thank you for your consideration. I really appreciate it!

[Your Name]



Template 4: Follow-Up / Reminder

Hi [Name],

The Purple Walk is coming up and so far I've raised [\$X]! I'm so close to my goal.

Every donation helps support programs that provide connection, support, and hope for people living with epilepsy.

If you've been meaning to donate, here's the link:

[Insert your link]

Thank you again for your support! It truly makes a difference.



PART 4: TEXT / WHATSAPP OR LINE TEMPLATES

Quick Ask

Hi! I'm walking in the Purple Walk for Epilepsy Toronto on June 20th. I'm hoping to raise [\$X]! Would you consider supporting me with a donation? Here's my link: [link]

More Personal

Hey! I'm joining the Purple Walk on June 20th to support people in our community living with epilepsy. Epilepsy Toronto provides programs that help people feel supported and connected, and I'm fundraising to support that work.

[1-2 sentence why]

I'm hoping to raise [\$X]! If you're able to support, here's my link: [link]

Thank you so much

Follow-Up

Hi! Just a quick reminder about my Purple Walk fundraiser. So far I've raised [\$X] and I'm getting closer to my goal!

If you've been meaning to donate, here's the link: [link]

Thanks!



PART 5: WHOM TO REACH OUT TO

Start with people who already know and trust you:

- Close friends and family
- Extended network
- Colleagues and professional contacts
- Neighbours or community members

You don't need to message everyone at once. Start with 5 - 10 people and build from there.



PART 6: SIMPLE FUNDRAISING TIPS

1. Start early

The earlier you start, the more time people have to give.

2. Make it personal

Individual messages perform better than mass emails.

3. Be specific

Always include your donation link and a clear ask.

4. Send a reminder

Most people don't donate the first time they see a message.

5. Say thank you

A quick thank-you message goes a long way.



FUNDRAISING BEST PRACTICES RECAP:

Remember these fundraising “do’s” and “don’ts”!

DO:

- Send individual messages, not mass emails
- Start with people you know well
- Be clear and direct in your ask – set a fundraising goal and tell people about it!
- Follow up
- Say thank you every time

DON'T:

- Apologize for asking
- Over-explain
- Wait for people to find your page
- Rely only on social media

Pro Insight

Most successful participants will: Ask 10 to 20 people directly, send at least one follow-up, and use both email and text.

PART 7: YOU'VE GOT THIS!

You don't need to be an expert fundraiser to make a real impact.

Just showing up, sharing your story, and inviting others to be part of something meaningful is enough.

Every message you send helps build a more supportive, informed, and connected community for people living with epilepsy.

And that matters.