



COMMUNITY WALKATHON KIT

WALK FOR EPILEPSY

This kit gives you everything you need to plan, organize, and run your own community walkathon to raise awareness and funds for epilepsy support. In 2026 the Edmonton Epilepsy Association – EEA – will be hosting this event entitled “StepUp4Epilepsy” on Saturday, March 21, 2026, at West Edmonton Mall.



1. EVENT OVERVIEW

Name: StepUp4Epilepsy

Purpose:

- Raise awareness about epilepsy
- Fundraise for services and supports for people affected by epilepsy in our region (north of Red Deer)
- Bring the community together in solidarity and to foster education about epilepsy, seizures and seizure first-aid.

Inspiration: *Step Up 4 Epilepsy* is designed as an inclusive day of walking, fundraising, and learning — with activities for all ages. You can organize your own event on the weekend of March 21, 2026, outside or in a public space, such as a community centre or a government building. Reach out to the EEA if you need official support for your request.

2. PLANNING CHECKLIST

Before the Event

✓ Confirm a date for your posters and promotion materials

Decide whether your walk will be indoors (like a mall) or outdoors (parks, trails, neighbourhood loops). Estimate distances (e.g., 5 km, 10 km, 12 000 steps). For the walk at West Edmonton Mall (WEM) we use the following information on the website (you can see this as a sample):

You'll have the opportunity to walk indoors, gather pledges, and complete one of the following challenges:

- **12,000 steps:** One full circuit of both floors of WEM
- **6 km:** Two laps of the second floor
- **7 km:** One lap of both the first and second floors
- **10 km:** One lap of the first floor and two laps of the second floor

✓ Use EEA fundraising goals for this event

We are planning to raise at least \$10,000 from walkathon pledges and donations. We are seeking two corporate sponsors to match the final funding figure to add to our overall goal. You can use this text verbatim in your promotion pieces:

*Our goal is to raise **\$10,000** to support programs like **Mentorship, Memory Coaching, Focus Groups, and Epilepsy 101 presentations**. These services directly help students, employees, and community members affected by epilepsy.*

✓ Register online

Invite your community to use the online registration link to either start their own team, join or donate funds to one of the current teams or donate to the event.

<https://edmontonepilepsy.org/stepup4epilepsy-2026/> - this is the landing page for the whole event in 2026.

Use this link to register online: <https://www.zeffy.com/en-CA/peer-to-peer/step-up-4-epilepsy-walkathon-wem-march-21--2026>

We will update any new teams created for the event and communicate to all who register.



✓ Permissions & Safety

Secure permits, route approval, and safety plans (hydration stations, first aid support).

As a member in good standing of the EEA, and an active volunteer leading and contributing to this campaign locally, you are officially covered by our insurance. If the location you have selected requires a specific certificate to be issued on site, email valeria@edmontonepilepsy.org and we will figure out a way to offer the coverage needed,

3. Team Roles

Ensure you have a couple of individuals helping you with your campaign and to run the event. Reach out to EEA for any specific assistance.

4. Promotion & Outreach

Use the media assets in this kit to help you with promotion. Reach out to EEA for any other ideas – we can create social media posts for you in a heartbeat!

5. Fundraising Tools

- All donations to the event must go through the official StepUp4Epilepsy Zeffy link (<https://www.zeffy.com/en-CA/peer-to-peer/step-up-4-epilepsy-walkathon-wem-march-21--2026>)
- Should anyone approach you with cash donations reach out to our office to generate tax receipts.

6. Walk Event Structure

On the day of your event, use the physical event kit (which we can get to you via mail or in person – must be booked asap if mailed by post).

Ensure your volunteer team has a safe spot to register folks for the walk. IN Edmonton we are running this walkathon from 7:30 to 9:30 a.m. due to mall restrictions. You can select the time that best works for you.

When participants show up to register, ensure you provide them with walkathon items (the purple scarves, purple flaps, book resources, ribbons and the water bottle and a snack for which we can provide funding – ensure to work out details with our office before you purchase anything for the event).



Walk Options (choose what fits your location):

- Short loop challenge (e.g., 5 km)
- Long route (10 km or more)
- Step challenges (e.g., 12 000 steps)

Depending on length and the space you plan to use, ensure there is at least one volunteer on call for any emergencies. Select a location that is accessible, so everyone feels welcome.

 **7. Activities & Engagement**

We will ensure to provide you with posters, flyers, books and other gadgets to help you spread awareness and foster conversations about epilepsy and seizures during your event.

 **Helpful Resources in physical kit:**

- ✓ Safety & emergency plan guides
- ✓ Epilepsy books
- ✓ Purple objects to give away

In the following pages you will see samples of media assets we can share with you for your promotion – once we have you confirmed to run the event locally (you complete the form on the next page) we will ensure you can access these and modify them to fit your local details.



APPLICATION FORM TO RUN A STEPUP4EPILEPSY AT YOUR LOCAL COMMUNITY SPACE

YOUR FULL NAME				
YOUR PHONE NUMBER		YOUR EMAIL		
YOU ARE A MEMBER OF EEA IN GOOD STANDING (CHECK ONE) (if not yet we will facilitate you becoming a member)			YES	NO
LOCATION WHERE YOU PLAN TO HOST THE EVENT		(URL on map and/or any other location specifics)		
Contact information of person in charge at location (staff or managers of site)		Name Phone number Email:		
Indicate your plans:				
Teams who will set up online for the walkathon				
Other details on your plans				
Make sure all your social media handles contain this hashtag to share and promote the event:		#stepup4epilepsy		



MEDIA ASSETS

- **Press release** (share with your local media stations: <https://edmontonepilepsy.org/march-2026-epilepsy-awareness-month/>)
- **POSTER SAMPLES FOR SOCIAL MEDIA**
For more examples follow us on our social media platforms – we have been posting daily for the past 3 weeks.
 - https://www.canva.com/design/DAHAK8E54zM/LZmTAK1HpW2ujP3rXOsbLw/edit?utm_content=DAHAK8E54zM&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton
 - https://www.canva.com/design/DAHAKwNB14s/C17A3CAykvVgplRz51Lzxw/edit?utm_content=DAHAKwNB14s&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton
 - https://www.canva.com/design/DAHAK3r8-Bk/DrW2ejybvTbHhIxK8VOwGQ/edit?utm_content=DAHAK3r8-Bk&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton