



Thank you for your willingness to be an advocate for people with disabilities during our 70th Anniversary year.

What started off as a service for 10 children, has grown to serve people in over 12 counties across Illinois. That growth also means more need for the people we support. To celebrate our 70 years of Empowering People and Inspiring Capabilities we have set a goal of raising \$70,000 through 70 volunteers raising \$1,000 each.

By taking the EP!C 70K Challenge you are committing to a personal goal of helping to raise \$1,000 for EP!C in support of people with disabilities. We've put together this EP!C Challenge tool-kit to help maximize your efforts.

On the included flashdrive you will find:

- A digital copy of this letter
- Donation Submission form
- 70 for 70 Social Image
- What's Your EP!C Story cards - digital
- Social Media & Email Template
- Donation letter template
- Talking Points

For those who are less comfortable with digital/social media efforts you will find several items on the flash drive that can be printed out, on the templates you will see where you can add your own personal information. We can also print those supplies for you at any time so please let us know, we are happy to help make your campaign as successful as possible.

Where to start?

So you've decided to take the challenge! Relationship fundraising is just like for a race or walk except you don't have to run a 5k afterward **#winning**. By creating your plan, building your team, and promoting the EP!C story, we know you will get to your goal in no time. When you use your network you can increase your impact. With a goal of \$1,000 it's as easy as getting 2 people to each donate \$500, 10 people to donate \$100 or 1,000 to donate \$1.00 and so on. By using the tools in this kit you will have a multitude of ways to communicate with your friends, family, & colleagues. You can share anything we've already

posted on our social media platforms at any time, but we've also included images and talking points so you can create and share your own using your social media accounts.

Don't have social media? That's ok. Use the items created to share with your networks however you like. If using Outlook for email, for example, you will want to insert the images rather than just attaching them. You can do this by selecting insert on the top toolbar, selecting picture and then searching and selecting the image you want to use. It will place it right in the body of your email message and ensure the viewer sees it rather than having to open a file.

In-person Hosting:

If you are willing to host a gathering in person you must follow CDC guidelines. Keep in-person events small and casual. These Third Party Fundraisers are a great way to get people involved rather than just asking for a donation.

Examples of things you can do are suggested to get your creative juices flowing. Feel free to use any of these or come up with your own.

Whiskey/wine tastings • bake sales • garage sales • car washes • lemonade stands • ice cream socials • penny wars (coin drive) • benefit dinner • bags tournament • BBQ/cookout • concerts

Or if the timing is right, fantasy leagues or big game BINGO buy-ins. If you manage a team of people consider offering a corporate jean day with staff paying \$5 to dress casual for the day or an office/department cook-off contest. However you decide to get people involved, get creative!

Virtual Facebook Fundraiser:

One easy way to raise funds is to reach out to you network by hosting your own EP!C Facebook fundraiser. If you have a Facebook account you can create your EP!C fundraiser by clicking this link. <https://www.facebook.com/fund/epiccentralillinois/> (and/or when starting a post click the Raise Money icon and choose EPIC). Some of the information is already filled out for you but you can change any content you like. You will want to change the amount of money you are collecting to \$1,000. When posting, don't forget to use the hashtag **#EPIC70kChallenge** (all one word, no spaces or special characters)

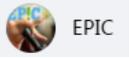
Facebook Profile Frame

To tell your connections you are taking the EP!C 70k Challenge you can utilize our Facebook Profile Frame. Go to your profile on the Facebook app and tap "Edit" on your profile picture (or the camera icon). Then tap "Add Frame". Here you can search "EP!C 70K Challenge" and you can set the time when you want this frame to disappear and go back to your regular image.



70 for 70 Social Image:

This image is the “brand” image for the campaign. You can use it to create your own social media post along with directing donors to donate online by visiting <https://bit.ly/EPIC70Challenge> or adding the Facebook donate button as mentioned above.

Also, when using social media don’t forget to tag us @epiccentralillinois on Instagram or by using @EPIC on Facebook until we popup as an option. 

On the flashdrive you will find post templates that you can use for your campaign that can be easily copied, pasted, and edited. However you communicate, try to make it personal.

What’s Your EPIC Story?:

We have collected several stories from individuals and family members so you can experience EPIC through their eyes. Put yourself in the shoes of the people we support by sharing these testimonials. The story cards are on the flash drive and you can always share and read more by visiting <https://epicci.org/mystory/>

Talking Points:

We’ve included some talking points such as our Mission & Vision that could help you in educating your audience on what EPIC does and why people with disabilities are important.

Thank you for your time, effort, and commitment to people with disabilities in our communities.

Please feel free to contact me with any questions at 309-689-3771 or email chalberg@epicci.org

A handwritten signature in black ink that reads "Colleen Halberg".

Colleen Halberg
Director of Donor Engagement & Major Gifts