

50 million

STEPS FOR EPILEPSY



TOOLKIT FOR IBE CHAPTERS

Help step up epilepsy awareness
on International Epilepsy Day!

About the campaign

50 million people worldwide are affected by epilepsy. To raise awareness of this and to raise vital funds for epilepsy organisations across the world, we are asking you to help us walk 50,000,000 steps ahead of International Epilepsy Day.

Steps will be counted between Monday, January 4 and Monday February 8, 2021.

The **50 Million Steps for Epilepsy** campaign is easy to get involved in and has a range of benefits for both sponsor and participant. Sponsored walks and runs have long been a popular means of raising awareness and funds. Our chapters from around the world, from major organisations, such as the Epilepsy Foundation in the US, to small volunteer groups in African countries such as Sierre Leone, Malawi and Zimbabwe, have used sponsored walks in their programmes of activities for many years and to great success. In recent years, recognition of the benefits of exercise and the huge range of electronic equipment available to measure achievement, makes a steps campaign even more attractive.

Benefits to our Chapters

- Raising public awareness at a local level
- Opportunity to fundraise
- Attracting media focus
- An opportunity to create novel competitions and challenges that have the potential to attract media attention as well as fundraise.

Not an IBE Chapter?

The IBE was established in 1961 and has grown to almost 140 chapters in over 100 countries all around the globe. The Bureau is the recognised international umbrella body representing national epilepsy organisations that have a specific interest in improving the social condition and quality of life of people with epilepsy and their carers.

Membership provides a wide range of benefits including the opportunity to play an active part in IBE activities, such as the Promising Strategies Program, international and regional congresses, a Global Outreach program, International Epilepsy Day and the #50MillionSteps campaign.

You can [find out more about becoming an IBE Chapter here](#).



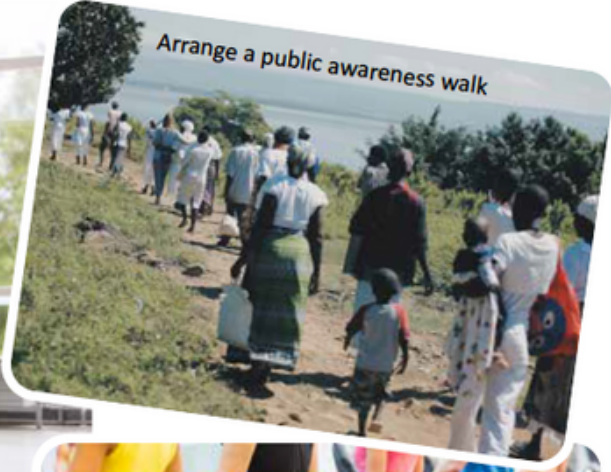
50 MILLION STEPS

One step for every person living with epilepsy

Organise an office walk



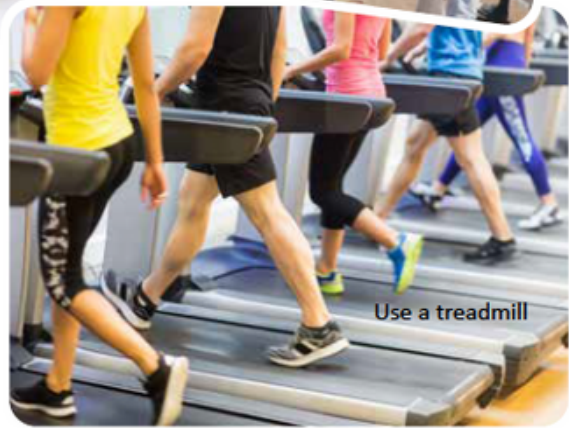
Arrange a public awareness walk



Involve the family pet



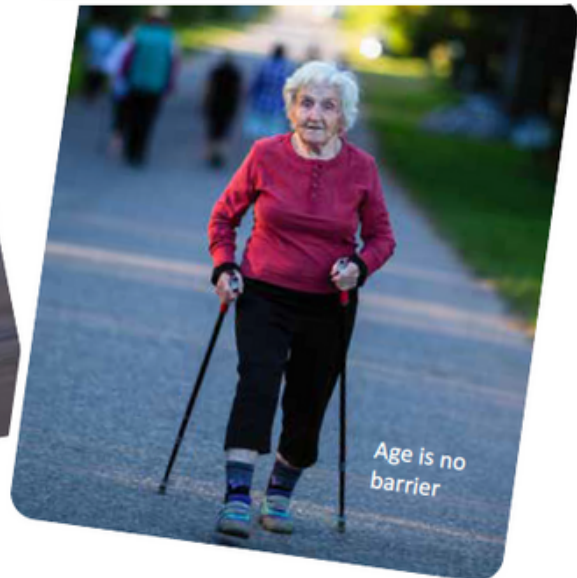
Use a treadmill



Take baby steps



Age is no barrier



If your organisation is participating in the #50MillionSteps campaign let us know and we will share your logo on the [50MillionSteps.org](https://www.50MillionSteps.org) website!

Raise vital funds for your organisation

The 50 Million Steps for Epilepsy campaign provides an opportunity to fundraise for much needed resources for epilepsy patient groups and associations around the world. Most charitable non-profits rely upon the generosity of donors for some or all of their funding. Consequently, fundraising is an activity of major importance to the charitable nonprofit community.

***Be aware!** Fundraising is a regulated activity. Before your organisation solicits donations, consider that the country or region where your non-profit operates has the authority to regulate its fundraising activities.*

The 50MillionSteps.org website includes a fundraising facility where users can make a donation either directly to IBE, or request that it is forwarded to any participating IBE Chapter.

Where a donation is forwarded to a Chapter, an administration charge will be deducted by IBE to cover the costs associated with the platform and the transfer of funds. Funds raised will be collected by IBE and sent in a single transfer once the campaign is complete.

Fundraising ideas

- Set up a [Facebook Fundraiser](#) or fundraise via another online platform.
- Encourage your members to make sponsored walks for your organisation.
- Organise a group fundraising walk and invite the media!
- Ask for sponsorship of your events - encourage local businesses to get involved.
- **Share your event via the [50MillionSteps.org events page!](#)**

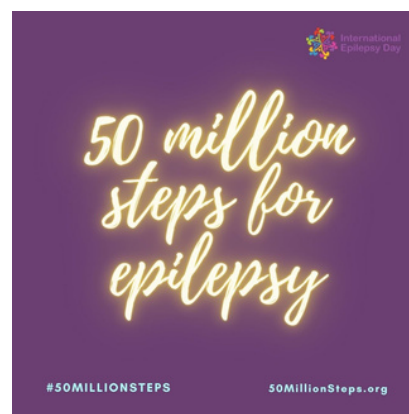


Download resources *(English language)*

- [#50MillionSteps logos](#)
- [Posters](#)
- [Social media graphics](#)
- [Short video](#)
- Or [download the complete resources pack!](#)

If you would like these resources in your own language, and can help us with translation, please contact elizabeth@ibe-epilepsy.org.

Below are some of the social media graphics available for your organisation to use:



Sample social media posts

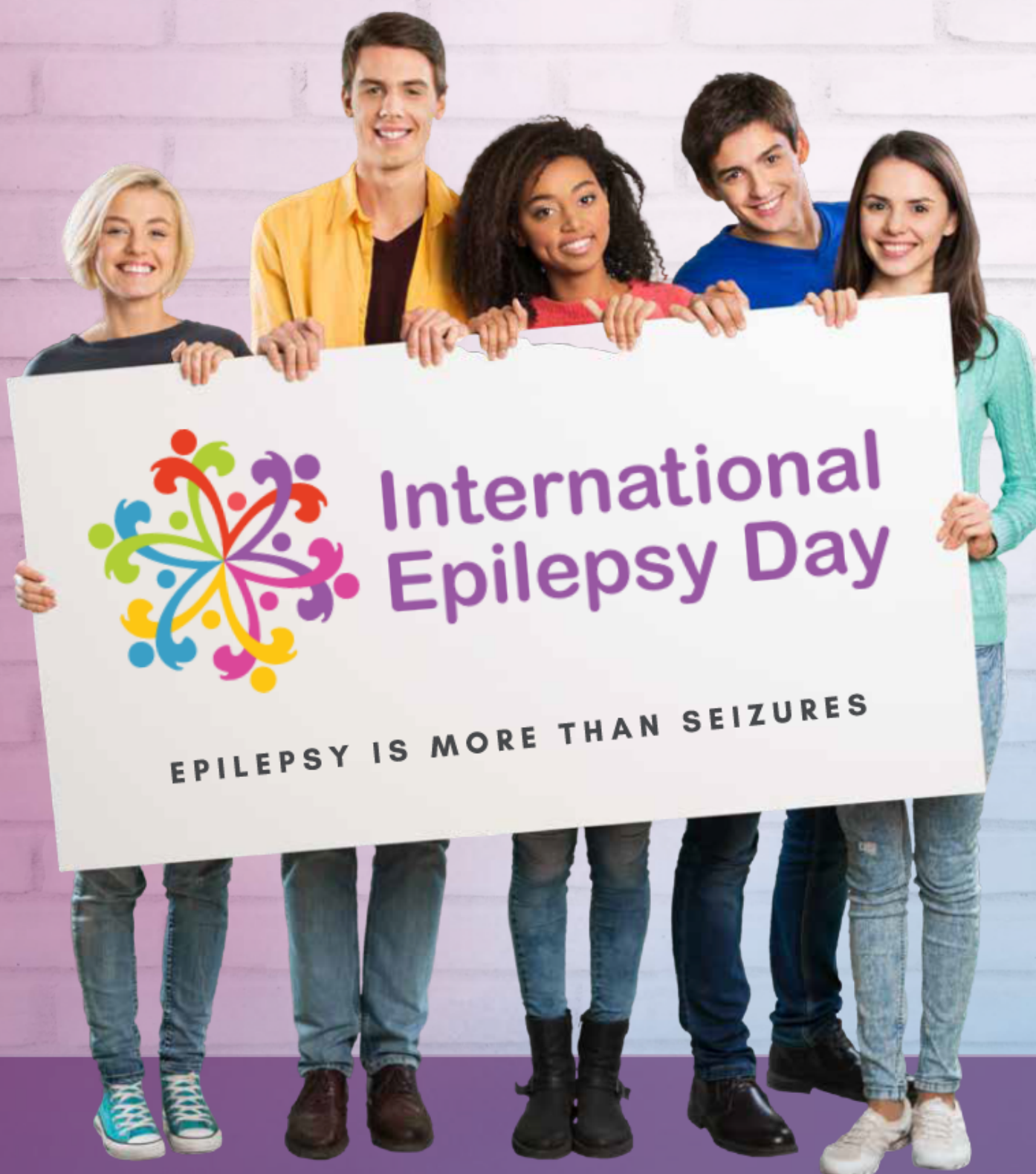
- 1 50 million people worldwide are affected by #epilepsy. To raise awareness of this and to raise vital funds, we are asking you to help us walk 50,000,000 steps ahead of International #EpilepsyDay. Visit 50MillionSteps.org to get involved! #50MillionSteps
- 2 We're stepping up #epilepsy awareness on International #EpilepsyDay! Help us walk #50MillionSteps together – one for each person affected by epilepsy in the world. Complete your steps between Monday, January 4 and Monday February 8, 2021. Share your steps at 50MillionSteps.org

Remember to follow and tag @IntEpilepsyDay in your posts!
We're on Twitter, Instagram and Facebook.



SAVE THE DATE!

MONDAY, 8 FEBRUARY 2021



www.internationalepilepsyday.org