

TOGETHER FOR A BREAKTHROUGH

A Fundraising & Awareness Campaign for International
LGS Awareness Day™ & Epilepsy Awareness Month



PEER-TO-PEER FUNDRAISING TOOLKIT

Each November, the LGS Foundation unites families, friends, and allies around the world during [Epilepsy Awareness Month](#)—and especially on [International LGS Awareness Day™](#) (November 1st)—to raise critical awareness and funds for those impacted by Lennox-Gastaut Syndrome (LGS).

This year's campaign theme is "[Together for a Breakthrough](#)." Because every story shared, dollar raised, and action taken brings us closer to better treatments, stronger support systems, and ultimately, the cures.

Whether you're new to fundraising or a seasoned advocate, this toolkit is here to help you take action, inspire others, and amplify your impact.

Let's make November a month of breakthroughs. Starting with November 1st—[International LGS Awareness Day™](#).

Together, we can create change. Together, we are unstoppable.

Our Vision:

To end the suffering and devastation caused by LGS.

Our Mission:

The Lennox-Gastaut Syndrome (LGS) Foundation is a nonprofit organization dedicated to improving the lives of individuals impacted by LGS through advancing research, awareness, education, and family support.

PARTICIPANT CHECKLIST

SIGN UP

- ☐ Register online to create your fundraising page.
- ☐ Set your fundraising goal.
- ☐ Customize your fundraising page.
 - Add a photo of you and/or your LGS loved one.
 - Share your story or give a personalized appeal.



CONNECT & SHARE

- ☐ Talk about LGS and share your fundraising page.
 - Email
 - Social Media
 - Texts and Phone Calls
 - Notes and Letters
- ☐ Ask friends and family to join the campaign and participate with you!
- ☐ Use the campaign hashtags:
#TogetherForABreakthrough #LGSawareness

FUNDRAISE

- ☐ Host or join a local “Giveback Night” (Dine-to-Donate)
- ☐ Show your commitment by making a personal donation.
- ☐ Ask friends, family, neighbors, and colleagues to support you by:
 - Making a donation
 - Forwarding your emails to people they know
 - Liking and sharing your social media posts
- ☐ Always remember to say Please and Thank You!

TIPS & IDEAS

GETTING STARTED

For many fundraisers, it can be difficult to ask friends, family members, and acquaintances for financial support. Start with those you know will be willing to support you and use this to build momentum.

CUSTOMIZE YOUR FUNDRAISING PAGE

Most potential donors will be people you personally know - friends, relatives, co-workers, and others within your social network. Often, their decision to donate is because they are supporting you, rather than supporting the LGS Foundation. For this reason, inspiring your supporters is key to your success. Share why you have chosen to participate, what the LGS Foundation means to you, and how their contribution can help the LGS Foundation achieve its goals.

USE SOCIAL MEDIA

Social media is a casual and fun way to have direct conversations with supporters, share fundraising updates, build awareness of LGS, and inspire giving.

- Share Your Story - Create a video and/or post pictures sharing the reasons why you're participating.
- Use our campaign hashtags to boost visibility: [#TogetherForABreakthrough](#) [#LGSawareness](#) [#LennoxGastautSyndrome](#)
- Include a Call to Action - Ask friends to join you! Find ways to get people to engage in your fundraising.

FUNDRAISE THE OLD FASHIONED WAY

A direct fundraising ask still works best in many cases. Collect cash or check (made out to the LGS Foundation) donations and mail them to the LGS Foundation at 6030 Santo Road, Suite 1, Unit 420878, San Diego, CA 92142.

Potential supporters that you see often, but may not connect with online include:

- Work acquaintances: Bosses, coworkers, business partners, vendors, clients
- Associates from group activities: Teammates, coaches, classmates
- Members of your church or spiritual group
- Neighbors, hairstylists, dentists, or delivery drivers

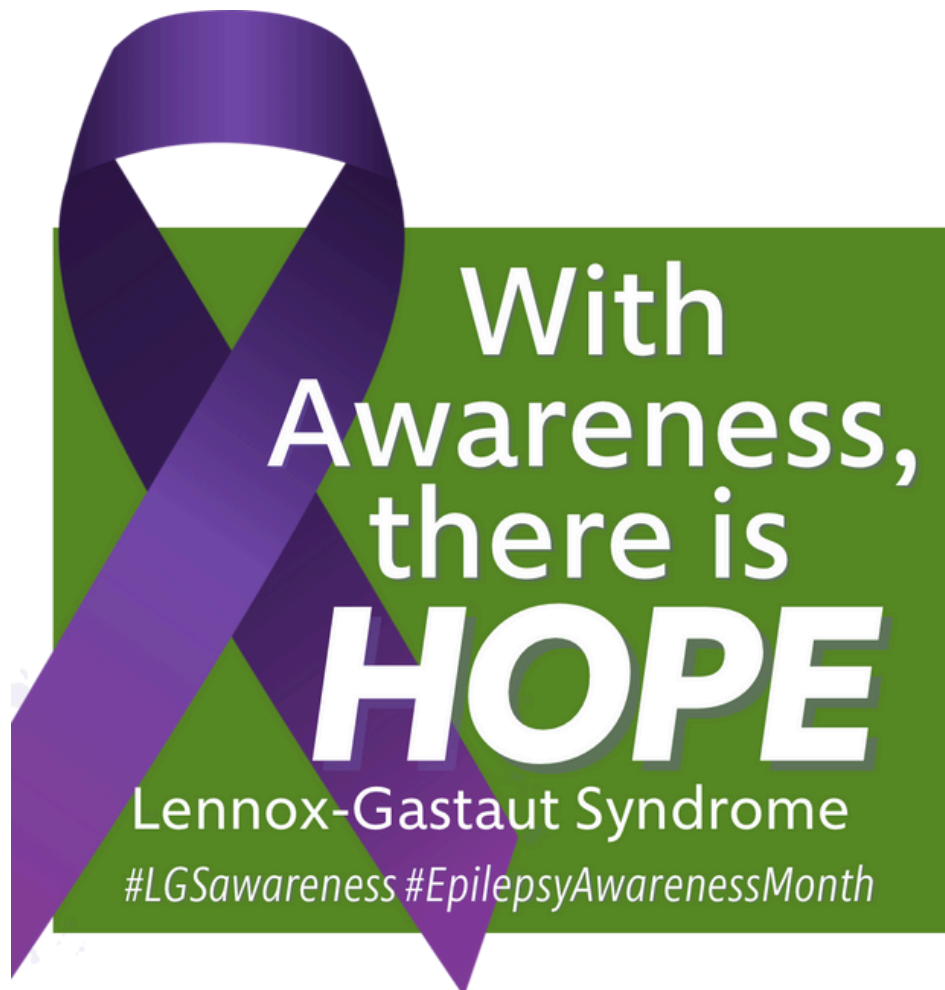
THANK, THANK, THANK!

You will receive an email letting you know each time someone donates.
Thank your donors and keep them updated on your progress.
Thank people for liking and sharing your fundraising page on social media.
Thank people for forwarding your fundraising emails to those in their networks.

Note: Donors will also get a thank you email from the LGS Foundation.

EMPLOYER MATCHING PROGRAMS

Many companies match donations made by employees to nonprofits, to support employee charitable giving and to extend corporate philanthropy. Often this may double or even triple a donation! [Learn more here.](#)



SAMPLE EMAIL

Subject: I'm fundraising for a breakthrough—join me!

Hi [Friend's Name],

November 1st is International LGS Awareness Day™, and I'm taking part in the LGS Foundation's 2025 campaign: [Together for a Breakthrough](#).

I've set a goal to raise [\$XXX] to help end the suffering caused by Lennox-Gastaut Syndrome (LGS)—a complex and severe epilepsy that affects thousands of families like mine.

Will you help me create a breakthrough in research, care, and hope?

Donate here: [\[Insert your fundraiser link\]](#)

With gratitude,
[Your name]

TEMPLATES

SAMPLE SOCIAL MEDIA POSTS

Please join me in helping the Lennox-Gastaut Syndrome (LGS) Foundation in its fight to end suffering and devastation caused by this devastating disease. Visit my page to learn more and help me reach my goal to raise [\$XX] by December 31st. It will mean so much to me! [add direct link to your page].

If you've already made a gift to the LGS Foundation, thank you so much for your support! Will you now consider liking and sharing my posts with your connections on social media? Together, we are creating a hopeful path forward for those impacted by LGS. [add direct link to your page].

Breakthroughs happen when we work together. Support my fundraiser for the LGS Foundation and help fund research and support for families. [add direct link to your page].

Help me reach my goal of raising [\$XXX] to fight Lennox-Gastaut Syndrome (LGS)! [add direct link to your page].

Want to learn more about LGS? Read the story of little Olive at lgsfoundation.org/meet-olive and then visit my page to donate. [add direct link to your page]. ((Find and share more [LGS family stories here](#)))

Today is the last day of my fundraiser! Please help me reach my goal by midnight! [add direct link to your page].

A gift to the Lennox-Gastaut Syndrome (LGS) Foundation will help families impacted by LGS. Funds are used to accelerate research, raise awareness, provide family support, and educate about LGS. [add direct link to your page]

Use hashtags **#LGSawareness** and **#TogetherForABreakthrough** in your posts!

TEMPLATES

SAMPLE THANK YOU

Hi, [Friend's name]!

Thank you so much for supporting me and my fundraiser to fight LGS. Because of you, I was able to raise [\$XXX] for the Lennox-Gastaut Syndrome (LGS) Foundation!

Together, we are making a difference in the lives of those impacted by LGS by funding critical research, education, awareness, and support for patients and their families.

You rock!

Thanks for your support,
[Your name]

Have Cash or Checks to Mail?

LGS Foundation
6030 Santo Road
Suite 1, Unit 420878
San Diego, CA 92142

Checks can be made payable to:
LGS Foundation

When mailing donations, please include your name, the name of your fundraising campaign, and your email so we can properly credit your total.

CREATIVE FUNDRAISING IDEAS



Dine-to-Donate Night!

Partner with a local restaurant to host a giveback night.

Handmade Holiday Card Sales!

Put your creative kids and their art skills to work creating one-of-a-kind holiday cards.



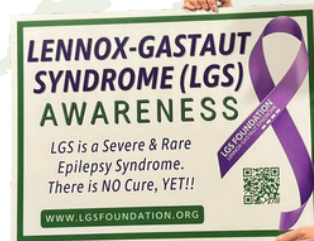
Challenge Breakthroughs!

Set a silly challenge if you hit your goal (like pie-in-the-face or purple wig day).

TOGETHER FOR A BREAKTHROUGH

Join the Fundraising Challenge!

*A Fundraising & Awareness Campaign for International
LGS Awareness Day™ & Epilepsy Awareness Month*



This fall, the LGS Foundation invites you to join a national fundraising movement held in recognition of **International LGS Awareness Day™** and **Epilepsy Awareness Month**.

We're calling on **passionate community members, friends, and family** to rally their communities through creative fundraising events, peer-to-peer campaigns, and local giveback nights—all in support of families living with **Lennox-Gastaut Syndrome (LGS)**. And as you help others, you'll be earning your way to attend the most exciting family gathering of the year.

Together, we can raise awareness, build connection, and fuel breakthroughs in treatment, care, and understanding.

→ **[CLICK HERE to get started today!](#)** ←

Why Participate?

- **Inspire others** to learn about LGS through your stories and actions
- **Raise funds** for vital research, family programs, and advocacy efforts
- **Unite your community** with a powerful message of hope and action

You don't have to do it alone — you'll receive **a toolkit with resources**, templates, and promotional support!

Exciting NEW Incentives

Raise funds and earn your way to the **2026 LGS Family & Professional Conference** in Orlando, Florida.

- **Raise \$8,000 - \$10,000:** Free Family Registration (up 4 people)
- **Raise \$10,001 - \$12,000:** Family Registration + 1 hotel night
- **Raise \$12,001 - \$14,000:** Family Registration + 2 hotel nights
- **Raise \$14,001+:** Family Registration + 3 hotel nights



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- All donations must be made through your personal fundraising page in GiveGab or be mailed directly to the LGS Foundation with a note indicating whose fundraiser the donation should be applied to for the purpose of the fundraiser incentives. Cash/check gifts must be postmarked by 12/31/25, and stock gifts must be received by that date to qualify for incentives and 2025 tax benefits.
 - Incentives apply to verified fundraisers held from 10/01/25-12/31/25 and are non-transferable.
 - We are unable to count Facebook fundraisers, Team totals, or Corporate matches for this toward incentives.
 - Deadline to receive donations is December 31, 2025. Official incentive award notifications will be made by February 1, 2026.
 - Incentives are valued at over \$4,996 - \$5,668



Thank you for supporting the LGS Foundation!

We're here to help you succeed!
Email us at giving@lgsfoundation.org for help with your peer-to-peer fundraising efforts.

The LGS Foundation is powered by our community of families, friends, and supporters. Together we can make a difference!

**Standing Together.
Stronger Together.**



**Stay In
Touch**

Web: www.LGSFoundation.org

E-mail: Info@LGSFoundation.org

Phone: 718-374-3800

Facebook: Facebook.com/lgsfoundation

YouTube: [@lgsfoundation](https://www.youtube.com/lgsfoundation)

Twitter: [@lgs_foundation](https://twitter.com/lgs_foundation)

Instagram: [@lgsfoundation](https://www.instagram.com/lgsfoundation)