



MOVE 70: Walk or run 70 km

STEP 70: 7,000 steps a day for 70 days

CHOOSE YOUR 70: Create Your own
70-based movement challenge

70 for 70



MOVE 70. RAISE \$700. CELEBRATE 70 YEARS

Thank you for joining Epilepsy New Zealand's **70 for 70** challenge!

In 2026, Epilepsy New Zealand is celebrating 70 years of supporting people living with epilepsy and their whānau across Aotearoa New Zealand.

Now we're asking our community to move for 70 – and help us raise \$70,000 to support our work into the future.

Whether you walk, run, take steps, dance, cycle, swim or create your own challenge, every kilometre, every step and every dollar makes a difference.

And don't forget, you can wear purple while doing your 70 for 70 challenge! 💜 Whether it's a purple T-shirt, hat, socks or something a little more creative, we'd love to see how you're making your 70 your own.

70 PEOPLE | \$70,000 | 70 YEARS

70 for 70



MOVE 70!

Walk or run 70 km

Complete your 70 km however you like – over a few days, several weeks or across the 70-day challenge.

You could:

- Walk 1 km a day
- Run 1 km a day
- Walk or run 10 km each week
- Complete 70 km in one big challenge
- Get together with friends or colleagues and complete 70 km as a team

70 for 70



STEP 70

Aim for 7,000 steps a day for 70 days

Use your phone, smartwatch or fitness tracker to keep count.

You don't have to be a runner to take part. Walking with the dog, getting out with the family, walking at lunchtime or simply adding more movement to your day all count.



70 for 70



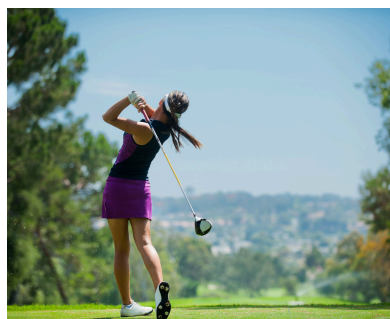
CREATE 70

Make your own 70-based challenge

Get creative!

You could:

- Complete 70 walks
- Swim 70 lengths
- Cycle 70 km
- Hike 70 km
- Skip 70 minutes
- Do 70 laps of your local park
- Do 70 push ups per day
- Do 70 sit ups per day
- Do 70 yoga/pilates sessions
- Dance for 70 minutes
- Climb 70 flights of stairs
- Play 70 holes of golf
- Play 70 games of Pickleball
- Shoot 70 basketball hoops
- Kick 70 goals
- Do 70 cartwheels
- Do 70 star jumps
- Complete 70 days of movement
- Do 70 good deeds
- Bake 70 cupcakes/cookies and sell them
- Do 70 of your favourite activity



**YOUR CHALLENGE. YOUR WAY.
YOUR 70.**

70 for 70



SET YOUR FUNDRAISING GOAL

We suggest aiming for \$700,

But your goal can be whatever feels achievable for you.

\$700 – 70 for 70 Supporter

\$1,000 – Hero

\$7,000 - Birthday Legend

And remember – you don't need hundreds of donors to reach your goal.

Try asking 7 people to donate \$100, or 10 people to donate \$70.

SMALL DONATIONS ADD UP!

70 for 70



CREATE A FUNDRAISING PAGE

STEP 1:

Create your personal fundraising page through Givealittle (<https://givealittle.co.nz/>).

What is your fundraising goal?

Set a target that motivates you.

Give your page a short and catchy page title

Your page should tell people:

What is your motivation?

Explain your 70 for 70 challenge and why you've chosen to support Epilepsy New Zealand.

Add a photo.

A friendly photo of you makes your page personal and helps people connect with your story.

Grab a QR Code for your page

Use this for your social media posts or passing onto friends.

Don't worry about making it perfect.

People give to people. A few genuine sentences about why you're taking part can be more powerful than a long story.

70 for 70



**TELL
YOUR
STORY**

CREATE A FUNDRAISING PAGE

STEP 2: Tell your story

People are more likely to support your fundraiser when they understand why it matters to you.

You could talk about:

- Your connection to epilepsy
- Someone in your family or whānau
- A friend or colleague living with epilepsy
- Why epilepsy awareness matters to you
- Your personal challenge
- Why you wanted to be part of ENZ's 70th birthday

A SIMPLE FORMULA

I'm doing this + because + this is why it matters + please support me.

For example:

I'm taking part in Epilepsy New Zealand's 70 for 70 challenge to celebrate 70 years of supporting people living with epilepsy. I'm walking 70 km and raising funds to help ENZ continue providing support, information, education and advocacy for people living with epilepsy and their whānau. I'd love your support!

Make it yours - your own words and your own story are best.

70 for 70



CREATE A FUNDRAISING PAGE

STEP 3: Make your first donation

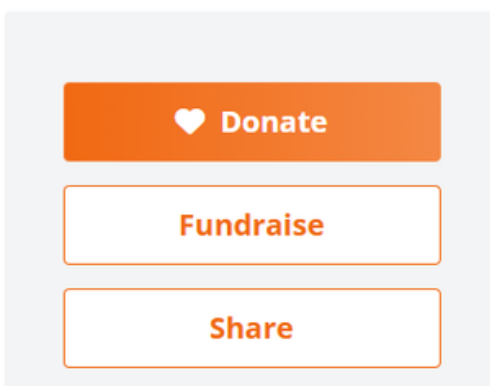
One of the easiest ways to get your fundraising started is to make the first donation yourself.

It shows you're committed to your challenge and gives others something to build on.

Then ask a few close friends or family members to support you first.

Once your page has some donations, share it more widely.

givealittle
POWERED BY  perpetual guardian



70 for 70



CREATE A FUNDRAISING PAGE

STEP 4:

Ask - Don't Be Afraid To Ask

People can't support you if they don't know you're fundraising.

Share your page with:



Family & whānau

Send them a personal message or email.



Friends

Share your challenge in your group chats and on social media.



Work colleagues

Ask your workplace to get behind your challenge.



Your community

Sports clubs, social groups, schools and community organisations can all help spread the word.



Social media

Share your fundraising page regularly throughout your challenge.

70 for 70



CREATE SOCIAL MEDIA POSTS

Here are some ready-to-use posts you can personalise to your style - REMEMBER to add photos

I'm taking on the Epilepsy New Zealand 70 for 70 Fundraising Challenge! 💜

As Epilepsy New Zealand celebrates 70 years of supporting people living with epilepsy, I'm getting involved by **[INSERT YOUR CHALLENGE – e.g. walking 70 km / swimming 70 lengths / doing 70 golf holes]**.

I've set myself a goal of raising **[\$[AMOUNT]]** to help Epilepsy New Zealand continue providing support, education and information to people living with epilepsy and their whānau across Aotearoa.

With summer approaching, it's a great excuse to get active, have some fun and do something meaningful at the same time!

I'd love your support – every donation, big or small, will make a difference. 💜

👉 **[INSERT YOUR GIVEALITTLE FUNDRAISING LINK]**

#70for70 #EpilepsyNZ #EpilepsyNewZealand
#70YearsAndBeyond

70 for 70



CREATE SOCIAL MEDIA POSTS

WHY I'M DOING IT

I'm taking part in the 70 for 70 Challenge for a reason that means a lot to me. 💜

[INSERT PERSONAL REASON – e.g. “Epilepsy has affected someone in my family...” / “I know how important support can be when you’re living with epilepsy...” / “I wanted to do something to support an organisation that makes a real difference...”]

So I've challenged myself to **[INSERT CHALLENGE]** and raise money for Epilepsy New Zealand.

Epilepsy affects around 1 in 100 New Zealanders, and no one should have to go it alone.

If you'd like to support my challenge, you can donate here:

👉 **[INSERT YOUR GIVEALITTLE FUNDRAISING LINK]**

Thank you for helping me make my 70 for 70 challenge count. 💜

#70for70 #EpilepsyNZ #EpilepsyNewZealand
#70YearsAndBeyond

70 for 70



CREATE SOCIAL MEDIA POSTS

ASKING FOR DONATIONS

I'm halfway through my 70 for 70 Challenge and I'd love your support!
💜

I'm aiming to **[INSERT CHALLENGE]** and raise **[\$[AMOUNT]]** for Epilepsy New Zealand.

Every donation helps Epilepsy New Zealand continue providing free information, support and education to people living with epilepsy and their whānau throughout Aotearoa.

If you can spare a few dollars, I'd really appreciate it.

👉 **[INSERT YOUR GIVEALITTLE FUNDRAISING LINK]**

Thanks to everyone who has already supported me – I'm very grateful! 💜

#70for70 #EpilepsyNZ #EpilepsyNewZealand
#70YearsAndBeyond

70 for 70



CREATE SOCIAL MEDIA POSTS

GETTING FRIENDS INVOLVED

I've got a challenge for you! 🙄💜

I'm taking part in Epilepsy New Zealand's 70 for 70 Challenge and I'm looking for a few people to join me.

My challenge is **[INSERT CHALLENGE]**, but there are so many ways to do your own 70 – 70 walks, 70 km on the bike, 70 lengths in the pool, 70 minutes of dancing, 70 holes of golf... whatever gets you moving!

You can do it on your own, with friends, family, workmates or your sports team.

And most importantly, you'll be raising money to support people living with epilepsy and their whānau across Aotearoa.

Who's up for it? 🙌

👉 **[INSERT ENZ 70 FOR 70 LINK]**

#70for70 #EpilepsyNZ #GetInvolved

70 for 70



CREATE SOCIAL MEDIA POSTS

FINAL PUSH

I'm nearly there! 💜

Just [X] more [km/walks/lengths/holes/etc.] to complete my 70 for 70 challenge!

I've raised \$[AMOUNT] so far, and I'd love to reach my goal of \$[GOAL].

If you've been meaning to donate but haven't got around to it yet, now's the time! 😊

Every donation helps Epilepsy New Zealand continue supporting people living with epilepsy and their whānau.

👉 **[INSERT YOUR GIVEALITTLE FUNDRAISING LINK]**

Thanks so much to everyone who has supported me along the way. It really does mean a lot. 💜

#70for70 #EpilepsyNZ #NearlyThere

70 for 70



CREATE SOCIAL MEDIA POSTS

CHALLENGE COMPLETED 🎉

I DID IT! 🎉❤️

I've officially completed my 70 for 70 Challenge!

- ✓ 70 [INSERT CHALLENGE]
- ✓ \$[AMOUNT] raised
- ✓ A lot of [INSERT – sweaty walks / sore muscles / early mornings / laughs!]

A huge thank you to everyone who donated, encouraged me, joined me or simply asked how I was getting on.

The money raised will help Epilepsy New Zealand continue providing support, education and information to people living with epilepsy and their whānau across Aotearoa.

I'm really proud to have been part of 70 Years and Beyond and to have helped make my 70 count. ❤️

There's still time to support my challenge if you'd like to:

👉 **[INSERT YOUR GIVEALITTLE FUNDRAISING LINK]**

#70for70 #EpilepsyNZ
#70YearsAndBeyond
#ChallengeComplete

70 for 70

We are here
to Help



WE'RE HERE TO HELP

YOU'RE NOT ON YOUR OWN!

Whether you're taking on 70 km, 7,000 steps a day, creating your own 70 challenge, or getting a group together, Epilepsy New Zealand is here to support you every step of the way.

We know that fundraising can sometimes feel a little daunting – especially if you haven't done it before. You might be wondering what to post, how to ask people for donations, how to get your workplace involved, or simply what to do when the donations slow down.

Please reach out. We're here to help.

We can help you with things like:

-  Getting your 70 for 70 fundraiser started
-  Ideas for your challenge or fundraising activity
-  Setting a realistic fundraising goal
-  Ideas for getting your friends, family, workplace or community involved
-  Social media ideas and posts
-  Sharing your fundraiser through Epilepsy New Zealand's channels where appropriate
-  Ideas for reaching your fundraising milestones
-  Answering questions about Epilepsy New Zealand and the work your fundraising is supporting
-  Celebrating your progress and helping you shout about your achievements!

70 for 70

We are here
to Help



WE'RE HERE TO HELP

And if you have an idea we haven't thought of, we'd love to hear it.

This is **YOUR** fundraiser, so make it your own. Have fun with your challenge, get creative, involve the people around you and share your journey with us.

SEND US PHOTOS

We'd love to see what you're up to, so share your photos with us. Simply email them through with your name and a few details about your challenge to marketing@epilepsy.org.nz.

NEED A HAND?

Speak to Bobbi, Epilepsy New Zealand's Fundraising & Marketing Manager



022 672 3055



marketing@epilepsy.org.nz

You can also tag us in your social media posts

(<https://www.facebook.com/epilepsynz> or

<https://www.instagram.com/epilepsynewzealand/>) so we can follow your 70 for 70 journey.

Most importantly...

Don't worry about whether you're the fastest, fittest or most experienced fundraiser. You're taking part. You're raising awareness. You're helping raise funds.

AND you're helping make a difference to people living with epilepsy and their whānau.

THANK YOU