



2018 TEAM BUILDER MANUAL



We March On Together!

Welcome! Thank you so much for Joining our Statewide Annual March On for Brain Injury Walk! As you begin to set up your team, or are joining someone else's team, we want to make sure you have all of the tools necessary to be successful and reach your goals. In this manual you will find:

- Step-by-step instructions for signing up and fundraising
- Ideas to make your effort fun and engaging
- Resources and additional information/ ideas

Don't forget that the BIANYS staff is also here to help you. Each team is going to be different and unique. What works for one may not work for all. Want to bounce ideas off of someone or have questions? Please reach out to us because we are here to help!

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About the Brain Injury Association of New York State

The Brain Injury Association of New York State (BIANYS) is a statewide non-profit membership organization that advocates on behalf of individuals with brain injuries and their families, and promotes prevention. Established in 1982, BIANYS provides education, advocacy and community support services that lead to the improved outcomes for children and adults with brain injuries.

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Who are we?



The mission of the Brain Injury Association of New York State is to promote awareness, understanding and prevention of brain injury through education, advocacy, and community support services that lead toward reduced incidence and improved outcomes for children and adults with brain injuries and their families.

The Brain Injury Association of New York State (BIANYS) is a statewide non-profit membership organization that advocates on behalf of individuals with brain injuries and their families. Established in 1982, BIANYS provides education, advocacy, and community support services that lead to improved outcomes for children and adults with brain injuries and their families. The Association also offers a toll-free family help line, chapters and support groups throughout the state, prevention programs, and publications library. BIANYS plays a central role in the development of public policy on the federal, state and local level.

What is March On for Brain Injury?

Now in its fifth year, March On for Brain Injury is a one day walk and 5K that raises awareness for brain injury and funds for BIANYS. Occurring in multiple locations throughout New York State, this event attracts hundreds of survivors, family members, and caregivers for a day of family fun and celebration.

New in 2018, the event will introduce a 5K race at the Long Island location encouraging even more people to join us to learn about our mission and enjoy a day of physical fitness and community support. Attendees at all locations will also enjoy activities for the whole family, local vendors, music, giveaways, prizes and more!

How does my support help?

All proceeds from this event go 100% to the Brain Injury Association of New York State, a certified 501(c)(3) organization. Your financial contribution will enable the BIANYS to continue to provide the following services for thousands of individuals and their families affected by brain injury in New York State:

- Helps us to provide a toll-free family helpline so individuals, families, caregivers and providers have someone to call when they need resources or information {1-800-444-6443}.
- Provides the opportunity for a survivor to attend our Annual Conference free of charge.
- Helps us provide financial assistance to an individual, family member or caregiver through our Family Fund.
- Helps us provide statewide support through chapters and support groups.
- Helps provide free training to school districts offering information on classroom accommodations that can support a student's recovery
- Helps us provide support to individuals and families to navigate the current systems available in New York State linking them to rehabilitative services in their community.
- Helps provide Professional Development opportunities including our webinar series, conference workshops and in-service trainings for associations and businesses.
- Helps us advocate to our elected officials on behalf of brain injury survivors to ensure they continue to receive vital services.

How to Register for March On for Brain Injury

1. Visit the March On Website at marchon.bianys.org and click on the location you wish to join.

To register as an individual:

- a. Click “register” and enter your information

2. To start your own team:

- a. Click “Create Team”
- b. Choose a team name and set your team fundraising goal
- c. Next, set your personal goal, select your registration type and t-shirt size
- d. Finally, enter your payment and you are all set!

3. To join another team

- a. Click “Join Team”
- b. Enter the name of the team you’d like to join or select “see list” to see all teams and choose the one you want to join
- c. Next, set your personal goal, select your registration type and t-shirt size
- d. Finally, enter your payment and you are all set!

4. Congratulations! You are all set to March On and begin fundraising and recruiting team members! Use your dashboard to set up your fundraising page, upload your contacts, generate emails, and post your page to your social media channels.



Steps for a Successful Campaign

1. Set your goal

Set a healthy, but attainable goal. Think about how many people you think you can recruit, how much you are going to ask everyone for, and how much time you will have to promote your team. **Example:** *If you think you can get 15 people to join your team at \$30 each you'll want to set your goal at \$450. If you think you can get another 10 people to contribute \$25 each in donations, your goal will be \$700!*

2. Announce your team and encourage others to join you

Once you have a team and a goal, it's time to decide how you will share your team with your family, friends, and colleagues. Ask yourself: How do they prefer to receive information?

- a. **Social Media** – Many people accomplish all of their fundraising just through social media alone. Do you have many Facebook friends? Are you popular on Twitter? Use the tools available on the website to share your page and story. Your friends can click directly on your shared link and be directed to your donation page.
- b. **Flyers** – Belong to a church group or gym or attend school? A well-placed flyer or stack of flyers where people will see it will certainly attract attention and drive traffic to your page.
- c. **Email** – This one is pretty self-explanatory, right? Use the tools available right on the website, or create your own email to send to your family, friends, colleagues, listservs, or other groups you are part of. Be sure to include the link to your page!
- d. **Good old word of mouth** – Talk to everyone about your team. At a party? Work? Book club meeting? Let everyone know about the great work you are doing raising money and awareness for BIANYS and encourage them to join you.
- e. **Events** – An event may help you raise money for your team. A bake sale, selling bracelets, or a restaurant night are just some ways to get closer to your goal. More ideas can be found on page 6.

3. Inspire

a. Share your personal story

Often, people donate not to a cause, but to a person. If your potential donors know why you are Marching On they will be more likely to support you. Each of us has a reason why we are walking, whether it is in memory or in honor of a loved one, connected to your work, or for yourself. Let everyone know why this is important to you, and it will be important to them too.

b. Share information about BIANYS

People will want to know where their donation is going. Send them information about BIANYS, and let them know that 100% of the proceeds from the event go directly to supporting BIANYS programs and services. Use the fact sheet provided in this packet, or direct them to our website at www.bianys.org for more information.

4. Ask everyone to give!

This is the most important part of your fundraising effort, but it does not need to be the scariest! When you send out your emails, distribute your flyers, or post on social media, there are a few guidelines to follow to ensure success. By incorporating the above steps, you'll make the biggest impact.

- Announce your team and your participation in March On for Brain Injury
- Share your personal story – why are you doing this?
- Provide information about how their donation helps BIANYS and its members
- Ask for donations and provide a link to donate online

IMPORTANT: The key to any successful campaign is follow-up! Don't assume one email will reach everyone. Be sure to send multiple messages to keep your donors engaged throughout the campaign and remind them of your donation deadline.

5. Thank everyone for giving:

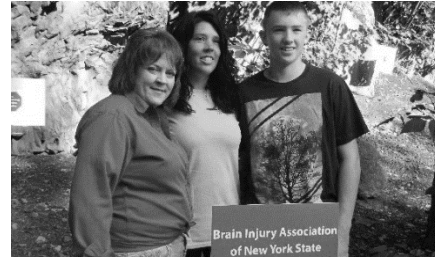
Generous donors are more likely to give next year if you thank them! We will send an automatic thank you note for all donations received online and mail a letter of acknowledgement, but your donors are supporting you – thank them personally!

Each Team is Unique!

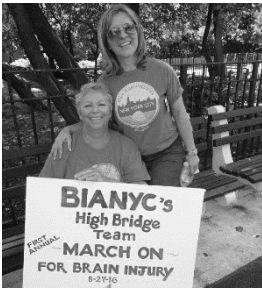
What will work for you? Here are some ideas from past participants

"I March On for my son, Michael. Last year we hosted a paint and sip, did a fundraiser at Ninety - Nine, sold brain injury bracelets, and posted all over Facebook. Social Media and the bracelets were a hit!"

Melissa Fisher – Team Finna Fish



Angela Leigh Tucker – Team BIA-NYC



"I March On for my friend and former President of BIANYS Dr. Lois Tannenbaum who planted this seed of an idea in June of 2015. Several hardworking NYC Chapter members helped plan this inaugural event. I invited everyone I knew to join *our team* by posting it on Facebook and I added it to my email signature so literally every email I sent included *March On*. I also created and passed out hundreds of flyers about how to join the event. I am proud these funds will go towards improving the lives of New Yorkers living with brain injury."

Kaiti Pierce – Team Frank's Fearless Fleet



"I walk in my dad's memory and for all BIANYS has done to support us. Last year I had great success by posting weekly progress updates on social media and tagging friends. It feels great to give back and we have more fun every year!"

Andrew Manganiello – Team Manganiello-Tawpash



"The BIANYS Walk is one of my favorite days of the year. To raise awareness and support for a cause that is so important to my family is truly a blessing. Tagging pictures of my mom with our family on social media helped to visually show others what and who we are walking for each year."

Fundraising Tips and Ideas

- **Tips for Team Webpage:** Share your team's story. Let donors and potential donors know why you've teamed up, whom you are walking to honor, and, your team fundraising goal. Update your team's web page frequently so potential donors know how far you have to go and promote, promote, promote!
- **Facebook:** Your social media page may be the best place for you to reach your network. Post your team page and tag friends to make donations. If you've got 100 friends on Facebook, send each one a message asking each of them to give up a lunch out and donate \$10. Use your status updates to let your friends and family know where you are in your fundraising goal. **Be sure to include the link to your donation page.**
- **Donation jar at your workplace:** Put a donation jar on your desk or in the breakroom at work. Let your co-workers know you are participating in the walk and ask them to donate their loose change. It can really add up over a few months!
- **Team up with local businesses and restaurants:** Restaurants will often help non-profits raise funds by hosting a night where 10% of the night's proceeds are donated to your cause. In turn, the non-profit must help drive business to their establishment that night. Ask your local grocery store about a bottle drive.
- **Matching Dollars:** Often companies will match an employee's contribution to charity. See if yours is one of them and encourage your co-workers to get their contributions matched too!
- **Mine your contact list:** Look through your phone contacts. Send out a mass text or email. You never know who will be happy to give you \$10, \$20, or \$50. Often, it is those you wouldn't expect!
- **Bowl-A-Thon:** Work with a local bowling alley to have a bowl-a-thon to benefit your team!
- **T-shirt Sales:** Create t-shirts with your team's name and sell them to benefit your team!
- **Fundraising Sale:** Examples of a fundraising sale include a yard sale, book sale, or even bake sale at home, work, or school. Do people love your homemade brownies? Do you need to clean out the garage (don't we all!)?
- **Fundraising Food Event:** People love food! Host a chili cook off, a pancake breakfast, or a summer BBQ and invite people to purchase tickets, make donations, and get together for some grub.
- **Local stores:** Many businesses will let you set up a small table and fundraise in front of their establishment. Try your local supermarket, box store, or coffee shop. Think Girl Scout Cookies!
- **Your boss:** Ask your manager to send out an email to the company sharing what you're doing to raise money, and ask for their support.
- **Who do you regularly spend money with?:** Every year you spend money with people like your doctor, the veterinarian, your dentist, your hair stylist, your accountant, and others. Send them a note thanking them for taking care of you over the years and ask if they'll support your fundraising effort!
- **Raffle:** Do you have an iPad you got as a gift and never use? A brand new designer bag you never use because it doesn't match anything else you have? Raffle it off!
- **Public humiliation:** For the bravest among you. Send a note to friends, family, neighbors, anyone you think might support your fundraising. Promise them that if you reach your goal, you'll do something crazy the day of the walk. You'll shave your head, you'll complete the walk in a tiger costume, you'll wear a (gasp) Red Sox jersey. The cruelest among them will be more than happy to pony up for a photo of you on the internet in clown makeup.

The possibilities are endless – get creative! And remember, the BIANYS staff is here to help you with your team. Let us know your idea and we will help make it into a fun and productive fundraiser!