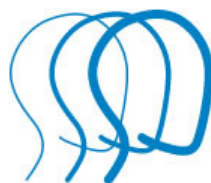


# Rose



D A Y



**BRAIN INJURY  
ASSOCIATION**  
OF NEW YORK STATE

# THANK YOU

Thank you for choosing to support Rose Day 2017. You and your colleagues are now part of dozens of organizations in the Capital Region doing something amazing to help individuals and their family members impacted by brain injury.

The Brain Injury Association of New York State (BIANYS) is able to continue to expand services for thousands thanks to company's like yours; raising money and selling roses to support BIANYS.

We have included super-easy fundraising tips and facts about brain injury for you to share around your office. We would love to see what you and your colleagues are up to so don't forget to shout about your company's fundraising on social media and help us spread the word! #RoseDay2017

If you have questions or would like some additional support, please call our office at 518-459-7911 or email us at [ereardon@bianys.org](mailto:ereardon@bianys.org).

Thank you so much! - TEAM BIANYS

## ABOUT ROSE DAY

Rose Day is an annual campaign organized by the Brain Injury Association of New York State (BIANYS). Companies throughout the Capital Region are invited to join efforts and sell bouquets of roses throughout October and the beginning of November on behalf of the organization. All proceeds benefit programs and services provided by BIANYS.



## ROSES ARE A PERFECT FOR THIS HOLIDAY SEASON

A holiday hostess gift, flowers for home or a single rose for 12 of your co-workers

## HOW TO PARTICIPATE

- Identify a Rose Day Coordinator within your organization (volunteer commitment of 3 hours)
- Sign up for one of our free informational webinars to learn how to be a successful host site!
- Sell bouquets of roses to your colleagues, friends and family. We've created sample emails and custom posters to help you spread the word!
- Send in money and order forms to BIANYS by November 20.
- BIANYS will deliver Roses right to your office by noon on December 20, 2017!

All Rose Day Coordinators receive a beautiful display bouquet in exchange for their support of this campaign.

## ABOUT BIANYS

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 outcome for children and adults with brain injuries.

## 2016 ROSE DAY SITES

Albany County Clerk's Office	Janney Montgomery Scott
American Red Cross	Keybank
Beacon Health Options	Lynn's Uptown Tavern
Bond, Schoeneck & King PLLC	Mike Cleary-Real Estate
Brookdale Living	Miller Printing
CDPHP	NYS School Board Association
CapitalCare Medical Group	Securitas
Comfortex Window Fashions	State Farm
Consumer Optical	SUNY Empire State College
Council Community Services	Teal, Becker, & Chiaramone
CSEA Members of University of Albany	CAS, PC
DCJS-OPDV	William K. Sanford Library
Finch Paper Company, Inc.	Angelia Kehl
Genpak	

# FACTS ABOUT BRAIN INJURY

- An estimated 13.5 million Americans are affected by stroke and TBI which makes brain injury the second most prevalent injury and disability in the United States
- 5.3 million Americans live with a long-term disability as a result of a traumatic brain injury
- Every 11.26 seconds, one person in the United State sustains a traumatic brain injury
- 2.8 million Americans sustain traumatic brain injuries each year
- More than 56,000 people die every year as a result of traumatic brain injury
- According to a study by Finkelstein and colleagues, the annual costs of brain injury- both medical costs and lost productivity for people with TBI - are an estimated \$76.5 Billion

## IMPORTANT DATES

**Learn More about Rose Day and how to be a successful host site during one of our free informational webinars:**

Tuesday, September 26 - 10 am

Thursday, September 28 - 2 pm

Register online at [www.bianys.org](http://www.bianys.org)

### **Campaign Kick-off**

**Tuesday, October 10**

Display roses and materials will be delivered to your site. You can start selling roses to your colleagues, family and friends!

**Last day to turn in orders and money to BIANYS.**

Wednesday, November 15

### **Rose Day 2017**

Wednesday, December 20

Roses will be delivered by noon.

Each person who buys a bouquet of roses will also receive their tax deductible information and a thank you note from BIANYS with their roses when they are delivered.

## AVAILABLE TOOLS

- Free Informational Webinar(s)
- Sample emails to send to your colleagues and friends
- Customizeable posters to hang around your office
- BIANYS Executive Director and Rose Day Coordinator is available for additional support! Eileen Reardon at [ereardon@bianys.org](mailto:ereardon@bianys.org)

## TIPS FOR A SUCCESSFUL CAMPAIGN

**Set your goal!**

**Announce your organization's participation in the Rose Day campaign and encourage others to join you in purchasing beautiful roses!**

**Inspire:** Share information. 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 Rose Day campaign go directly to supporting programs and services. Use the facts provided in this packet, or direct them to our website at [www.bianys.org](http://www.bianys.org) for more information.

**Ask everyone to give!**

This is the most important part of your fundraising effort, but it does not need to be the scariest! **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.

**Thank everyone for giving:** Generous donors are more likely to give next year if you thank them!

**Call us if you have questions or need additional support. We are here to help!**

**WEDNESDAY  
DECEMBER 20, 2017**

**Rose**  
.....  
**D A Y**

*All proceeds support programs and services provided by the Brain Injury Association of New York State*

**YES**

We would like to participate in Rose Day 2017 to benefit the Brain Injury Association of New York State

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

STATE ZIP \_\_\_\_\_

PHONE \_\_\_\_\_

ROSE DAY CONTACT INFO:

NAME \_\_\_\_\_

PHONE \_\_\_\_\_

EMAIL \_\_\_\_\_



**Order by November 15**

Payment is due at the time of ordering

Name	Qty.	Payment Type (cash, check, credit card)	Total

**FAX OR MAIL ORDER FORMS BY: WEDNESDAY, NOVEMBER 15 TO**

**4 PINE WEST PLAZA, SUITE 402 | ALBANY, NY 12205 | FX: 518-482-5285 | PH: 518-459-7911 | WWW.BIANYS.ORG**

**OFFICE USE ONLY**    DATE RECEIVED \_\_\_\_\_    DATE ENTERED \_\_\_\_\_    ENTERED BY \_\_\_\_\_