

Rose



DAY



**BRAIN INJURY
ASSOCIATION**
OF NEW YORK STATE

THANK YOU

Thank you for choosing to support Rose Day. 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! #RoseDay2018

If you have questions or would like some additional support, please call our office at 518-459-7911 or email us at dchilandese@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 GIFT 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)
- 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 16.
- BIANYS will deliver Roses right to your office by noon on December 19 2018!

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 outcomes for children and adults with brain injuries.

2017 ROSE DAY SITES

Albany County Clerk
Beacon Health Options
BIANYS
Bond, Schoeneck & King PLLC
CISCO
Unified Court System of NYS
Comfortex
Consumer Optical
Council Community Services
CSEA Members of University of Albany
DCJS
Finch Paper Company, Inc.

Janney Montgomery Scott
Lydall Thernal/Acoustical Group
Miller Printing & Litho Inc.
NYS School Board
NYSUT
OASAS
O'Connell & Aronowitz
State Farm
SUNY Empire State College
Teal, Becker & Chairamonte
William K. Sanford Library

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 9 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

Campaign Kick-off

Monday, October 15

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 16

Rose Day 2018

Wednesday, December 19

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

- 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! Debbie Chilandese at dchilandese@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 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!

FAQs

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.

Where does the money go?

Funds raised through Rose Day campaign will enable BIANYS to continue to expand services for individuals and their families affected by brain injury in New York State.

How does my organization participate?

Organizations can register online at www.bianys.org.

Are the roses tax-deductible?

Yes. Tax-deductible contribution for each dozen purchased is \$15.50 and each bouquet sold comes with a tax-deductible receipt.

If we have multiple locations, can you deliver to each site?

Yes, we are happy to deliver to each individual location as long as there is a Rose Day Coordinator at each site. We strongly encourage sites to aim for a minimum of five dozen bouquets per site.

Can we select which color rose bouquet we would like?

No, unfortunately we are unable to accommodate requests for specific colors as we receive the bouquets based on availability from the distributor. However, all of the roses are beautiful!

How long do the roses last?

With proper care, the roses typically last from 10 days to two weeks.

Will you have extra bouquets available on December 19?

No, unfortunately we pre-order each individual bouquet and will not have extras available during delivery.

What forms of payments do you accept?

Cash, Checks and credit cards are accepted. All monies must be turned in by November 16 in order to receive your roses on December 19. Credit card payments can be made online or by phone at 518-459-7911.

Can people contact you directly to purchase the roses?

No, each order for a bouquet will be turned in to the assigned Rose Day site coordinator at your location. The Rose Day coordinator will then fill out the Rose Day Order Tracking Form and turn into Debbie Chilandese at dchilandese@bianys.org by November 16.

What time will you deliver the roses on December 19?

All Rose deliveries will be made by 12 noon.

Have more questions?

Contact Debbie Chilandese at 518.495.7911 or email dchilandese@bianys.org.



Rose



DAY

ORDER YOUR HOLIDAY BOUQUET TODAY!

There are plenty of reasons to give roses, now you have a great cause

PURCHASE ROSES FROM OCT 15 - NOV 16

to benefit Brain Injury Association of New York State

ROSES WILL BE DELIVERED BEFORE NOON ON DECEMBER 19

ORDER YOUR BOUQUET TODAY WITH:

The deadline to order your bouquets is Wednesday, November 16.
Roses are \$25.00 per dozen. Cash, Checks and credit cards are accepted.
Tax-deductible contribution for each dozen purchased is \$15.50.

