



# Chapter Guidebook

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Brain Injury Association of New York State

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**THE VOICE OF BRAIN INJURY**

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## I. INTRODUCTION

### About the Brain Injury Association of New York State Chapter Guidebook

This Guidebook clarifies the roles, responsibilities and relationships of BIANYS local Chapters and provides standard procedures for conducting Chapter business. These rules and procedures have been developed to support and strengthen the work of BIANYS' volunteers and Chapter leadership, which forms the foundation of the work of BIANYS.

## II. THE BRAIN INJURY ASSOCIATION OF NEW YORK STATE

**A. BIANYS Mission Statement:** The mission of the Brain Injury Association of New York State is to minimize brain injury through prevention and to support, educate and advocate for individuals with brain injuries and their families.

The Brain Injury Association of New York State is the state affiliate of the Brain Injury Association of America, Inc. (BIAA), a national organization. BIANYS is incorporated as a not-for-profit organization which is tax-exempt under section 501(c)(3) of the Internal Revenue Service Code. It is registered with the New York State Department of State Office of Charities Registration.

**B. BIANYS Board of Directors:** BIANYS is governed by a Board of Directors, made up of At-Large Members and District Representatives. At-Large Members are elected by Members of the Board and serve a term of three years. District Representatives are elected by the BIANYS Members of their district. See BIANYS by-laws found at <https://bianys.org/bianys-bylaws/> for more information.

**C. Programs and Services:** BIANYS administers different programs and services throughout New York State, including the Family Help Line and FACTS Program. All programs run by BIANYS are governed by guidelines and regulations. BIANYS oversees all programs provided under the organization's name and ensures that each fulfills its specific role. Details of each BIANYS program are available at [www.bianys.org](http://www.bianys.org).

**D. Membership:** BIANYS is a membership organization, made up of individuals, families, professionals and organizations. Membership is open to anyone who wishes to join and support the mission of BIANYS.

- Memberships run on a rolling basis, with membership beginning once it has been purchased for a twelve-month period.
- Any individual who wishes to become a member should complete a membership application form and submit it, along with annual dues, to the BIANYS office. All members are sent a reminder for renewal.
- Membership in BIANYS includes membership in the Brain Injury Association of America. A portion of the annual dues is shared with BIAA.

**E. Chapters and Support Groups:** BIANYS maintains a network of Chapters and Support Groups that serve local communities in New York State. Each Chapter must complete an Affiliation Agreement (see Appendix B).

### **III. BIANYS CHAPTERS**

#### **A. What is a BIANYS Chapter?**

A Chapter is the local outreach and grassroots affiliate of the Brain Injury Association of New York State. Chapters operate under the legal umbrella of BIANYS and represent the organization in their communities. Chapters bring together all aspects of the local brain injury community, working on issues and activities of mutual interest. Chapters can work with other community organizations to raise awareness of brain injury and other disabilities.

A Chapter is different from a Support Group. Support Groups offer an environment in which participants share emotions and experiences and offer support for one another. Chapters offer a wider variety of resources, interactions and outreach within the community. Where Support Groups meet at a set location at a set time to allow participants a safe space to discuss issues, Chapters can have multiple activities in the community in a variety of forms. For example, Chapters can organize recreational outings to an art museum for participants, while also planning to provide prevention information to the local library. A Support Group would typically not plan these types of activities.

#### **B. Who oversees Chapters?**

Chapters are overseen by the BIANYS Program Coordinator. The Program Committee of the BIANYS Board of Directors is in charge of the Chapter application and monitoring process.

The Program Committee receives and evaluates proposed Chapters and ensures that Chapter development follows the Association's Strategic Plan. The Program Committee will convene meetings as needed to monitor activities and questions that arise regarding Chapters. The Committee makes recommendations to the BIANYS Board of Directors regarding approval of new Chapters.

#### **C. Roles of a Chapter**

Chapters are active in their local communities in many ways, depending on the needs of that community, providing educational forums, community awareness and advocacy on issues impacting brain injury survivors.

##### ***1. EDUCATIONAL ROLE***

###### *Education of Members*

Chapter meetings provide an educational forum for members. Presentations, films, outside speakers and discussions educate members on brain injury prevention and about the impacts of brain injury on an individual and families.

Please note that when a presentation is made to the Chapter, BIANYS requires that a disclaimer be used to indicate that the opinions and materials presented are not necessarily those of BIANYS. Please read the following disclaimer prior to any presentation:

**The views and opinions shared in tonight's presentation are those of the speaker and not necessarily of BIANYS.**

## *Community Education*

Chapters are in a unique position to educate their local communities about the effects of brain injury and brain injury prevention. Any written materials used must be approved by the Communications Manager in advance. This will ensure that statements are consistent with BIANYS' policies and over-arching communications strategy. BIANYS must know what is being presented in its name, who the intended audience is, and where the information will be presented.

Local Chapters are also encouraged to join in educational efforts with other disability/advocacy groups, centers for independent living and coalitions regarding public access, health care and other public policy issues of mutual concern. All policies regarding written materials and presentations apply to these events as well.

## **2. SUPPORTING MEMBERS**

### *Recognizing and meeting the needs of members*

**Chapters must be open to any member of the community who wishes to join.** All voices should be heard at Chapter meetings and discussion must be open to all. Chapter activities should reflect the desires of all Chapter members.

### *Social outings and events*

In addition to their other roles, Chapter meetings and activities provide a social function for members, allowing them the opportunity to work as part of a group advocating for those with brain injury. There are numerous ways that a Chapter can capitalize on the opportunity for fostering community and socialization among members. Some Chapters sponsor events and outings to area attractions, such as museums or sporting events. Often, these locations will provide free tickets to Chapters, with a special request on BIANYS letterhead, which can be provided by the Program Coordinator.

## **3. ADVOCACY**

Chapter members may be interested in participating in advocacy activities focused on public policy development. All Chapters will be invited to participate in distribution of information issued by BIANYS to regarding relevant legislation and public policy issues. These activities will be coordinated with the BIANYS Director of Engagement and Advocacy and the Program Coordinator.

## **D. Formation of a BIANYS Chapter**

Local Chapters are formed when a group of BIANYS members, who agree to abide by BIANYS by-laws and the Chapter Guidelines, work with BIANYS Program Coordinator and the Program Committee to complete the steps required to develop a Chapter:

- Review and understand the BIANYS Chapter Guidelines
- Submit a Chapter Letter of Intent (see Appendix A) to BIANYS to establish the desire to start a Chapter
- Within 30 days, meet with BIANYS Program Coordinator in person or via phone
- Respond to any requested information from BIANYS or the Program Committee
- Reach out to local community members to gauge interest in a Chapter
- Within 90 days, convene an open meeting in the community to discuss interest in a Chapter

- Work with BIANYS Program Coordinator on follow-up and the creation of a plan for the proposed Chapter

To form a Chapter, a completed Chapter Letter of Intent (Appendix A.) is submitted to the BIANYS Program Coordinator, who then brings it to the BIANYS Program Committee. The Program Committee evaluates the information and may ask additional questions of the group. Background checks and evaluation of leaders are part of this process. The Program Committee evaluates the application and brings a recommendation to the Board of Directors to approve the Chapter. Upon approval, the Chapter Affiliation Agreement is signed by the representative(s) of the Chapter (see Appendix B).

Until an election can be held, an acting Chapter Chair should be nominated by the organizing members of the Chapter.

The Chapter Affiliation Agreement, which spells out the rights and responsibilities of the local Chapter and of BIANYS, is signed by the Chapter Chair and by the Executive Director of BIANYS on an annual basis.

Chapter Chair and other members in leadership roles are subject to background checks prior to assuming positions. BIANYS must be notified of elections and any changes in leadership. All leaders must submit and abide by the BIANYS Chapter Officer Code of Conduct form and BIANYS Volunteer Code of Conduct (see Appendix).

As outlined in the BIANYS by-laws, local Chapters are directly accountable to BIANYS and the BIANYS Board of Directors. Because local Chapters are part of the BIANYS corporation, rules and regulations dictate the level of autonomy Chapters possess. Chapters must abide by the laws governing BIANYS and all guidelines provided by BIANYS and must follow financial and contractual rules. For example, the Chapter may not enter into contracts independently, nor may it hold a separate bank account. Failure to abide by these regulations may result in dissolution of the Chapter and could result in legal action.

## **E. Chapter Officers**

Chapters should have a slate of Officers for managing Chapter affairs. These Officers should include a Chapter Chair, a Vice Chair, a Treasurer and a Secretary. The duties of Officers shall be those that normally pertain to the Office. Officers are responsible for working with BIANYS on all requirements detailed in this document.

Chapter Officers must respect all privacy regulations and keep any personal information private. No information about other Chapters or confidential information about individuals will be shared with entities outside of BIANYS. BIANYS will not share confidential information about individuals or other Chapters with Chapter officers.

Other Chapter functions may include the creation of titles for Chapter members, but the leadership functions of the Chapter include only the Officer roles stated above.

Chapter Officers do not have the authority to enter into agreements or speak on behalf of BIANYS without prior approval.

Violations of the Chapter Officer Code of Conduct (see Appendix C) may result in or the removal of Chapter leadership or in the disbanding of the Chapter.

## **F. Election of Officers**

Election of a Chapter Chair and Vice Chair will take place every October. The Treasurer and Secretary may be elected by members present at Chapter meetings. All Chapter Officers must be members of BIANYS, must follow the BIANYS Chapter Officer Code of Conduct (see Appendix C), and must complete all required forms and pass a background check as necessary. Voting is open to all BIANYS members in the Chapter's region. To ensure a fair and unbiased election, the BIANYS Program Coordinator will run elections for each Chapter.

Elections for every Chapter will take place annually in October. Chapter leaders should remind Chapter participants that they must be current BIANYS Members to vote in elections.

- August/September: Nomination Period

Chapter leadership will convey to members that nominations are due in early September. Chapter leaders should encourage interest and engage members in this process.

Chapter Officers whose terms are expiring must also indicate their intent to run again in the same manner.

Each candidate for Chapter Chair and Vice Chair must indicate their interest in writing to the BIANYS Program Coordinator by the end of the first full week in September. They must submit a statement of no more than 1 page indicating their interest, qualifications, a brief biography and their vision for the Chapter. This statement will be provided to the members of that region to help them make this decision.

Time will be allotted at a Chapter meeting for candidates to address membership, and to allow members to ask questions of the candidates prior to the election in October.

- October: Ballots & Voting

The BIANYS main office will mail ballots to all Members in the Chapter's region to be returned to BIANYS for processing and will make ballots available in additional ways to increase member access to voting opportunities. If accommodations are needed, members should contact BIANYS. The Program Committee of the Board of Directors may consider alternative voting methods if they assist more members to actively participate in the election process.

- November: Election Results

An announcement will be made from the BIANYS main office indicating the official results of the election in the beginning of November.

- January: Chapter Officers take office.

## **G. Regulations**

Chapters hold regularly scheduled open meetings to conduct business. Meetings are to be publicly announced, and notice must be sent to the BIANYS Program Coordinator, who will share them with members in that area.

Chapters will comply with the election process established by BIANYS for electing Chapter Officers (see Section F).

Chapter Officers must respect all privacy regulations and keep any personal information private. Chapter leaders may have access to sensitive or private information about BIANYS Members. This information is considered confidential and should not be shared with any outside individuals. Violations of this may result in the Chapter being disbanded, or the removal of Chapter leadership.

Any information provided to Chapter Officers by Chapter members, including email addresses and contact information, shall only be used for official Chapter business and approved by BIANYS in advance.

Chapters will not serve as an advertising opportunity for other organizations, groups or businesses. Chapter activities must be free of bias. Chapter Officers must disclose any conflicts of interest that may arise during the course their duties (See Appendix C).

Chapter leaders must document all property purchased by the Chapter and keep BIANYS informed of any changes in this inventory. If there is a change in Chapter leadership, the new leader becomes responsible for monitoring these items. If a Chapter dissolves, all Chapter property must be properly accounted for and BIANYS will become responsible for the materials.

Chapter member contact lists should be provided to BIANYS Program Coordinator on a regular basis as needed. If the master list held by the Chapter is corrupted or lost, the list sent to BIANYS will serve as a backup.

## **H. Chapter Planning and Reporting**

BIANYS requires status updates of Chapter activities and other Chapter outreach efforts. Because the Chapter is acting under the legal status of BIANYS, the Program Coordinator must be kept informed of all Chapter activities and will submit plans for events and activities to the Program Coordinator prior to undertaking that plan. This will eliminate any potential problems regarding insurance, liability or other complications relating to the legal standing of BIANYS.

### ***1. ANNUAL PLANNING FOR ACTIVITIES AND EVENTS***

Each October, Chapters should develop an annual plan and budget based on its priorities, activities and available financial resources (See Section J: Financial for details on the budget). The BIANYS Program Coordinator can assist Chapter leaders in developing a plan for the coming year, which should document all activities that the Chapter plans to engage in throughout the year, and a calendar to structure outreach throughout the year. This will make sure that Chapter activities are in line with BIANYS' organizational priorities and strategies.

Activities involving finances, either fundraising events or activities requiring payment by the Chapter, must include a detailed budget. Chapters should use the Chapter Activity/Event Proposal (Appendix E) to organize the event members would like to hold. The Program Coordinator and Board Program Committee will utilize this information in the approval process to make sure there are no conflicts, legal issues, liability problems or other concerns. This form must be submitted at least 30 days prior to any outreach for the event.



## **2. QUARTERLY REPORTS**

Chapters must submit a quarterly report to the Program Coordinator (due March 31, June 30, September 30, and December 31) detailing the activities of the Chapter over the quarter. The report should include the following:

- A list of events held over the past quarter, including attendance, expenses and any funds raised or spent
- A list of upcoming meetings and events
- An updated list of current Officers, their positions and contact information, as necessary
- Minutes from Chapter meetings

### **I. Communications and Media**

The Director of Communications oversees all marketing and communications matters for BIANYS. Chapters will be expected to follow BIANYS communications guidelines to ensure the Brain Injury Association of New York State brand remains intact. **Under no circumstances are Chapters or their leadership to provide the BIANYS logo to an outside organization.** All such requests should be forwarded to the Director of Communications.

#### **1. MEDIA/PRESS INQUIRIES**

All press inquiries are to be routed to the Director of Communications. All public statements will be sent from the BIANYS main office. Chapters must adhere to any official BIANYS position or talking points on issues, without deviation, and can be provided as needed. If media attendance is sought, the Director of Communications will provide assistance to Chapters. Any crisis communications will be handled by the Director of Communications.

#### **2. MATERIALS REVIEW**

Press releases, flyers, advertisements, social media campaigns and all other program/event/outreach and public-facing communications used for marketing Chapter activities must be submitted to the Program Coordinator and approved by the Director of Communications. Please allow enough time for the Director of Communications to prepare all materials, such as fliers and social media campaigns. Please submit the Chapter Activity/Event Proposal Form in Appendix E to BIANYS for approval of these activities. Failure to submit requests in a timely manner may result in delay of approval.

Failure to comply with BIANYS' marketing and communications policies may result in the removal of Chapter leadership or in the disbanding of the Chapter.

### **J. Financial**

BIANYS Chapters operate under the BIANYS 501(c)(3) status and are subject to the same requirements and obligations. Chapters must comply with all state and federal laws and regulations relating to nonprofit organizations. Failure to comply with these standards jeopardizes BIANYS' nonprofit status and may result in the dissolution of a Chapter and legal action against the responsible parties.

BIANYS hires an outside firm to perform an annual audit of organizational finances, including Chapter accounts. This is performed to show that we are handling finances in an appropriate manner and following all fiduciary rules and regulations.

## **1. BANK ACCOUNT**

BIANYS administers the bank accounts and tracks all revenue and expenses for Chapters. Chapters are prohibited from holding separate bank accounts. All Chapter funds are deposited into the account by BIANYS and credited to that Chapter. Each Chapter's funds are disbursed when authorized Chapter personnel makes a written request.

## **2. FUNDRAISING**

Chapters are an essential part of BIANYS. As such, Chapters are included in all fundraising efforts to support BIANYS and are expected to share information about all BIANYS events with members.

Local Chapters may also raise funds to cover Chapter expenses and activities. Chapters can participate in local fundraising campaigns and receive direct contributions to support local activities. All funds raised must be forwarded to BIANYS for deposit in the Chapter account within 7 days of receipt.

All fundraising activities require pre-approval by BIANYS. Chapter leaders must discuss activities with the Program Coordinator so that it is a coordinated and non-competitive fundraising effort.

### **a. CHAPTER INCOME AND EXPENSES**

Chapters are responsible for monitoring and allocating their funds in accordance with the Budget and Accounting section of this Guidebook.

BIANYS Administration and the BIANYS Board of Directors may evaluate any Chapter spending prior to allocation and assess whether money is being appropriately allocated. All monies must be allocated in a way that does not violate any state or federal laws, does not jeopardize BIANYS nonprofit status, nor otherwise adversely affects the BIANYS brand.

## **3. BUDGET AND ACCOUNTING**

Each Chapter should adopt a budget or annual spending plan based on its priorities, activities and available financial resources. This budget must be submitted to the BIANYS Director of Finance and Administration by October 31 of each year. Chapters should determine their own policies regarding how expenditures will be authorized within the Chapter, subject to the rules governing BIANYS and approval by BIANYS.

Chapter leaders must track income and expenses and report quarterly to BIANYS (Appendix D). The BIANYS Director of Finance and Administration will provide a ledger and instructions/training for tracking Chapter finances. A copy of the ledger will be submitted quarterly to the Director of Finance and Administration and will serve as a report of Chapter financial activity. The ledger must indicate all monies collected during the period for deposit in the account, and any invoices that must be paid from the account. Failure to submit invoices and receipts may result in the vendor not being paid. Vendors must submit appropriate information and paperwork to BIANYS to receive payment for services.

All monies received, invoices and receipts for services received by the Chapter must be submitted to the BIANYS Director of Finance and Administration within 7 days of receipt. Chapters are advised to keep copies of all receipts and forms submitted to BIANYS for their own records.

The BIANYS Director of Finance and Administration will provide a monthly report (by the 15th of each month) for Chapters that have had activity in the prior month. If Chapter leaders prefer a monthly report regardless of activity, one can be made available.

Local Chapters are expected to support local operating expenses from their own designated funds.

The Chapter should submit a Chapter Purchase Requisition form in advance for the purchase of any equipment, supplies or other expenses costing more than \$100 for payment directly from BIANYS. The Director of Finance and Administration will provide a Chapter Purchase Requisition form upon request.



## **Chapter Letter of Intent**

The Brain Injury Association of New York State (BIANYS)/\_\_\_\_\_Chapter agrees to meet the following requirements to become a recognized Chapter of BIAA/BIANYS.

On behalf of the potential local Chapter, I/we will:

1. Submit this Letter of Intent to BIANYS to establish our desire to start a Chapter in this area.
2. Review and agree to follow BIANYS Chapter Guidelines
3. Within 30 days, meet with the BIANYS Program Coordinator in person or via phone for an interview
4. Respond to any requested information from the BIANYS Program Coordinator or the Program Committee regarding the establishment of a Chapter
5. Provide outreach to local community members regarding interest in a Chapter
6. Within 90 days, convene an open meeting for members of the community to discuss interest in a local Chapter
7. Work with the BIANYS Program Coordinator on follow-up and the creation of a development plan for the proposed Chapter

FOR THE \_\_\_\_\_ CHAPTER

Chapter Chair: \_\_\_\_\_ Date: \_\_\_\_\_

Telephone:

Email:

BIANYS Board President: \_\_\_\_\_ Date: \_\_\_\_\_

cc: District Board Member



## **Chapter Affiliation Agreement**

\_\_\_\_\_ agrees to maintain a Brain Injury Association of New York State (BIANYS) Chapter in \_\_\_\_\_.

The BIANYS Members listed below agree to establish a BIANYS Chapter in the above-mentioned area.

We shall always strive to support the goals of BIANYS and BIAA as we reach out and connect with people with brain injury, their families, professionals and other interested community members. We agree to follow the BIANYS Chapter Guidelines, the BIANYS Code of Conduct and to develop and maintain a membership base in the community. The Chapter will network within the community and foster relationships between the community members and BIANYS.

Names of Chapter members: \_\_\_\_\_  
\_\_\_\_\_

Chairperson: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

You may share the contact information stated below with the individuals and the groups that contact BIANYS.

Contact name, phone number, and email address for public listing of Chapter:

\_\_\_\_\_

\*This form will be updated annually or if there is a change in the Chapter Chair.



## Chapter Officer Code of Conduct

As an Officer of a Chapter of the Brain Injury Association of New York State (BIANYS), I agree to comply with the following standards of conduct:

1. Disclose any potential conflicts of interest
2. Conduct all dealings with BIANYS staff, Board Members and organizational members in a respectful and courteous manner
3. Exercise reasonable care when making decisions as a Chapter Officer
4. Actively participate in organizational planning and decision-making, and make sound and informed judgments
5. Not use information obtained as a Chapter Officer for personal gain, and to act in the best interests of BIANYS
6. Ensure that BIANYS complies with all applicable laws and regulations, and that it remains committed to its established mission
7. Keep confidential any private financial information and private personal information unless BIANYS expressly authorizes the disclosure of such information
8. Immediately report any known breaches of confidential information to the BIANYS Executive Director
9. Present myself in a manner that reflects positively on myself and BIANYS
10. Be punctual for scheduled activities
11. Not authorize the use of the name, logo, endorsement, services or property of BIANYS for the benefit or advantage of any person except in conformance with BIANYS policy
12. Not accept or seek on behalf of any person, any financial advantage or gain offered as a result of the Chapter Officer's affiliation with BIANYS
13. Not publicly use any BIANYS affiliation in connection with the promotion of partisan politics, religious matters, or positions on any issue not in conformity with the official position of BIANYS
14. Not knowingly take any action or make any statement intended to influence the conduct of BIANYS or its members in such a way as to confer any financial benefit on any person, corporation, or entity in which the individual has significant interest or affiliation
15. Put the best interests of BIANYS and those it serves above personal interests, and not operate or act in any manner that is contrary to the best interests of the BIANYS
16. Support the policies and positions of BIANYS and its Board of Directors
17. Maintain an equitable, honorable and cooperative relationship with fellow Chapter Officers, Chapter members, other BIANYS Members, BIANYS staff and the public, including discussions and deliberations in both public and private sessions

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Chapter Officer Printed Name and Office Title

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Chapter Name

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Chapter Officer Signature

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Date

**Appendix D**



**Chapter Quarterly Financial Statement**

Chapter:

Date:

**INCOME/DEPOSITS**

Please deposit these checks or money orders in the Chapter Account and credit the total amount to our Chapter.

LIST source of funds/contributions for record-keeping purposes	Amount
1.	
2.	
3.	
4.	
5.	

**EXPENSES**

The following is a list of expenses for the Chapter.

Provide details for each expense (method of payment, purpose of expense, item/service purchased, etc.) for record-keeping purposes	Amount
1.	
2.	
3.	
4.	
5.	



## Chapter Activity/Event Proposal Form

Please complete this form for consideration of your activity. Questions should be directed to the BIANYS Program Coordinator.

**Contact Information**

Chapter Name: \_\_\_\_\_

Name of Organization or Individual: \_\_\_\_\_

Individual Name/Affiliation (ex: Chapter Chairperson): \_\_\_\_\_

Street Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Preferred Phone: \_\_\_\_\_

Secondary Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_

**Event/Activity Information**

Please fill in the information below to the best of your ability, even if tentative. Please use TBD in any question you can't answer yet and an N/A in any question that does not apply to your event.

Give a brief description of your planned activity below:

Event start date(s): \_\_\_\_\_ Event end date(s): \_\_\_\_\_

Event start time(s): \_\_\_\_\_ Event end time(s): \_\_\_\_\_

Event Street Address: \_\_\_\_\_

Event City, State Zip: \_\_\_\_\_

Expected Number of Attendees/Patrons: \_\_\_\_\_

Expected Number of Staff/Volunteers: \_\_\_\_\_

Will a fee be charged for the activity/ event?  Yes  No If Yes, how much? \_\_\_\_\_



What is the goal of this activity/event? Is the event focused on a specific population or aspect of TBI (e.g. Concussion, Seniors, etc.)?

What goods, services or activities will participants/donors receive for this fee? Give a brief description.

Are there any other organizations involved (i.e. partnerships on this activity)?

Will you require BIANYS materials/supplies at the event?

### **Event Communications/Media/Publicity**

**Note:** BIANYS must approve all support materials using our name or logo. Please see Chapter guidelines for more information.

How do you plan to promote and advertise the event? Briefly describe below any needed letters, invitations, flyers, press releases, website, t-shirts, social media, etc. to this application. Attach drafts of any materials and submit with this form.

What is the goal of this communication? Please note your desired outcome (e.g. event attendance, program awareness, education of specific demographic) below:

Who is the target audience for this outreach?

If requesting BIANYS publicize the activity, please mark which methods you request:

Email       E-Newsletter       Social Media       Website       Other:

### **Event Financial Information**

*Please note that all Chapter fundraising must follow the policies stated in the Chapter Guidebook.*

Will the proceeds from your event be donated solely to BIANYS?       Yes       No

*If no, please indicate what other organizations/individuals will benefit and describe the planned allocation of funds:*

Projected Gross Revenue: \_\_\_\_\_

Projected Expenses: \_\_\_\_\_

*Attach your budget for this activity to this form or itemize here what your projected expenses will be for the activity. Please be sure to include expenses for advertising, logistics for the activity, any other expenses related to the activity, and the source of funding for all expenses.*

How will funds be raised? Select all that apply:

- Pledges
- Donations
- Sponsorships
- Other:
- Auction
- Ticket Sales
- Sale of Goods/Services

If approaching sponsors, please list organizations and individuals to be solicited [no solicitation may occur before BIANYS approves this activity]:

### **Activity/Event Proposal Acknowledgement**

I have read and agree to comply with these Guidelines. I understand that the guidelines are part of this Agreement. I also understand that any additional guidelines included in BIANYS's Approval Letter become a part of this agreement:

- I understand this is a proposal and I may not execute the event without prior written approval by BIANYS
- I understand that publicity and other marketing materials for the event must be approved by BIANYS prior to being produced and released.
- I understand I am being granted permission to use BIANYS's Logo and will not distort the graphics or display in an inappropriate, unapproved manner.
- I understand that I cannot use language which indicates BIANYS endorses, will be present, or has involvement at or with the event unless it is reviewed and approved by BIANYS staff.
- I understand that any featured speakers, emcees, performers, etc. must be reviewed and approved by BIANYS.
- I have read and understand I must return this Chapter Activity/Event Proposal Form to BIANYS at least thirty (30) days of any outreach for this activity.
- I will send all photographs, video, and media taken of/at the event to the BIANYS Director of Communications the BIANYS within two (2) weeks after the event and include a signed copy of the "Photograph/Video/Media General Release Form"

I have carefully read and fully understand this document. I am aware a letter of approval must be issued by BIANYS prior to conducting this event. I am aware that initial event submission review may take up to thirty (30) days.

Signature: \_\_\_\_\_

Print Name: \_\_\_\_\_ Date: \_\_\_\_\_

**Appendix F**



**Photo Use Release Form**

I, \_\_\_\_\_ (print name) hereby grant and authorize the Brain Injury Association of New York State the right to take, edit, alter, copy, exhibit, publish, distribute and make use of any and all pictures or video taken of me to be used in and/or for legally promotional materials include, but not limited to, newsletters, flyers, posters, brochures, advertisements, fundraising letters, annual reports, press kits and submissions to journalists, websites, social networking sites and other print and digital communications, without payment or any other consideration. This authorization extends to all languages, media, formats and markets now known or hereafter devised. This authorization shall continue indefinitely, unless I otherwise revoke said authorization in writing.

I understand and agree that these materials shall become the property of the Brain Injury Association of New York State and will not be returned.

I hereby hold harmless and release the Brain Injury Association of New York State from all liability, petitions, and causes of action which I, my heirs, representative, executors, administrators, or any other persons may make while acting on my behalf or on behalf of my estate.

I warrant that I am of the age of consent (18 years or older) and that I am competent to contract in my own name. I have read this release before signing below and I fully understand the contents, meaning and impact of this release.

\_\_\_\_\_

Signature

\_\_\_\_\_

Date

If the person signing is under the age of consent, then this release must be signed by a parent or guardian, as follows:

I hereby certify that I am the parent or guardian of \_\_\_\_\_ (print name) named above and do hereby give my consent without reservation to the foregoing on behalf of this individual.

\_\_\_\_\_

Signature

\_\_\_\_\_

Date



## Summary of Chapter Guidebook Policies

- A calendar of Chapter meetings and events is due to the BIANYS office by November 1 for the following year. We understand changes and additions to this calendar will be necessary, and the policies for those revisions are included below.
- Send meeting notice to Chapter Members 3 weeks prior to the meeting.
- Send meeting agenda to BIANYS Program Coordinator 2 weeks prior to the meeting for approval.

If this information is not provided in the specified time frames, BIANYS cannot guarantee timely distribution. Please DO NOT create your own communications in this case.

- Any partnerships or collaborations with other organizations MUST be pre-approved by BIANYS before any commitment is made.
- Any projected expenses related to Chapter meetings and activities must be submitted for approval PRIOR to the event date. If spending is not approved ahead of time, no reimbursements will be issued.
- Any contracts or written agreements must be signed by the BIANYS Executive Director ONLY. Chapter members are not authorized to enter into agreements on behalf of BIANYS. In these cases, the contract would be the sole personal legal responsibility of the signer.
- Chapter Officers are not authorized to speak on behalf of the organization to the media. If you are contacted by a representative of the media, please forward the request to the Director of Communications immediately.
- Chapters may not solicit donations without prior approval from the BIANYS office. Any solicitation letters, flyers and invitations are subject to the same guidelines as above.
- All Chapter financial activity must be submitted per the timeline and provided reporting templates in the Chapter Guidebook.
- As a non-profit organization, BIANYS is governed by strict laws regarding lobbying. Any lobbying or advocacy efforts need pre-approval from the BIANYS office.

**IMPORTANT:** DO NOT send anything out without prior approval from the BIANYS office. This includes, but is not limited to, meeting announcements, email blasts, event invitations, advocacy alerts, flyers (electronic and printed), publicity related to other organizations.

BIANYS encourages Chapter activity and creativity regarding planning and events. The above policies and those lined out in the Chapter Guidebook ensure that BIANYS remains in compliance with its 501(c)(3) non-profit status and state/federal regulations. Adherence to the above policies ensures BIANYS' good standing and smooth execution of activities. Please refer to the Chapter Guidebook for any additional information, including the Code of Conduct. Any questions and/or clarifications should be directed to the BIANYS office prior to signing this agreement.

I \_\_\_\_\_, have read the above policies and agree to them. I understand any action taken by myself, or knowledge of such action, by a Chapter leader or member that is in violation of these policies will be the sole legal responsibility of that person, and not the liability of BIANYS.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_