



Sample 1: Go blue! for Brain Injury Coordinator Emails

Subject: Make an impact for brain injury survivors!

On (DATE), we will be kicking off (COMPANY NAME)'s Go Blue! for Brain Injury Campaign. All proceeds go directly to the Brain Injury Association of New York State's Annual Conference Scholarship Program.

Did you know that a brain injury occurs every 11.26 seconds?

(Insert if you participated last year) - Last year, our company raised (AMOUNT) to help BIANYS in honor of Brain Injury Awareness Month. This year, we are hoping to accomplish even more!

This is a great opportunity for you to get involved and change the life of someone impacted by this lifelong injury. I will be contacting you soon with more details. Thanks in advance for your participation.

(Employee Coordinator Name)

Sample 2: Go Blue! for Brain Injury Progress Email

Subject: We've reached _____% of our Go Blue goal!

Congratulations (COMPANY NAME) employees!

We've reached _____% of our goal. Last week's (SPECIAL EVENT NAME) was a great success thanks to your participation and (put in highlight from the event).

Please don't forget to turn in your pledge cards by (DATE) so that we can achieve our final goal of (AMOUNT).

I'm proud to be part of this exciting effort that means so much to people impacted by brain injuries here in New York! If you have any questions about your contribution, please let me know.

Thanks again!
(Employee Coordinator Name)

Sample 3: Thank you for raising awareness and funds for BIANYS!

Subject: Thank you for making an impact!

Because of your generosity, we raised (total campaign dollars your company/organization raised) to support BIANYS, which supports, educates and advocates for New Yorkers impacted by brain injury.

Thank you for being a part of (company/organization name)'s Go Blue! for Brain Injury Campaign this year. Together, we are raising awareness and providing hope for families.

Thanks again for your participation.

Sincerely,
(CEO Name or Employee Coordinator Name)

Have questions? We're here to help! Contact Eileen Reardon, BIANYS Executive Director, at 518-459-7911 or email ereardon@bianys.org.