



A MANUAL

Thank you for committing to fundraise for Go Blue! for Brain Injury.
(or at least checking it out)

This manual will provide some tips, how-tos, and ideas to help you Go Blue! efforts a success. In these pages, you will find:

- Instructions to set-up your Go Blue! campaign
- Ideas to support your efforts
- Resources for additional information and ideas

Brain Injury Association of New York State staffers are here to help you. Each campaign and fundraiser's approach can be different and unique, and what might work for an organization might not work for an individual. Reach out to us with questions, concerns, and ideas. We are here to support you every step of the way!

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About the Brain Injury Association of New York State

The Brain Injury Association of New York State is a statewide non-profit membership organization that advocates on behalf of brain injury survivors and their families and promotes brain injury prevention. We support, educate, and advocate for the brain injury community, and provide support services that lead to improved outcomes for children and adults with brain injuries.

Brain Injury Awareness Month

Since 1993, March has been designated Brain Injury Awareness Month. Brain Injury Awareness Month is dedicated to improving awareness of brain injuries and recognizing that anyone can sustain a brain injury, but they are a person first.

At the Brain Injury Association of New York State, we recognize this month through our **Go Blue! for Brain Injury** campaign, a tradition that has grown into a powerful symbol of awareness, advocacy, and community.

Brain Injury Facts

- An estimated 13.5 million Americans are affected by stroke and TBI, making 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 an American sustains a traumatic brain injury.
- 2.8 million Americans sustain traumatic brain injuries each year.
- More than 53,000 people die every year as a result of traumatic brain injury.

Go Blue! for Brain Injury

Go Blue! is about more than wearing a color. It is about showing up. It is about reminding brain injury survivors and their families that they are seen, heard, and supported. Through this campaign, we raise the funds that allow us to advocate for better policies, provide education, and strengthen the networks that sustain individuals long after the injury occurs.

Why Go Blue! for Brain Injury?

Brain injury can be isolating. Recovery does not follow a straight line, and the road is often longer than expected. Go Blue! helps ensure that no one has to walk that road alone. Your support fuels programs that empower survivors, amplify their voices, and create spaces where families find understanding, guidance, and hope.

Community has always been how real change happens. Long before hashtags and campaigns, progress came from neighbors standing together and doing what was right. Go Blue! carries that same spirit forward, blending time-honored advocacy with a renewed commitment to connection and belonging.

Fundraising for Go Blue! helps to ensure that opportunities are available. Through this campaign, we raise the funds that allow us to advocate for better policies, provide education, and strengthen the networks that sustain individuals long after the injury occurs.

How do I participate?

Donate: Supporting Go Blue! for Brain Injury is easy to do, whether you are an organization or an individual. The easiest way to participate? [Make a donation to Go Blue!](#)

Register: Register to participate as a fundraiser for Go Blue! It is quick, simple and lets us know that you, as an individual or an organization, will be fundraising with us. Register [here](#)

Start fundraising!

How do I fundraise?

Social Media: Fundraisers are encouraged to set up fundraising pages through Facebook or other social media to support the Go Blue! campaign. Do you have a birthday in March or an anniversary? You can use that as a basis to start your fundraiser, but you can also simply use Brain Injury Awareness Month as the drive. Setting up a fundraiser through Facebook is quick and easy: (<https://www.facebook.com/fundraisers/>) or see Appendix A

To learn how to set up a fundraiser through Instagram, check it out here:

<https://help.instagram.com/753748082021404>

And you can always use X to drive back to your Instagram, Facebook, or the BIANYS Go Blue! donation page. Be sure to have donors include your name in the comment area on the form.

Events: Past fundraisers have had success in many other ways:

- Bake Sales
- Coin Drops
- Dress Down Days
- Luncheons
- Raffle Baskets
- Sale Percentages, Dine-to-Donates

Just remember to keep it simple, and every bit counts!

How do I start?

Make a plan: Fundraising for Go Blue! for Brain Injury can be simple. Decide how you want to fundraise and create a plan around that.

Social media fundraising? Set up your fundraiser and make posts throughout the month – tag BIANYS and tell your story.

Dress Down Day? Find a support team at work, pick a day, make some fliers and start your efforts.

Dine-to-Donate? Reach out to the establishment you are going to partner with, pick a day and begin promoting your event!

Outreach: Have you raised money for Go Blue! before? Make a list of past donors and send one message to them thanking and acknowledging past support. Recognizing past support can help renew gifts that were made during the prior year's campaign. Let them know that you will be fundraising again and how they can support your efforts.

If you are new to Go Blue! fundraising as an individual, create a list of friends and family and send them a note to let them know that you are fundraising for Go Blue! and how they can support your efforts. A business? Reach out to your staff, clients and contacts – everyone can support Go Blue!

Make a plan and stick to it!

I am fundraising, what now?

Make sure that you registered with BIANYS to let us know that you will be fundraising for Go Blue! It helps us track efforts and support our fundraisers along the way. You can register [here](#).

Inspire! In your outreach, tell your story and why supporting BIANYS is important. Individuals and organizations have been impacted by BIANYS – tell your story how.

Keep asking! The key to any successful campaign is follow-up! Don't assume one email or social media post will reach everyone. Create a schedule to send multiple messages to keep your donors engaged throughout the campaign and remind them of your donation deadline.

Thank everyone for giving. Saying thank you is the most important part of any fundraising campaign. Generous donors are more likely to give next year if they know how much you appreciate them!

What do I do when I am done fundraising?

Congrats! Please contact us to let us know your Go Blue! campaign is complete. Make sure you turn in all donations and donor information for your event to BIANYS. If you utilized online giving, let BIANYS know your campaign total so that you can be recognized.

Please turn in any campaign funds no later than April 27, 2026.

We want to hear about your campaign and would love to see it as well! Remember to snap pictures of any great moments at your office. Send them to BIANYS so we can share on our outlets.

Don't forget, BIANYS staff is here to support your efforts! Contact:

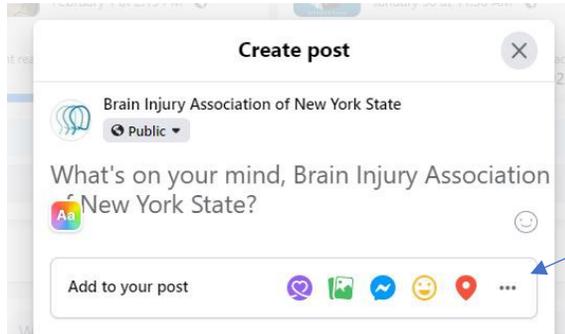
Eileen Reardon, Executive Director, ereardib@bianys.org or 518-459-7911
Allison Barna, Communications Manager, abarna@bianys.org or 518-459-7911

Please turn in your Go Blue! for Brain Injury contributions no later than April 27, 2026.

Thank you for your continued support.

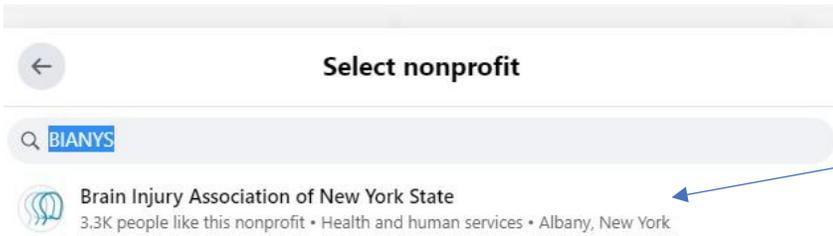
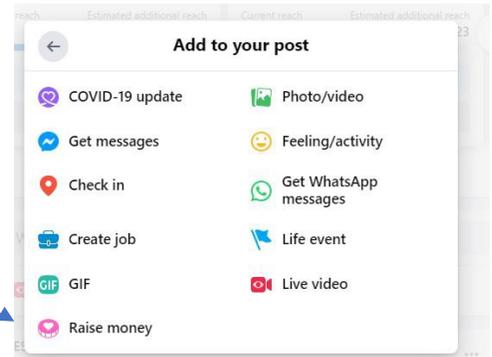
APENDIX A

Setting up a Facebook Fundraiser for Go Blue! for Brain Injury.



Step 1 Create a new post and click on the 3 dots in the bottom right corner.

Step 2 Click on the raise money icon



Step 3 Type in BIANYS in the search box and then click on the full name when it appears

Step 4 You will then create a post. Here is an example of what you can type. After you are done click on post

