

**Sample Fundraising Email #1**

Dear [Recipient’s Name]:

I’m taking the Brain Injury Association of America’s 40th Anniversary Challenge, and I’m asking you to join me. Millions of people sustain brain injuries each year, with numbers expected to increase due to COVID-19 complications like prolonged ventilator use and higher potential for stroke. **Chances are you know someone who has been personally impacted by a brain injury.**

BIAA has a 40-year history of providing help for today and hope for tomorrow assisting individuals and families in need, training generations of caregivers, and funding research focused on cures for chronic brain injury. My goal is to get 40 friends to each donate at least $40. **Will you step up and make a gift today?**

Here is what your gift will help support:

* $40 provides a year’s worth of resources to an individual or family by providing up-to-date information, timely news, and critical resources through publications like [*The Challenge!*](https://www.biausa.org/public-affairs/public-awareness/challenge-magazine)
* $100 provides access to timely and educational in-home webinars for two people with brain injury on topics including rebuilding your life, returning to work, and Social Security Disability
* $400 funds the National Brain Injury Information Center for one day, providing access to information and resources for people living with brain injury
* $1,000 sends a volunteer ambassador to Brain Injury Awareness Day on Capitol Hill, connecting individuals face-to-face with elected federal representatives to advocate for the advancement of brain injury care, treatment, and research
* $4,000 supports a young scientist in completing his or her doctoral research focusing on an increased understanding of brain injury

Please consider making a gift today and helping me meet this challenge!

Sincerely,

[Your Name]

**Sample Fundraising Email #2**

Dear [Recipient’s Name]:

I’m taking the Brain Injury Association of America’s 40th Anniversary Challenge, and I’m asking you to join me. Millions of people sustain brain injuries each year, with numbers expected to increase due to COVID-19 complications like prolonged ventilator use and higher potential for stroke. Chances are you know someone who has been personally impacted by a brain injury.

Here are just ten of the many reasons why you should [support BIAA](https://interland3.donorperfect.net/weblink/WebLink.aspx?name=biausa&id=242) today:

1. Individuals who previously sustained brain injuries are believed to be more susceptible to COVID-19.
2. Nine million Americans live with a disability due to brain injury.
3. Brain injury is not an event or an outcome, but the start of a misdiagnosed, misunderstood, under-funded neurological disease.
4. More than 20,000 brain injury specialists have been certified by BIAA, and more are needed to meet the ever-growing demand in our communities.
5. Almost 96% of BIAA’s constituents said they would return to utilize BIAA services and programs and 94% of constituents said they would recommend BIAA to a friend or colleague.
6. Nearly 45% of those diagnosed with COVID-19 are reportedly experiencing neurologic consequences including brain injury.
7. All contributions during 2020 to BIAA are tax deductible thank to the passage of the CARES Act.
8. The BIAA Board of Directors is matching every gift made right now, so your $40 contribution means $80, your $100 gift means $200 for BIAA, and so on.
9. BIAA’s National Brain Injury Information Center (NBIIC) receives more than 30,000 calls for help each year from individuals with brain injury and their families.
10. Brain injuries do not discriminate – they can happen to anyone at any time.

My goal is to get 40 friends to each donate at least $40. Will you step up and make a gift today?

Sincerely,

[Your Name]

**Sample Fundraising Email #3**

Dear [Recipient’s Name]:

I’m taking the Brain Injury Association of America’s 40th Anniversary Challenge, and I’m asking you to join me. Millions of people sustain brain injuries each year, with numbers expected to increase due to COVID-19 complications like prolonged ventilator use and higher potential for stroke. Chances are you know someone who has been personally impacted by a brain injury.

**Someone like my [friend/family member/loved one], [insert name here].**

[Write a paragraph about your friend/family member/loved one. Here’s an example: In an instant, Gretchen’s life was dramatically and irreversibly changed when a mortar shell landed less than twenty feet away from her as she rallied her troops into a protective bunker. The explosion threw her against the bunker, breaking her body, taking her hearing and causing a traumatic brain injury. She awakened from a coma in a German hospital to find her 30-year US Army career was over. With the rank of Command Sargent Major, Gretchen was one of the highest-ranking enlisted officers in the US Army, third most decorated female veteran in U.S. history, recipient of a Bronze Star, and commander of more than 30,000 ground troops in Afghanistan, but none of that mattered. Like thousands of service members and millions of Americans, a brain injury changed her world forever. As she laid in her hospital bed recovering from her injuries, she knew her country would take care of her, she just did not know how it would happen or exactly what shape it would take.]

Supports and services are critical to people living with brain injury. It’s work that BIAA has done for more than four decades, consistently improving the care and treatment available to [insert friend/family member/loved one’s name] and so many others.

With your help, we can make a difference to the brain injury community at a time when it is needed the most. Will you step up and make a gift today?

Sincerely,

[Your Name]