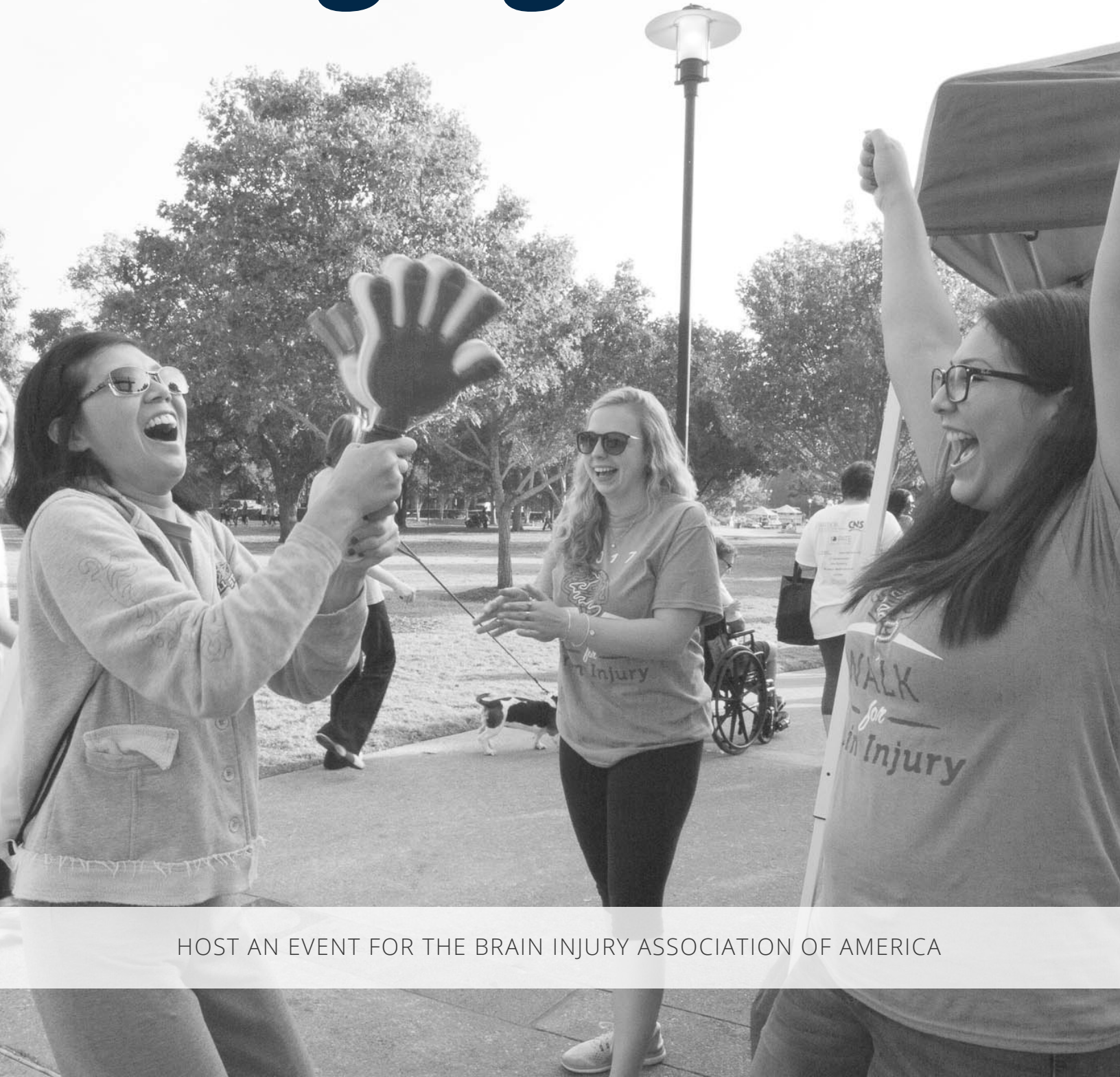


# EVENT Staging Guide



HOST AN EVENT FOR THE BRAIN INJURY ASSOCIATION OF AMERICA

# Thank you for your interest in hosting an event for the **Brain Injury Association of America!**



Events like this are essential to supporting our efforts to improve the quality of life for all individuals impacted by brain injury.

We appreciate that you have opted to select BIAA as your charity partner and are excited to you're your unique approach to raising money and awareness for the Brain Injury Association.

This guide will help you understand our organization and the many ways we can assist you in your event planning as well as offer you tools, tips, and tricks to host a fun and successful event.

Please review this information to ensure you understand the responsibilities and expectations for a third-party event. After you reading the material, please complete and sign the **Fundraising Registration Form** and send it to our staff.

You're on your way to planning your event!



# About the Brain Injury Association of America

The Brain Injury Association of America (BIAA) is the nation's oldest and largest brain injury advocacy organization.

Our mission is to advance awareness, research, treatment, and education and to improve the quality of life for all individuals impacted by brain injury.

Through advocacy, we bring help, hope and healing to millions of individuals living with brain injury, their families, and the professionals who serve them.

## **What do fundraising event proceeds support?**

Funds raised by BIAA support resources, education, and advocacy for the more than 3.5 million Americans facing brain injuries, as well as their families, caregivers, and professionals.

## **BIAA's core programs and services include:**

- A national helpline where people receive individualized assistance
- Educational programs and materials for individuals with brain injuries
- Educational programs and materials for caregivers
- Nationally-recognized professional certifications improving brain injury care
- Advocacy for increased federal funding for better care and health coverage





# Planning Your Third-Party Fundraising Event

## STEP 1: BRAINSTORM

- Chose the type of event/activity
- Set a date
- Secure a location

## STEP 2: CONTACT BIAA

- Submit your fundraising event registration form to BIAA by email to [development@biausa.org](mailto:development@biausa.org) or by fax to 703-761-0755

## STEP 3: RECEIVE APPROVAL

- Download sample letters and flyers to help promote your event
- Register your personalized event page

## STEP 4: REACH OUT FOR DONATIONS

Donations should primarily be made on your personalized giving page or via our generic online giving site: [www.biausa.org/donate](http://www.biausa.org/donate)

If you receive any cash donations or checks made out to you, please keep that money and make the donation on your credit card on your personalized event page

Depending on the event, you may want to:

- Charge an entry fee
- Encourage participants to collect pledges and donations
- Conduct a raffle (you are responsible for applicable permits)
- Hold a silent or live auction with items donated by local business

## STEP 5: HOST THE EVENT

- Welcome and thank participants for attending and supporting BIAA
- Remind participants about the purpose of the event
- Take photos and share with BIAA

## STEP 6: REPORT THE RESULTS

- Tally the results and update your page
- Send photographs and recap to BIAA to be included in future BIAA publications and social media
- Share with local media for additional coverage



# Creative Ideas for to Host a Third-Party Fundraising Event

## SPECIAL OCCASIONS OR IN LIEU OF GIFTS

- Wedding
- Birthday
- Bar/Bat Mitzvah
- Memorial Gifts

## PROCEED FUNDRAISERS

- Restaurant Dine & Donate
- Party Sale (Jewelry, Make-up)
- Bake Sale
- Craft Sale
- Garage/Yard Sale
- Plant/Flower Sale

## PHYSICAL CHALLENGES

- Marathon
- Fitness or Strength Challenge
- Bike Ride
- Swim Challenge
- Fun Run/Walk

## WORK/SCHOOL FUNDRAISERS

- Jeans or Casual Day
- Penny Wars
- Parking Spot Auction
- Ice Cream Social
- Cooking Contest
- Costume Contest

## COMMUNITY EVENTS

- Casino night
- Game Board Tournament
- Concert
- Carnival
- Coloring contest
- Spinathon
- Danceathon
- Bowlathon
- Any "athon"
- Wine or Chocolate Tasting
- Golf Tournament
- Garden party
- Game Night
- Date Auction
- Fashion Show
- Scavenger Hunt
- Silent or Live Auction
- Spaghetti Dinner
- Pancake Breakfast
- Car Wash



# THIRD-PARTY EVENT GUIDELINES

In order to ensure you have a successful event, we ask that you review and follow certain guidelines:

- When hosting an event, please identify the Brain Injury Association of America as the beneficiary and not the organizer. For example, *Golf Classic Benefiting the Brain Injury Association of America*, rather than the *Brain Injury Association of America Golf Classic*.
- If a specific percentage of event proceeds will be donated rather than the entire net proceeds, it must be stated in your promotional collateral.
- Third-party events utilizing the BIAA name require our written approval. Please contact BIAA prior to your event by submitting the **Fundraising Registration Form**. Once approved, BIAA will provide its logo for use in promotional collateral.
- Events must comply with all federal, state, and local laws governing charitable fundraising, gift reporting, and special events.
- Please keep in mind that because your event is not sponsored by BIAA, we do not have resources available to recruit sponsors, sell tickets, or print materials. You and/or your organization will be responsible for providing the manpower and resources to organize, promote, and conduct the event. BIAA can provide you with templates for fundraising letters and event flyers.
- Due to our confidentiality guidelines, we are unable to share our donor lists.
- Event organizers agree to indemnify and hold harmless BIAA and its officers, directors, agents, successors, heirs, and assigns against any liability, damage, loss, or expense incurred in connection with the event.

## DO I HAVE TO REGISTER MY FUNDRAISER WITH BIAA?

- Yes. If you are planning a fundraiser mentioning our name or on our behalf, please fill out a fundraising registration form.

## WHAT IS THE APPROVAL PROCESS?

- Fill out the fundraising registration form and send to BIAA via email at [development@biausa.org](mailto:development@biausa.org) or fax 703-761-0755. We will contact you with the approval decision.

## WHAT KIND OF FUNDRAISER CAN I PLAN OR HOST?

- This is a great opportunity to be creative! All you need to start is an idea!

## WHAT DO THE FUNDS SUPPORT?

- We are a 501(c)(3) charitable organization. All funds donated through events and personal pages go to support our work in resources, education, and advocacy for the more than 3.5 million Americans facing brain injuries, as well as their families, caregivers, and professionals. These funds are unrestricted - we use them wherever the need is greatest.

## ARE BIAA'S EMPLOYEES AVAILABLE TO HELP WITH THE EVENT?

- BIAA does not have the resources to plan third party events. However, we will provide a personalized fundraising website and collateral templates to help with your event.

## MAY I USE BIAA'S LOGO?

- Once your event has been approved, you can use the BIAA logo in your event's collateral.

## WILL BIAA COVER THE EVENT COST?

- We are unable to cover costs for third-party events. We encourage you to find a local sponsor to help with expenses.

## WHO WILL PROVIDE A RECEIPT FOR DONATIONS?

- BIAA will provide tax receipts and thank you letters to all donors that make their gift online or by personal check. IRS regulations do not allow receipts to be given by anyone but authorized BIAA staff.



# Third-Party Event Registration Form

Submit the completed form by email to [development@biausa.org](mailto:development@biausa.org) or by fax to 703-761-0755.

## Event Contact Information

Contact Name: \_\_\_\_\_

Sponsoring Organization (if applicable): \_\_\_\_\_

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

Phone Number: \_\_\_\_\_ Email: \_\_\_\_\_

## About the Event

Proposed Event Name: \_\_\_\_\_ Est. Attendance: \_\_\_\_\_

Date(s) and time(s): \_\_\_\_\_ Venue: \_\_\_\_\_

## Detailed Description of Event

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### Will BIAA receive 100% of the net proceeds?

YES \_\_\_\_\_ NO \_\_\_\_\_ If no, what % of the proceeds will BIAA receive? \_\_\_\_\_

### How will you generate donations?

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### Why did you choose BIAA as your event beneficiary?

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## Agreement

*I have reviewed the Fundraising Guidelines and will adhere to the Brain Injury Association of America's requirements. I acknowledge that the Brain Injury Association of America is a beneficiary of this event and not a sponsor. I also understand that the Brain Injury Association of America will not be held liable for any injuries or damages that may occur at this event as well as event costs.*

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date