

**Sample Fundraising Email #1**

Dear [Recipient’s Name]:

Millions of people sustain brain injuries each year, with numbers increasing every day due to COVID-19 complications, the opioid epidemic, and increased incidences of domestic violence.

**Chances are you know someone who has been personally affected by a brain injury.**

I have pledged to educate my community about brain injury to try and remove stigma, empower survivors, and promote the many types of available support available through the [Brain Injury Association of America](http://www.biausa.org). But I want to **do more**, and I ask you to join me.

**Will you step up and make a gift today?**

* $50 sends sends [A Practical Guide for Families](https://shop.biausa.org/product/LWBIPG18/moderate-to-severe-brain-injury-a-practical-guide-for-families) to five **more** individuals or families learning to manage the trauma and complexities of life after brain injury
* $100 provides access to [in-home webinars](https://www.biausa.org/public-affairs/media?category%5b%5d=Butch%20Alterman%20Memorial%20Webinars) for nine **more** people with brain injury on a variety of topics including rebuilding your life, returning to work, and learning about Social Security Disability Insurance
* $500 keeps the [National Brain Injury Information Center](https://www.biausa.org/brain-injury/about-brain-injury/nbiic/contact-nbiic) (NBIIC) for one **more** day, providing access to information and resources for families who reach out to us for help more than 20,000 times a year
* $1,000 gives eight **more** caregivers access to the [Brain Injury Fundamentals Training & Certificate Program](https://www.biausa.org/professionals/acbis/acbis-fundamentals/acbis-fundamentals), helping them learn to better care for their loved ones
* $5,000 supports one **more** young scientist completing doctoral research focused on improving our understanding of brain injury as a chronic disease through BIAA’s [Brain Injury Research Fund](https://www.biausa.org/professionals/research/grants/research-grants-program)

Please consider making a gift today and helping us **do more** for the brain injury community.

Sincerely,

[Your Name]

**Sample Fundraising Email #2**

Dear [Recipient’s Name]:

Millions of people sustain brain injuries each year, with numbers increasing every day due to COVID-19 complications, the opioid epidemic, and increased incidences of domestic violence.

**Chances are you know someone who has been personally affected by a brain injury.**

Here are just ten of the many reasons why you should help the [Brain Injury Association of America](http://www.biausa.org/) **do more**:

1. Individuals who previously sustained brain injuries are believed to be more susceptible to COVID-19.
2. At least 5.3 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. BIAA’s National Brain Injury Information Center (NBIIC) receives more than 20,000 calls for help each year from individuals with brain injury and their families.
8. Brain injuries do not discriminate – they can happen to anyone at any time.
9. BIAA’s research fund is funding the most promising science to increase our understanding of brain injury as a chronic disease.
10. 155 people die each day due to complications from traumatic brain injury.

The Brain Injury Association of America has a 40-year history of providing help for today and hope for tomorrow by assisting individuals and families in need, training generations of caregivers, and funding research focused on brain injury cures.

**Will you step up and make a gift to help BIAA do more?**

Sincerely,

[Your Name]

**Sample Fundraising Email #3**

Dear [Recipient’s Name]:

Millions of people sustain brain injuries each year, with numbers increasing every day due to COVID-19 complications, the opioid epidemic, and increased incidences of domestic violence.

**Chances are you know someone who has been personally affected by a brain injury.**

I have pledged to educate my community about brain injury to try and remove stigma, empower survivors, and promote the many types of available support available through the [Brain Injury Association of America](http://www.biausa.org).

**But I want to do more for people with brain injury – people 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.

**Help BIAA do more. Step up and make a gift today.**

Sincerely,

[Your Name]