

# Quick Start Guide:

## Setting up a personal fundraiser

You can help BIAA *do more*  
for brain injury

more advocacy  
more research  
more education  
more services



[biausa.org/domore](https://biausa.org/domore)



BRAIN INJURY  
ASSOCIATION  
OF AMERICA

# 4 Steps to Set Up a Personal Fundraising page

## 1 Sign up

Visit [biausa.org/domorennow](https://biausa.org/domorennow)

Click "Create my own fundraising page!"  
enter your email, and get started!

## 2 Create your page

**Open the link in your email**

And complete the steps listed in our  
personal fundraising guide below.

## 3 Make a plan

**Read our campaign tips**

And come up with a simple plan to share  
your fundraiser with friends and family.

## 4 Launch

**Use our premade materials**

Take advantage of sample social  
media posts and sample emails

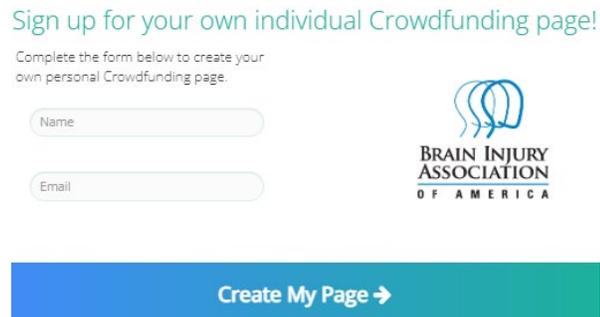
# Personal Fundraising Guide

It is quick and easy to create your personal fundraising page to benefit the Brain Injury Association of America.

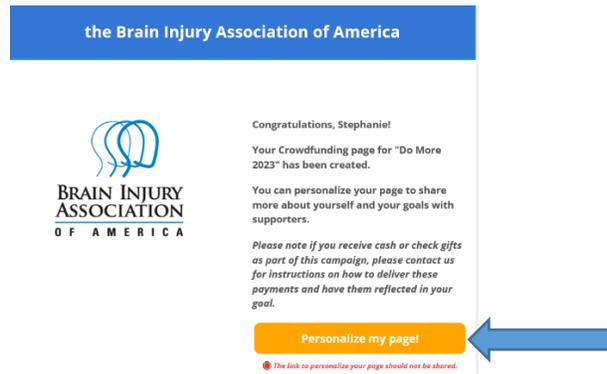
1. Visit [biausa.org/domorenow](https://biausa.org/domorenow)
2. Click on "Create my own fundraising page."



3. Enter your name and email address. Click on "Create My Page."



4. Check your email for instructions. Within a few minutes, you will get an email with the subject line "Personalize your Crowdfunding page" with a link to your unique page.



5. Personalize your page. Each section of your page that can be edited will have a pencil next it. Add your personal fundraising goal. And add a photo and your story. The more personal you make your page, the more likely people will donate.

# Do More 2023

Supporting the Brain Injury Association of America  
Created by STEPHANIE ✎

\$0 of \$0 ✎ Goal

The screenshot displays a fundraising page for the Brain Injury Association of America. At the top, it says "Do More 2023" and "Supporting the Brain Injury Association of America". Below this, it indicates the page was created by "STEPHANIE". A progress bar shows "\$0 of \$0 Goal". The main content area is divided into two columns. The left column features the Brain Injury Association of America logo and a "Change Image" button. The right column has a "Thank you for your support!" message, "2 supporters", and a list of donors: "Anonymous" and "John Doe", each with a "\$100" donation amount and a date of "Sep 1". Below the donor list is a "Show Supporter List" checkbox. At the bottom, there is a text editor with a rich text toolbar and a message: "It means a lot to me that you are here to offer your support for a cause that I care deeply about. I've committed to raising as much money as I can and I really need your help to fulfill this promise. Thank you so much for donating whatever you can, I will not forget it."

6. Click the yellow "Save and Publish" button on the bottom of the page.
7. Share your link with your friends, family and colleagues. Use the sample emails and social media posts included in this packet to get you started!

## Still need help?

Watch a video walk-through of this process: [How to set up a Personal Fundraiser.](#)

You can always contact the [development team](#) if you have any questions or need any assistance.

# Campaign Tips

Hosting an online fundraiser for the Brain Injury Association of America (BIAA) is simple and easy when you follow just a few key steps. Remember, BIAA's [development team](#) is always here to help you, so ask all the questions you want!

## **Step 1: Set your fundraising goal**

- Set your goal at a round number that you are likely to reach.
- Make sure to increase your goal when you get close to exceeding it.
- Goals tied to BIAA's mission resonate with donors. Try something like "my goal is to raise \$500 to support the National Brain Injury Information Center for one more day."

## **Step 2: Recruit others to help you**

Everything is more fun with a group. Are there people in your network or friend group who would help you raise money for BIAA? Give them your fundraising link and ask them to share it with others.

## **Step 3: Create your personal fundraising message or start a challenge**

Why is brain injury important to you and worthy of support from others? Let your friends, family, and co-workers know about your personal connection to brain injury and why it is important to you. We have some sample messages to help you get started. You can also tie your fundraising to a challenge like running a 5k, reading a certain number of books, or incorporating something that you enjoy doing for a good cause.

## **Step 4: Target specific people in your network and ask according to their ability to give.**

Personalize your letters and ask people to give to your online fundraiser based on their capacity. An average gift may be \$50, but some people you know might be able to give more. Don't forget to ask if their employer will match their gift – that can often double or triple the value of their contribution!

## **Step 5: Create a plan, schedule it, and stick to it**

As much as we think our friends will respond to our appeal right away, the reality is that we need to ask more than once. Plan to ask once and follow up with a reminder 5-7 days later. If you still haven't heard from them, plan to ask one more time before your fundraising deadline.

## **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](#). But I want to **do more**, and I ask you to join me.

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

- \$50 sends 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 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 (NBIIIC) funded 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, 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

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.**

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.

**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.]*

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]

### **Sample Social Media Posts**

Help me to provide help for today and hope for tomorrow for millions of Americans who are living with brain injury by supporting my fundraising campaign during Brain Injury Awareness Month. Will you step up by making a contribution here [<insert personal link>](#).

Chances are you know one of the millions of Americans living with a brain injury. Help me make a difference for someone with brain injury by making a contribution. People with brain injury are counting on organizations like BIAA, can we count on you? [<insert personal link>](#)

### **Providing resources to the brain injury community:**

BIAA is working to expand recovery services across the United States because it is essential that individuals who sustain brain injuries receive accurate, timely information so that they can make well-informed medical decisions. People with brain injury are counting on organizations like BIAA, can we count on you? [<insert personal link>](#)

### **Creating specialized training:**

BIAA provides up-to-date training and education to the many professionals and family members responsible for the direct care of people living with a brain injury. This requires state-of-the-art curriculum, custom content, and the ability to connect in a variety of settings. Your support will provide help to those in communities where access to a certified brain injury specialist is currently out of reach. People with brain injury are counting on organizations like BIAA, can we count on you? [<insert personal link>](#)

### **Advocacy for the brain injury community:**

BIAA advocates on behalf of millions of Americans demanding greater access to care, expanded brain injury research, adequate resources for state programs, and increased congressional awareness of brain injury issues. BIAA's efforts have greatly influenced existing resources for brain injury rehabilitation, and we need your help to build on this successful history and increase resources for everyone living with brain injury. People with brain injury are counting on organizations like BIAA, can we count on you? [<insert personal link>](#)

### **Funding leading edge research in brain injury:**

BIAA is supporting research to better understand brain injury, the impact it has as a chronic disease, and its role in causing other conditions. The projects we support have the potential for cures while encouraging the best and brightest investigators to devote their careers to brain injury research. People with brain injury are counting on organizations like BIAA, can we count on you? [<insert personal link>](#)