













# Fundraising Champion Candidate Toolkit

- All candidates will be listed on the Luminary of the Year website.
- All candidates will be highlighted in an advertisement in THE Challenge! Magazine
- Each candidate will receive a social media post on BIAA platforms.

*\*New sponsorship of Luminary of the Year event will be included in your fundraising total*

	<b>\$2,900</b> (For the 2.9 million people who visit the ER each year for a brain injury)	<b>\$6,400</b> (For the 64 million adults who will have a TBI in their lifetime)
Two tickets to the Luminary of the Year event in Washington, D.C.		
One quarter-page advertisement in the event program		
Name recognition in the on-stage event program		
Name recognition in the event email to attendees during the week of the event		
One social media post highlighting your efforts and story		
One half-page advertisement in the event program		
One table for ten at the Luminary of the Year event in Washington, D.C.		
Additional social media post highlighting your elevated efforts and story		
Post-event recognition in THE Challenge! Magazine		



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## Benefits for Winners

- Winners in each category will be highlighted in the Luminary of the Year wrap-up in BIAA's newsletter email.
- Each winner receives a full-page advertisement in THE Challenge! Magazine highlighting their winner
- Recognized as a webinar sponsor for webinar of winner's choice
  - Survivor Webinar
  - Caregivers Webinar
  - Clinical Webinar
  - Business Webinars
  - Concussion/mTBI Webinar
  - Legal Webinars

## Goal Setting

Buckets	Amount		Number		Total
Vendors (If applicable)	2% of your business contract annual total	X	5+	=	
Major Donors	\$500+	X	5+	=	\$2,500+
Donors	\$50-\$499	X	25+	=	\$1,250+
Personal Donation		X	1	=	
<b>Total Goal</b>					

## Logistics

- ☐ Create your personal fundraising site - <https://give.biausa.org/loy2025>
- ☐ Create a team of individuals who can help you with your efforts
  - ☐ Family & Family
  - ☐ Corporate (Executive Assistant, Business unit)
- ☐ Set up recurring meetings with BIA staff at least every other month

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- ☐ Build your contact list
- ☐ Consider what you want to say about your personal connection and think through multiple outreach times and types – candid video snippets, physical letter, social media, email, text
  - ☐ Welcome and goal
  - ☐ Progress to goal and relevant BIA fact or effort
  - ☐ Progress to goal and excitement for the event
  - ☐ Progress to goal and relevant BIA fact of effort
  - ☐ Progress to goal and video snippet of attendees on your way to the event
  - ☐ Outcome of event and video snippet reel of all Champion candidates
- ☐ For vendors, make a specific request based on the business they receive from you and start with the percentage of the request followed by the dollar amount
- ☐ All funds raised for the event will count towards your total – event sponsorship, live auction package donation

Task	Date to Occur	Time Needed
Brainstorm everyone who is in your network. Identify: <ul style="list-style-type: none"> <li>• Who can you ask to join your team?</li> <li>• Who can you ask to sponsor the event?</li> <li>• Who can you ask for a donation?</li> <li>• Is there anyone in your network with a higher capacity to give that you could make a more significant ask of? Supervisor, executives at your company, family friends, parents' friends, others passionate about our mission?</li> <li>• Who should you send your fundraising page link to?</li> <li>• Who can you ask for auction items?</li> </ul>		1 hour
Complete the Goal Planning Workbook using your brainstorming from the first task.		1 hour
Send emails/texts/have conversations asking contacts to join your team.		½ hour
Set up your fundraising page, send emails, texts and post announcements and fundraising link on LinkedIn, Facebook, and Instagram.		1 hour
Have fundraising planning conversations with your team members.		1 hour
Request, conduct meetings and send sponsorship proposals to contacts.		1-2 hours
Follow up with team members and see how they are doing with their fundraising.		½ hour
Follow up on sponsorship and donation asks made that have potential.		½ hour



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Attend check-in meetings with Brain Injury Association of America staff throughout the campaign for ideas, mission connections and motivation.		1 hour
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### 11 Months

- ☐ Compile list of prospects
  - ☐ Individuals
  - ☐ Vendors – IT contracts, builders, snacks/vending
- ☐ Set your goal
- ☐ Set up your personal website

### 10 Months

- ☐ Craft and finalize your first letters/emails
- ☐ Launch your outreach and update your list of prospects as you receive responses

### 9 Months

10% of goal

- ☐ Meet with your fundraising team and BIA staff
- ☐ Update outreach letters/emails

### 8 Months

20% of goal

- ☐ Second outreach to your prospects
- ☐ Update your list of prospects as you receive responses

### 7 Months

25% of goal

- ☐ Meet with your team and BIA staff
- ☐ Update outreach letters/emails

### 6 Months

30% of goal

- ☐ Confirm your attendance
- ☐ Film your snippets for event night  
Champion candidate reel
- ☐ Third outreach to your prospects and update your list as you receive responses

### 5 Months

40% of goal

- ☐ Meet with your team and BIA staff
- ☐ Update outreach letters/emails

### 4 Months

60% of goal

- ☐ Start confirmation of attendees at your tables
- ☐ Fourth outreach to your prospects and update your list as you receive responses

### 3 Months

70% of goal

- ☐ Meet with your team and BIA staff
- ☐ Update outreach letters/emails
- ☐ Fifth outreach to your prospects

### 2 Months

75% of goal

- ☐ Meet with your team and BIA staff
- ☐ Urgent outreach to your outstanding prospects

### Month of the Event

95% going into the night of the event

- ☐ Final pre-event outreach to your prospects
- ☐ Follow up thank you to donors including photo/video of you and/or your attendees to all donors
- ☐ Follow up thank you for considering a donation to all prospects



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## Tips for setting up your website and fundraising

Though our pages are prepopulated with some key phrases and verbiage, make sure you make this page your own. Your story will speak to your friends, family, and other key donors.

Consider those close to you and make a list of people or organizations that are likely to donate to your campaign. Keep up with that list as donors make contributions, so you know who to ask with your follow up communications. Call out a thank you to those who make donations!

For your larger donors, make personalized asks. Make sure they know that they are special to you.

Don't only share on social media. It is a great way to reach a large audience who may not be on your list, but make sure you reach out to your list personally.

Plan your asks at different times. People tend to give around payday so look at the pay periods – Fridays, 1<sup>st</sup>, 15<sup>th</sup>, and last day of the month.

- Personalize
- Share
  - Email
  - Social Media
  - Letters to those donors who are unlikely to be online





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## Draft messaging

### Social Media Sample

I am excited to be a candidate for the Luminary of the Year [Corporate / Legal / Healthcare / Community] Champion for the Brain Injury Association of America! I have a goal of raising \$X,XXX in honor of the 2.9 million people who visit the ER because of a TBI-related injury. Your support will make sure everyone in the U.S. who sustains a brain injury is recognized, treated, and accepted. Let's stand strong and make an impact—every dollar counts!

[including link to personal fundraising page]

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Luminary of the Year

*[lu·mi·nary: a person of prominence or brilliant achievement]*

Help me reach my goal of \$X,XXX to support the Brain Injury Association's mission to improve the quality of life of people affected by brain injury across their lifespan through advancing prevention, awareness, research, treatment, education, and advocacy.

[including link to personal fundraising page]

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[Share your social media post from BIAA]

[Share progress to your goal]

I've raised [%] of my \$X,XXX goal! Donate today to help us illuminate a path forward for millions of Americans living with impacts of brain injury!

[including link to personal fundraising page]



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## Email / Letter Sample

I am excited to be a candidate for the **Luminary of the Year [Corporate / Legal/ Healthcare / Community] Champion** for the Brain Injury Association of America! This recognition is more than just a title—it's a commitment to making a meaningful difference in the quality of life of people affected by brain injury.

This year, I join past Champions and a dedicated group of fundraisers to drive forward our mission to improve the quality of life of people affected by brain injury across their lifespan through advancing prevention, awareness, research, treatment, education, and advocacy. My personal goal is \$X,XXX, and every contribution brings us closer to ensuring everyone in the U.S. who sustains a brain injury is recognized, treated, and accepted.

[TELL YOUR STORY AS IT RELATES TO BRAIN INJURY]

You can donate to my efforts by visiting [INSERT FUNDRAISING PAGE LINK]. Your support means the world to me and to [REASON YOU ARE FUNDRAISING – my patients, people living with brain injury, my sister/brother/child/friend, etc.].

[NAME]

2025 Candidate, Luminary of the Year [Corporate / Legal / Healthcare / Community Impact] Champion

## Challenge Email

*If you would like to challenge others to compete or join you in your efforts*

I'm reaching out with a personal challenge—and an opportunity to make a real impact.

This year, I've taken on the role of a **Luminary of the Year Champion Candidate** for the Brain Injury Association of America (BIAA). It's more than a title—it's a commitment to raising awareness, support, and critical funds for the millions of people who will experience a brain injury in their lifetime.

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Now, I'm challenging **you** to join me.

As a Champion Candidate, you'll:

- Be recognized on BIAA's platforms and in *THE Challenge!* Magazine
- Receive a dedicated social media spotlight
- Attend the inspiring Luminary of the Year event in Washington, D.C.
- Help illuminate the path forward for individuals and families affected by brain injury

Whether you have a personal connection to this cause or simply want to be part of something meaningful, this is your moment to step up and shine.

**I believe in your leadership, your heart, and your ability to make a difference.** Will you accept the challenge and become a Champion Candidate?

Let's do this together.

*If you would just like to support my efforts, please visit my personal fundraising page [insert link] to make a donation.*

With gratitude and excitement,

**[Your Name]**

2025 Candidate, Luminary of the Year [Corporate / Legal / Healthcare / Community Impact] Champion

[Insert your fundraising page link, if desired]