

Building Your Team

You are an important partner with the Brain Injury Alliance of Nebraska. Your help in being a fundraiser or building a fundraising team will help the BIA-NE continue to assist Nebraskans with a brain injury, regardless of location or financial means and give them the necessary resources required to pursue recovery.



- 1. Form a Team** (you can also fundraise on your own without a team.) There is nothing like the companionship of doing an athletic event with family, friends and co-workers. Your team will be able to raise more money faster and you can help create friendly fundraising competition through inspiration and encouragement.
- 2. Form a List**
Put together a list of friends, family, co-workers, business owners, buddies, etc. Think creatively. Do you have neighbors, doctors, sports club members, etc. that might support you? ⌘It doesn't hurt to ask, so ask everyone you can think of!
- 3. Set a Fundraising Goal**
Make sure you set a goal. Having something to aim for always helps. And 9 times out of 10 you'll end up raising more than your goal so aim high. ⌘Remember, you're raising money for a good cause you care about – brain injury.
- 4. What's Your Story? Remember Your Inspiration**
There's a reason why you are supporting the Brain Injury Alliance of Nebraska. Tell your story and let that reason bring energy to your fundraising efforts. ⌘As you ask friends and family try including a personal message about why you're supporting the cause and what the raising funds for brain injury means to you. Communicate your passion to your friends, family, co-workers and other potential donors. It's a critical part of your fundraising success.
- 5. Use the Blazing Trails for Brain Injury Website**
Using the Blazing Trails website <https://runsignup.com/Race/NE/Omaha/BlazingTrailsforBrainInjury> will help you manage your fundraising efforts. It is easy for your donors (those people you're asking to support you) to go to the site and make donations to you or your team, but also for you as you keep track of your fundraising campaign.
- 6. Get Face to Face**
People will donate because YOU are asking them to. Simple as that. They like you and respect that you're supporting a great cause. It's difficult for people to say "no" if you speak with them in person. Handout Blazing Trails postcards or make your own information to direct people to make donations- <http://biane.org/events-programs/blazing-trails-run.html>.
- 7. Follow Up Remind Donors**
It's very common for people to put things off. It is OK to remind someone who has indicated that they want to donate, but hasn't. Follow-up with a phone call or reminder email. Especially as the time for the event gets close. ⌘People respond to deadlines!
- 8. Send Thank You Notes**
It's a simple thing to do, but also one of the most powerful. ⌘Make sure to say thank you to everyone who supported you. Send emails, write personal notes and thank people in person.

⌘ Questions? Need assistance? Contact Cindy at cindy@biane.org 402-304-8103. ⌘