



## **Go Blue for Brain Injury Awareness Month**

### **Toolkit**

### **March 2020**

**Thank you for supporting the Brain Injury Association of Vermont!**

In this Toolkit we provide tips, how-to's and ideas to make your *Go Blue* campaign a success! Inside you'll find:

- Step - by - step instructions for planning your Go Blue! campaign
- Sample emails
- Messaging examples
- March 2020 Calendar
- VT/US Facts and information

**Don't forget that BIAVT staff are here to help you.** Want to bounce ideas off of someone or have questions? Feel free to reach out to us, we are here to help!

#### **Key Contacts:**

Frank Holiber  
Marketing & Outreach Specialist  
[frank@biavt.org](mailto:frank@biavt.org)

#### **About the Brain Injury Association of Vermont**

The Brain Injury Association of Vermont (BIAVT) is a statewide non-profit organization that's mission is to create a better future for people affected by brain injury through Prevention, Education, Advocacy, and Support. Our vision is to bring Vermont to a place where brain injuries are prevented and those who already have a brain injury can get all the help they need. Today, we serve over 1,000 Vermont families and survivors.





## Steps to a Successful Campaign:

### 1. Gather materials

- a. Visit [www.biavt.org/goblue](http://www.biavt.org/goblue) to download the flyers, photos, and info you want to use for the campaign
- b. Use this document for sample emails, messaging, facts, and resources to use when posting on social media or your own website

### 2. Create a timeline

- a. Mark your calendars for when to send emails, post on social media or reach out to others
- b. Use the BIAVT calendar below to sync up messaging efforts

### 3. Ask everyone to give!

**You'll want to make sure that the information people need to know reaches them, including:**

- March is Brain Injury Awareness Month
- Information about BIAVT and facts about Brain Injury
- Dates for major Brain Injury Awareness events in Vermont
- How donations directly support brain injury survivors in your community
- Donation goal of \$10K

#### **Tools you can use to get the word out:**

- A kick-off email at the beginning of March to announce support for *Go Blue* for Brain Injury Awareness Month and support of BIAVT
- A follow up email midway through your campaign with an update and reminder
- An end-of-campaign message right before the close of your campaign
- Use flyers and posters
- Logos and images for emails or for print on our website
- Social media posts on personal and company social networks

**IMPORTANT:** The key to any successful campaign is follow-up! Don't assume one email will reach everyone. Create a schedule to send multiple messages to keep your donors engaged throughout the campaign and remind them of your donation deadline.

### 4. Thank everyone for giving

Saying thank you is the most important part of any fundraising campaign. Generous donors are more likely to give next year if they know how much you appreciate them!

### 5. Campaign wrap up

So, we've finished the campaign - Congrats! Please contact us to let us know how your *Go Blue!* went. Once we have completed our goal the BIAVT will publicly announce how much was raised and how much engagement we received from everyone. We can't do this without your help, so thank you for all your hard work and support!





## Sample Emails:

### Sample 1:

**Go blue! for Brain Injury Awareness Month**

**Email Subject: Make an impact for brain injury survivors!**

On (DATE), we will be kicking off (ORGANIZATION'S NAME) *Go Blue!* for Brain Injury Awareness Month campaign. By giving to Brain Injury Association of Vermont, you can change the life of people and families affected by brain injuries across the state.

**Did you know every 9 Seconds, one person in the U.S. sustains a brain injury?**

This year, we are hoping to raise (DOLLAR AMOUNT) for the Brain Injury Association of Vermont.

This is a great opportunity for you to get involved and change the life of someone impacted by this lifelong injury.

Go to [give.classy.org/GoBlueForBI](https://give.classy.org/GoBlueForBI) to donate or visit [www.biavt.org/goblue](http://www.biavt.org/goblue) to find out how YOU can become an advocate for those affected by brain injury.

Thanks in advance for your participation.

(Name)

### Sample 2:

**Go Blue! for Brain Injury Progress**

**Email Subject: We've reached \_\_\_\_\_% of our Go Blue goal!**

Congratulations supporters!

We've reached \_\_\_\_\_% of our goal. Last week we supported (LIST EVENTS) and it was a great success thanks to your participation.

Please don't forget there are (# DAYS) left in the month of March to give to the **#GoBlueForBI** campaign.

I'm proud to be part of this exciting effort that means so much to people impacted by brain injuries here in Vermont! If you have any questions about contributing, please let me know.





Go to [give.classy.org/GoBlueForBI](https://give.classy.org/GoBlueForBI) to donate or visit [www.biavt.org/goblue](http://www.biavt.org/goblue) to find out how YOU can become an advocate for those affected by brain injury.

Thanks again!

(Name)

**Sample 3:**

**Thank you for raising awareness and funds for the BIAVT!**

**Email Subject: Thank you for making an impact!**

Because of your generosity, we raised (total dollars raised) to support BIAVT, which supports, educates and advocates for Vermonters impacted by brain injury.

Thank you for being a part of the *Go Blue!* for Brain Injury Campaign this year. Together, we are raising awareness and providing hope for families.

For more info on the *Go Blue!* and future campaigns visit [www.biavt.org](http://www.biavt.org).

Thanks again for your participation.

Sincerely,

(Name)





## Messaging:

This messaging can be used for posting on social media. Remember to use the Blue Ribbon and the hashtag **#GoBlueForBI** to get recognized by the BIAVT!

All of our social media resources can be found at [www.biavt.org/goblue](http://www.biavt.org/goblue)

March is Brain Injury Awareness Month and I will be supporting the Go Blue for Brain Injury campaign and the Brain Injury Association of Vermont.

Help us De-stigmatize brain injury.

**Donate today at [www.biavt.org/goblue](http://www.biavt.org/goblue)**

**#GoBlueForBI**

Empowering those who have survived brain injury and their caregivers. Go Blue for Brain Injury Awareness Month and support the Brain Injury Association of Vermont. Together we can make a difference!

**Donate by visiting [www.biavt.org/goblue](http://www.biavt.org/goblue)**

**#GoBlueForBI**

For all of March I will be Going Blue for Brain Injury Awareness Month. I will be promoting the many types of support that are available to people living with brain injury from the Brain Injury Association of Vermont. Be an advocate, we need your help!

**Donate to the cause at [www.biavt.org/goblue](http://www.biavt.org/goblue)**

**#GoBlueForBI**

Go Blue for Brain Injury Awareness Month! **#GoBlueForBI** aims to educate the general public about the incidence of brain injury and the needs of people with brain injuries and their families.

Find out how you can become an advocate by visiting [www.biavt.org/goblue](http://www.biavt.org/goblue)

**Donate today at [give.classy.org/GoBlueForBI](http://give.classy.org/GoBlueForBI)**





## Calendar:

This calendar marks major events and programs for Brain Injury Awareness Month. It can be used for knowing when to post on social media. Remember to use the Blue Ribbon and the hashtag **#GoBlueForBI** to get recognized by the BIAVT!

All of our events can be found at [www.biavt.org/events](http://www.biavt.org/events)

Additional resources can be found at [www.biavt.org/goblue](http://www.biavt.org/goblue)

March 1st, 2020	Brain Injury Awareness Month Begins
Wednesday March 4 <sup>th</sup> , 2020	Brain Injury Awareness Day (BIAA)
Friday March 6 <sup>th</sup> , 2020	Brain Injury EMS Training
Thursday March 12 <sup>th</sup> , 2020	Disability Awareness Day
Sunday March 15 <sup>th</sup> , 2020	Brain Injury Awareness Day (Vermont)
Friday March 20 <sup>th</sup> , 2020	BIAVT at the VT State House
Friday March 20 <sup>th</sup> , 2020	Brain Injury Basics for Caregivers
Friday March 6 <sup>th</sup> , 2020	Go Blue for Brain Injury \$5 Fridays
Friday March 13 <sup>th</sup> , 2020	Go Blue for Brain Injury \$5 Fridays
Friday March 20 <sup>th</sup> , 2020	Go Blue for Brain Injury \$5 Fridays
Friday March 27 <sup>th</sup> , 2020	Go Blue for Brain Injury \$5 Fridays





## Brain Injury Facts:

Use the following facts and information on flyers, your website, emails or social media posts. All information found at [www.biavt.org/statistics](http://www.biavt.org/statistics)

### Vermont Brain Injury Facts:

- 9,000 Vermonters are currently living with a TBI
- 4,530 Emergency Room/Hospitalizations related to brain injury in 2014
- Falls are the number one cause of disability and death
- In every age group, TBI rates are higher for males than for females

### US Brain Injury Facts:

- Every 9 Seconds, one person in the U.S. sustains a Traumatic Brain Injury
- Every day, 137 people die in the United States because of a TBI-related injury
- More than 3.5 million children and adults sustain an acquired brain injury (ABI) each year, but the total incidence is unknown
- 2.87 million adults & children sustain a TBI per year
- 2.5 million TBI-related Emergency Department visits per year
- 288,000 per year are hospitalized due to TBI
- 56,800 per year die with TBI
- 5.3 million Americans are living with TBI
- One of every 60 people in the U.S. lives with a TBI- related disability
- Children aged 0 to 4 years, older adolescents aged 15 to 19 years, and adults aged 65 years and older are most likely to sustain a TBI
- The number of people who sustain TBIs and do not seek treatment is unknown
- The annual costs of brain injury, both medical costs and lost productivity for people with TBI, are an estimated \$76.5 billion

**Have questions?** We're here to help! Contact Frank Holiber, BIAVT Marketing & Outreach Specialist, [frank@biavt.org](mailto:frank@biavt.org).

