



CERE-BRATION GUIDE

**Supporting the brain injury community one step at a time
– together AND apart!**

Thank you for your interest in becoming a Team Captain for the BIA-MA's virtual Cere-Bration! As you begin to set up your team, or are joining someone else's team, we want to make sure you have all the tools necessary to be successful and reach your goals. This document contains step by step instructions for registering yourself and/or your team as well as helpful tips on fundraising and team building.

While we will miss seeing you all in person this year, we are taking this opportunity to create one booming VOICE for brain injury on September 25th!

If you have any questions or need help along the way contact Chesa Conrad, Marketing & Development Manager, cconrad@biama.org



Getting started:

1. Visit www.biama.org/cerebration for easy online tools to help you build and share your team.
2. Consider what works for you and what your goals are. Each team is unique!! There are no specific requirements for forming a team. Your team can be comprised of a variety of things – support group members, family, neighbors, friends, colleagues, and even people from other groups you belong to. Large or small. The idea is that you are **presenting with a united front and working together**.
3. Being virtual provides a great opportunity to involve people from ALL over! Even if potential teammates are not in the same town or even state – they can still join. Find things to unify you – uniforms, costumes, t-shirts, signs...

Build Your Team:

1. Our online registration and team tool, [RaceRoster](#), provides helpful ways to communicate with your potential teammates and a url to send them directly to your page.
2. Set a goal – and increase it every time you hit it.
3. Invite and remind potential team members.
4. Use social media to promote your efforts.
5. Motivate your team regularly and ask them to help you build a bigger team!
6. Get going! As soon as your page is up and running you can start!

A team is not necessary to participate either!
You can register independently or join another team.



How to Register

All roads lead to our event page on [RaceRoster](#) – from here click “register” and follow the prompts.

We have 3 “payment types” – to get started select your payment type:

- Walk. Roll. Run – Survivor (\$15)
- Walk. Roll. Run – Individual (\$30)
- Walk. Roll. Run – FREE*

Each type gives you the ability to register as an individual, register others, or create a team.

*T-shirts and payments are only applicable to paid registrations. Free registrants may choose the free option but will not be prompted for t-shirts or payment. Free registrants will still have access to a fundraising page and are welcome to participate in fundraising incentives to win prizes.

To register as an individual:

- In the “Teams” section – select **“No, do not add this registrant to a team”**.
- Fill out the form accordingly.
- You will receive a confirmation page to review your profile and an email asking you to create your fundraising page. All can be accessed through your dashboard.

To create a team:

- In the “Teams” section – select **“Yes, create a new team and add this registrant”**.
- This makes **YOU** the Team Captain.
- Then enter your team name (Don’t worry, this can be changed later).
- You will receive a confirmation page to review your profile, share your page links, and access your dashboard, as well as an email to create your fundraising page.

To register multiple people:

- Fill out the form for yourself first, then click **“add another registrant” – fill out each form as “for someone else”**.
- Each “add” will have the same form to fill out. From here you may select payment type and which team they are affiliated with. *If you are registering multiple people, but not adding them to a team - select **“No, do not add this registrant to a team”** in the Teams section. **If you are registering multiple people FOR your team – **simply select your team name and state that they are registering for that team.**
- Do this for each person until you’re done.
- You may add people as you go or all at once.

CONGRATULATIONS! You are all set to Cere-Brate! You will receive an email that asks you to set up and customize your fundraising page. You will have the opportunity during registration to make a donation to your individual or team fundraising pages (to skip this option just click “continue” at the bottom.

For more tips on RaceRoster page set up, customization, how to register and more visit:

<https://support.raceroster.com/hc/en-us/categories/201359043-Participants-and-Fundraisers>

What next?:

- 1. Set your goal:** Set a healthy, but attainable goal. Think about how many people you want to recruit, how much you are going to fundraise, and how much time you will have to promote your team and fundraise.
- 2. Announce your team and encourage others to join you:** Once you've set your team and a goal, it's time to decide how you will share your team with your family, friends and colleagues. We've provided email templates and sample social media posts you can use or customize your own right from the dashboard.
- 3. Inspire:** Sharing your personal story lends a face to the cause you are supporting. If potential donors know why BIA-MA and brain injury awareness are important to you, they are more likely to support you. Let everyone know why this is important to you and it will become important to them as well. Let your donors know that 100% of the proceeds donated to your team, support the important efforts and mission of BIA-MA.
- 4. Ask and Say THANKS!** Asking is THE most important part of your fundraising effort, but it shouldn't be the scariest! When you solicit incorporate the following for the biggest impact:
 - Announce your team and your participation.
 - Share your personal story – why this is important to you.
 - Provide information about how donations are used by BIA-MA.
 - Directly ask for a donation amount – pick an amount you think is attainable from each person/ company you connect with. Don't forget to include the link to your donation page.
 - **THANK YOUR DONORS!** BIA-MA sends letter of thanks with every donation, but your donors are giving to YOU! Whether you send an email or thank more publicly on social media – a personal thank you goes a long way, and sometimes secures MORE donations!

