2023 Cere-Bration Participant's Guide

www.biama.org/cerebration

CERE-BRATION

WALK . ROLL . RUN

Saturday, September 23, 2023
Buzzards Bay Recreation Area, Cape Cod Canal
110 Main Street, Bourne, MA 02532

Supporting the Brain Injury Community One Step at a Time!

Thank you for your interest in participating in BIA-MA's Cere-Bration! As you register as an individual, begin to set up a team or join someone else's team, we want to make sure you have all the tools necessary to be successful and reaching your goals!

This guide contains step-by-step instructions for registration, helpful tips on fundraising, and tips on team building. Visit www.biama.org/cerebration for registration information for all participants and easy online tools to help team captains build your team.

Brain injury can have a significant impact on survivors and their families. The Brain Injury Association of Massachusetts (BIA-MA) is a private, non-profit organization that strives to create a better future for all those affected by brain injury through prevention, education, advocacy, and support programs.

The Cere-Bration is a statewide fundraiser that brings together individuals and teams to support those affected by brain injury, connect brain injury survivors, and provide brain injury awareness. Everyone is welcome to attend! Bring your friends, family, colleagues, and support group members. Join us as an individual, organize your own team, or fundraise! Event t-shirts, water, and snacks will be provided to all participants.

All funds raised at the event enable BIA-MA programs for survivors, caregivers, and professionals across the state. By attending CereBration, you're fighting for a better quality of life for those affected by brain injury!

You can participate as an individual, become a team captain, or join another team.

Questions? Please email events@biama.org or visit www.biama.org/cerebration

How to Register

1. **Go to the CereBration Event Page:**
   https://raceroster.com/events/2023/77894/2023-cerebration.
2. **Scroll down to "Registration Type"**
3. **Select your Registration Type:**
   - Walk - Survivor -$10
   - Walk - Individual $25
   - 5K - Survivor $10
   - 5K - Individual $25
   - Walk & 5K - Survivor $10
   - Walk & 5K - Individual $25
   - Each registration type gives you the ability to register as an individual, register others, or create a team.
4. **Fill out the form**
   - **To register as an individual:**
     - Fill out the form accordingly.
     - In the "Teams" section at the bottom of the form – check off "No, do not add this registrant to a team".
     - 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:**
     - Fill out the form accordingly.
     - In the "Teams" section at the bottom of the form - check off "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.
   - **You can register the participants on your team:**
     - 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.

For details on RaceRoster page set up, customization, and registration visit www.biama.org/cerebration, go to "Helpful Tools", and select the "RaceRoster How to"

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).

CERE-BRATION GUIDE - Team Tips

About Building a Team:

1. 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 support group members, family, neighbors, friends, or colleagues. The idea is to present as a united front in benefit all those with brain injury.
2. Our online registration tool for participants and teams, RaceRoster, provides helpful ways to communicate with your teammates with a url to send them directly to your page.
3. Set a goal – and increase it every time you hit it.
4. Invite and remind potential team members.
5. Use social media to promote your efforts.
6. Motivate your team regularly and ask them to help you build a bigger team!
7. Get going! As soon as your page is up and running you can start FUNDRAISING!

What's 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.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.
2. **Share your personal story and inspire.** This 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 will support the important efforts and mission of BIA-MA.
3. **ASK!** Asking is THE most important part of your fundraising effort! 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 or company you connect with. Don't forget to include the link to your donation page.
4. **SAY THANK YOU TO YOUR DONORS!** BIA-MA does send a thank you letter with each and every donation, but your donors are giving to YOU! Whether you send the thank you in an email or text or on social media – a personal thank you goes a long way, and sometimes secures MORE donations!