Let’s Cere-Brate Together!
Welcome and thank you for your interest in becoming a Team Captain for the BIA-MA Cere-Bration Field Day & 5K! 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.

If you have any questions or need help along the way contact:

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About the Cere-Bration
In addition to the combination of “Cerebellum” and “Celebration” - The term “Cere-Bration” is defined as: the working of the brain; thinking!

This event expands on the Brain Injury Association of Massachusetts’ Walk & Roll for Brain Injury. In addition to a Fun Walk, we will have a 5K and a festival with lots of activities (food trucks, music, face-painting, magic, petting zoo, and more)! This event will bring hundreds of people together in celebration, remembrance, and comradery! All of the funds raised by this event will support BIA-MA, a private non-profit organization, that strives to create a better future for those affected by brain injury through prevention, education, advocacy, and support.

See you at the beautiful Buzzards Bay Recreation Area on the Cape Cod Canal for a day of fun and festivities.
Getting started:
1. Visit www.biama.org/cerebration We have easy online tools to help you build and share your team and personal pages for team building and fundraising.
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. Signs, uniforms/costumes, whatever unifies you together – is all encouraged!

Build Your Team:
1. Our online registration and team tool, Classy, 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. Host a kick off party of your own to get your team excited.
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!

A team isn’t necessary to participate either! If you plan to attend but don’t wish to build a team – that’s ok! If you want to JOIN another team and be a team member, that’s also ok!
HOW TO REGISTER

Visit www.biama.org/cerebration and click “Register” and follow the prompts on this pop up:

To start your own team:
- Click “Create Team” – select your Team Name – Set your TEAM fundraising goal
- Next Register yourself and anyone else you are registering for – pick your shirt size(s) – set your personal fundraising goal
- Enter your payment – THEN you are free to develop your pages!

To join a team:
- Click “Join Team” – enter the name of the team you’d like to join or select “see list” to see all teams and choose one
- Next Register yourself and anyone else you are registering for – pick your shirt size(s) – set your personal fundraising goal
- Enter your payment – THEN you are free to develop your pages!

To register as an individual:
- Click “as an individual”
- Next Register yourself and anyone else you are registering for – pick your shirt size(s) – set your personal fundraising goal
- Enter your payment – THEN you are free to develop your pages!

CONGRATULATIONS You are all set to Walk & Roll!! You will receive an email that asks you to claim and set up your pages, upload contacts, generate emails, and post to your social media.
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!