

[www.biama.org/cerebration](http://www.biama.org/cerebration)



## **Brain Injury Association of Massachusetts 2022 Cere-Bration Participant's Guide**

### **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. BIA-MA will be holding the Cere-Bration in the following three locations this year - hope to see you!

**Saturday, September 10, 2022**

**Buzzards Bay Recreation Area, Cape Cod Canal**

110 Main Street, Bourne, MA 02532

**Saturday, September 24, 2022**

**Ashuwillticook Rail Trail**

Farnams Road Causeway, Cheshire, MA 01225

**Sunday, October 2, 2022**

**NARA Park**

25 Ledge Rock Way, Acton, MA 01720

Questions? Please email [events@biama.org](mailto:events@biama.org) or visit [www.biama.org/cerebration](http://www.biama.org/cerebration)

# CERE-BRATION GUIDE - How to Register

## How to Register

1. **Choose the Cere-Bratation location of your choice and click on the url.** The urls can be found here or on [www.biama.org/cerebration](http://www.biama.org/cerebration). There is a unique url for each of the three Cere-Bratation locations:

Date	Location	url
Saturday September 10	Buzzard's Bay Rec Area Cape Cod Canal 110 Main Street Bourne, MA 02532	<a href="https://raceroster.com/events/2022/62448/cere-bration-at-cape-cod">https://raceroster.com/events/2022/62448/cere-bration-at-cape-cod</a>
Saturday September 24	Ashuwillticook Rail Trail Farnams Road Causeway Cheshire, MA 01225	<a href="https://raceroster.com/events/2022/62741/cere-bration-at-ashuwillticook-rail-trail">https://raceroster.com/events/2022/62741/cere-bration-at-ashuwillticook-rail-trail</a>
Sunday October 2	NARA Park 25 Rock Ledge Way Acton, MA 01720	<a href="https://raceroster.com/events/2022/62743/cere-bration-at-nara-park">https://raceroster.com/events/2022/62743/cere-bration-at-nara-park</a>

2. **Click Register** and follow the prompts.
3. **Select a payment type**
  - Walk. Roll. Run – Survivor (\$10)
  - Walk. Roll. Run – Individual (\$25)
  - Each payment type gives you the ability to register as an individual, register others, or create a team.
4. **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.
5. **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.
6. **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.

**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 details on RaceRoster page set up, customization, and registration visit [www.biama.org/cerebration](http://www.biama.org/cerebration), go to “Helpful Tools”, and select the “RaceRoster How to”**

# CERE-BRATION GUIDE - Team Building Tips



## Getting Started:

1. Visit [www.biama.org/cerebration](http://www.biama.org/cerebration) for registration information for all participants and easy online tools to help team captains build your team.
2. Having the Cere-Bratton in three regional locations provides a great opportunity to involve people from ALL over! Even if potential donors and teammates are not in the same town or even state – they can still join. Have fun and find things to unify you – uniforms, costumes, t-shirts, or signs.

## Build Your 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!

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

# CERE-BRATION GUIDE - What's Next

## 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.
- 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. 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.
- 4. 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.
- 5. 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!

