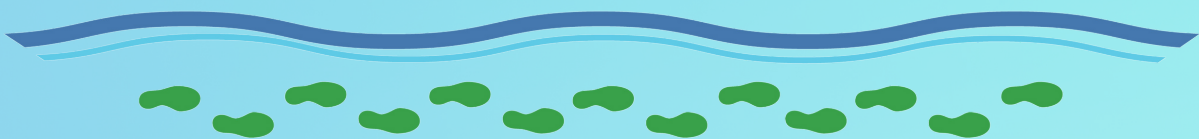


# CERE-BRATION

WALK.ROLL.RUN



## Participant Guide



BRAIN INJURY  
ASSOCIATION  
OF OHIO

## EVENT INFORMATION



## Welcome to Cere-bration Walk, Roll, Run 2022 !

Thank you for joining as a champion for brain injury awareness at the **Cere-bration Walk, Roll, Run 2022!**

We are excited to have you celebrate Brain Injury awareness, survivors and caregivers with us by participating in **Cere-bration Walk, Roll, Run** on **October 16, 2022** in person or virtually! Together, we'll have a great time and help raise money for a good cause.

For those joining in person at Battelle Darby Creek Metropark, you will enjoy a morning full of exciting activities, food, crafts and more. You'll have the opportunity to meet other Brain Injury Association of Ohio members as well as staff.

Virtual participants can join us from anywhere and will also be able to join in the fun with our convenient app, contests and prizes and live streams!

As we celebrate 40 years of impact, we're creating a future where brain injury survivors will have better access to services and supports. Join us for a fun-filled day as we raise funds to expand possibilities for survivors and caregivers. Your participation will help thousands of brain injury survivors in Ohio.

Brain Injury Association of Ohio provides life-changing services that help people of all ages access specialized services, and receive support and education. The demand for our services is increasing, as more children and adults and their families need Brain Injury Association of Ohio help every day.

Your Cere-bration Walk, Roll, Run packet includes a welcome packet with more information about the event as well as fundraising ideas to help kickstart your team's fundraising efforts.

# FREQUENTLY ASKED QUESTIONS

## **What contests can I participate in to add fun to my experience?**

We will have prizes and awards for:

1. The largest team
2. The team that raises the most funds
3. The person who raises the most funds
4. The best team picture submitted as judged by the event committee (submitted to [member@biaoh.org](mailto:member@biaoh.org) by 10/18/2022)
5. The person who registers the farthest away from zip code 43221

## **Can I turn in my offline pledges early?**

Certainly! In fact, we encourage you to send them to the Brain Injury Association of Ohio Northern Ohio office prior to the event. Please mail to P.O. Box 21325, Columbus, Ohio 43221. Please do not send cash.

## **How do I Save time and take advantage of online fundraising tools?**

Collecting online donations is a fast, easy way to reach your fundraising goal. Your online donors automatically receive a donation receipt, while you receive an e-mail notification, and your fundraising account is automatically updated.

## **Visit us at : <https://cerebrationwalkroll5k.itsyourrace.com/> and Login to:**

**Set up and view your online “Personal Page”** – Post a picture, tell your story, and even manage your fundraising campaign. Tools provided on the site help keep you organized and also personalize the Web experience for your online supporters.

For a tutorial on how to edit and personalize your personal page or your team page – check out this video: [Video Tutorial customizing your pages](#)

**Send and track e-mails**– You can use the email feature to ask for donations, recruit friends and family to walk with you, send "thank you" and update e-mails to your supporters, even correspond with your teammates. Templates and examples help you craft your personalized message with flare, all at the click of a button!

**Fundraise with Facebook**–Fundraise with Facebook to extend your fundraising efforts! In addition, fundraising with Facebook provides automatic newsfeeds and notifications, updates on your progress to encourage donations.

For a tutorial on how to send emails or share your page on social media check out this video: [Video Tutorial for Emails and Social Media](#)

**How do I manage my progress?** – Get an updated total on your collected pledges in the “My Goal” section of your online participant center.



# EVENT DAY



## What should I know about event day?

### Virtual participants

- Choose a location in your area where you and your team would like to walk
- Meet your team at walk time and head out!
- Make sure to download the app to see live results and share your experience.
- Take pictures! Don't forget the photo contest!
- Send offline donations via mail ahead of the walk to be counted in your team total.
- Watch BIAOH's Facebook page for Live streams throughout event day to join in the festivities.
- Have fun!

### Check-in at the event... If you're bringing donations you've collected to the walk:

- Enclose checks in your collection envelope, made payable to: Brain Injury Association of Ohio
- Any participant who raises or donates \$100 or more will receive an official Cere-bration T-shirt. The cut off for receiving your t-shirt at event day is 10/1/22. Anyone who raises the \$100 amount after 10/1/22 will receive their t-shirt by mail after the event.
- Children 12 and under can participate for a reduced cost.

### Route Accessibility - Our walk routes are 100% accessible.

**We're here to help**

**Please visit <https://cerebrationwalkroll5k.itsyourrace.com/> for more details or contact us with any other questions at 614-481-7100 or [member@biaoh.org](mailto:member@biaoh.org).**

**See you at Cere-bration Walk, Roll, Run !**



# BUILDING YOUR TEAM



## **1. Recruit**

Team members can be anybody — friends, family, coworkers or neighbors — and they can all easily register as walkers online. Whether you're a corporate team or a team of family and friends, just be sure to ask everyone you know.

## **2. Raise money**

Fundraising comes more naturally when you make it personal. Put a picture of you or your team on your team webpage. Write the story of why you and your team are walking. Don't forget to ask everyone who sponsors you if their employer offers matching gifts!

## **3. Have Fun!**

Participating in Cere-bration Walk, Roll, Run is an opportunity to share a great experience with friends and family members, or coworkers — a community coming together for a common goal.

# FUNDRAISING TIPS

## HERE'S SOME GREAT IDEAS TO RAISE FUNDS FOR YOUR TEAM WHILE HAVING FUN!

- **GET SOCIAL!** - SHARE YOUR CERE-BRATION WALK, ROLL, RUN PAGE ON SOCIAL MEDIA AND ASK YOUR FRIENDS AND FOLLOWERS TO SUPPORT YOUR TEAM.
- **BIRTHDAY PARTY** - INSTEAD OF GIFTS, HOLD A BLUE THEMED BIRTHDAY PARTY AND ASK FOR DONATIONS FOR CERE-BRATION WALK, ROLL, RUN .
- **WINE-TASTING PARTY** - GET THE WINE, CHEESE AND CHOCOLATE DONATED OR PULL FROM YOUR TEAM MEMBERS' STASHES! INVITE ALL YOUR FRIENDS TO COME AND CHARGE ADMISSION.
- **UNWANTED GIFTS SALE** - GET YOUR COWORKERS, FRIENDS, AND FAMILY TO DONATE THE UNWANTED CHRISTMAS GIFTS THEY RECEIVED. SET UP A BAZAAR AND SELL THEM OFF.
- **COOK OFF** - WHO MAKES THE TASTIEST CHILI IN YOUR OFFICE? WHICH TEAM MEMBER BAKES THE BEST CUPCAKES? TASTING JUDGES ARE CHARGED FOR EACH VOTING BALLOT. WHOEVER GETS THE MOST VOTES IS CROWNED "MASTER CHEF."
- **GAME NIGHT** - HOST A PARTY AND HAVE EVERY TEAM MEMBER BRING THEIR FAVORITE GAME. CHARGE A NOMINAL FEE TO GET IN THE DOOR!
- **GARAGE SALE** - TEAM MEMBERS BAND TOGETHER BY DONATING ITEMS FOR ONE HUGE GARAGE SALE. ADVERTISE THE SALE WHEREVER YOU CAN AND MAKE SURE EVERYONE KNOWS WHERE THEIR DONATIONS ARE GOING!
- **ICE CREAM SOCIAL** - HOST AN OFFICE GET-TOGETHER BY SELLING PACKAGED ICE CREAM OR MAKING SUNDAES. DON'T FORGET THE TOPPINGS!
- **JEANS DAY** - HAVE COWORKERS DONATE \$5 TO WEAR JEANS FOR THE DAY. SPICE IT UP - HAT DAY, TEAM SPIRIT DAY, BLUE DAY, ETC.
- **SPOT THE BABY COMPETITION** - HAVE EVERYONE BRING IN A PHOTO OF WHEN THEY WERE A BABY. HAVE CO-WORKERS, FRIENDS, OR FAMILY SEE WHO CAN NAME THE MOST. CHARGE \$5 FOR EACH ENTRY.
- **RAFFLES** - RAFFLE OFF PRIZES OR SPLIT THE POT WITH THE POPULAR 50/50 OPTION.
- **MATCHING GIFTS** - MANY COMPANIES ALREADY HAVE A MATCHING GIFT PROGRAM. ASK YOUR COMPANY TO MATCH WHAT YOU RAISE. THIS IS A SIMPLE WAY TO DOUBLE YOUR FUNDS!
- **DINE TO DONATE** - MANY RESTAURANTS OFFER DINE TO DONATE PROGRAMS. YOU CAN INVITE YOUR FRIENDS, FAMILY AND COMMUNITY OUT FOR DINNER AND DONATE THE PROCEEDS TO YOUR TEAM!
- **CAR WASH** - THIS IS A GREAT OPPORTUNITY TO GET FAMILIES INVOLVED IN FUNDRAISING, SET UP A CAR WASH AT A LOCAL PARKING LOT AND CHARGE \$5-\$10 FOR A CAR WASH.