



The Brain Injury Association of Texas's  
**Walk for Thought**



**Saturday, November 10<sup>th</sup>, 2007**  
**Bobcat Stadium**  
**San Marcos, TX**

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Dear Friend,

Thank you for joining the Brain Injury Association of Texas on Saturday, November 10, 2007 for our third annual Walk for Thought. This fund raising event is a celebration of life, hope and healing. All proceeds from the walk will be used to give hope, help and a voice to the 450,000 Texans who live with a disability caused by brain injury.

For the Walk for Thought, registration and team check-in begins at 2:00 PM at the Texas State Bobcat Stadium in San Marcos, Texas on Aquarena Springs Drive. Teams can begin walking immediately after they have checked in with the walk officially starting at 3:00 PM. All walkers should complete the course by 9:00 PM.

The minimum cost is \$20 per person, which can either be raised through donations or paid on your own. Each pre-registered Team Captain will receive a special t-shirt. All team members who are pre-registered will receive a participant t-shirt. The pre-registration deadline is October 26. Participants who collect \$100 or more in donations will have their names go into a drawing for some great prizes.

The following material is included in this packet:

- Information on forming your team
- Fundraising tips
- Team registration and roster materials
- Walk sponsor forms
- Tips on promoting the event in your local community
- A press release to share with your local media
- Directions to Texas State Stadium
- Sponsor solicitation letter
- Sponsor Response Form

Feel free to make photocopies of any materials if you need to. Extra registration brochures and promotional posters are available on the Brain Injury Association of Texas's website at:

[www.biatx.org](http://www.biatx.org)

We're pleased that you will be joining us on November 10! The steps you take during the Walk for Thought will help hundreds of thousands of Texans affected by brain injury achieve greater strides on their own.

Sincerely,

*Melissa Finney*

Chair, Walk for Thought

**FOR MORE INFORMATION ABOUT WALK FOR THOUGHT, CALL 1-800-392-0040.**



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## Take the First Step

### Form your team

The team can consist of companies, hospital departments, churches, family members, co-workers, friends and neighbors. Invite anyone who has a desire to raise money to help the 450,000 Texans who live with a disability due to brain injury.

#### 1. Choose a team name.

- Be creative. Think of something fun. Or send a message.
- Teams also can make signs to carry with them on the walk.

#### 2. Estimate the number of team members you plan to recruit.

- Remember – anyone can walk as part of your team. Teams can come in all sizes!

#### 3. Set fundraising goals for your team.

- The average walker raises \$150. Strive for this average and use it when setting goals. For example, if you plan to recruit a team of 10, your goal would be at least \$1,500.

#### 4. As a Team Captain you will:

- Complete a **Team Registration Form**.
- Mail, fax or deliver the **Team Registration Form** to the Brain Injury Association of Texas's office as soon as the team is named and the fundraising goal is set.
- Keep a **Walk Team Roster** of everyone who has signed up on the team. This form should be returned no later than October 22 to ensure that each walker receives a Walk for Thought t-shirt on the Walk day. Make sure you include t-shirt sizes on the team registration form.
- Communicate weekly with team members by email, phone, newsletter, etc. This will help keep everyone updated on the progress of the team toward the fundraising goal.

## Walk Day: November 10<sup>th</sup>

1. When you arrive, please inform the greeters that you are a Team Captain. They will direct you to check in at the Team Captain Registration Table.
2. When you check in you will receive a large envelope for your team's donation forms and donations, your Team Captain T-Shirt and the location of your team's gathering point.
3. When your team members arrive, the greeters will direct them to your team gathering point.
4. Collect individual donation forms and money as your team members arrive, noting the team member names and total collected on the front of the envelope.
5. When all team members have arrived, and you have collected all forms and money, return the team envelope to the Team Captain Registration Table to collect your team T-shirts.
6. There will be one water stop along the route and refreshments at the finish line.
7. Have fun! Your participation helps enable the Brain Injury Association to bring help, hope and a voice to the 450,000 Texans who live with a disability due to brain injury.



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## Corporate Employees

### Don't Forget Matching Funds

Be sure your employer knows that you are participating in the Brain Injury Association of Texas's Walk for Thought. When aware of their employee's participation in charitable events, many companies will gladly match their employee's contribution.

This is a great source of hidden funds, so please check to see if your employer will match your donation. Typically, all that is required is for you and the Brain Injury Association of Texas to fill out a simple form given to you by your employer. Once you complete the form and return it with the information requested, the money matching your own will be on its way.

Many corporations financially support causes such as the Walk for Thought when one of their employees, a spouse or significant other is affected by brain injury.

If you, a spouse, significant other or family member are affected by a disability caused by brain injury, be sure to let your employer (present or recent past) know about the Walk for Thought and how much you need their support – this often motivates companies to give money when otherwise they would not.

## How to Raise \$150 In Only 10 Days

**Day 1**

Put in your own \$15 contribution

**Day 6**

Ask your co-worker for \$15

**Day 2**

Ask your significant other for \$15

**Day 7**

Ask your sister or brother for \$15

**Day 3**

Ask Mom or Dad for \$15

**Day 8**

Ask your in-laws for \$15

**Day 4**

Ask your best friend for \$15

**Day 9**

Ask a neighbor for \$15

**Day 5**

Ask your supervisor for \$15

**Day 10**

Ask a business owner for \$15







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**Help Us Publicize the Walk!**

**Contact your local media!**

1. Send a press release to your local media outlet. A local media outlet includes any newspaper, television or radio station that is operated in your community.
2. Include a personal note from you tying the issue of brain injury to your local community. Most reporters are only interested in covering stories that directly affect their communities.
  - For example, "I'm the Team Captain for Team Sarah. My daughter Sarah sustained a brain injury in 1998. I formed a team for the Brain Injury Association of Texas's Walk for Thought because I know first hand how quickly your entire life can change when your child experiences a brain injury."
3. Refer all media requests for interviews or inquiries for further information about the Walk for Thought, the Association or brain injury statistics to Dr. Margaret Struchen, President of the Brain Injury Association of Texas (**800-392-0040**). Please contact Dr. Struchen if you are interested in being interviewed for a news story. Media outlets tend to be more interested in covering events if there is a personal story that can be included in the newscast.

**Put up posters in high-traffic areas of your community!**

Some suggestions:

- Churches
- Schools
- Community Centers
- Health Clubs
- Coffee shops & restaurants
- Gas Stations

You can download more copies of the poster and registration materials at:

<http://www.biatx.org/support/go/walk.html>

Do you have more questions about how to promote Walk for Thought in your community?  
Contact Bob Johnson at the Association by phone at **1-800-392-0040**.



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## **PRESS RELEASE**

**BRAIN INJURY ASSOCIATION OF TEXAS WALK FOR THOUGHT 2007**

### **Have Fun, Build Awareness and Help Others!**

The Texas Brain Injury Association's third Annual **Walk for Thought** Fundraiser will be held on Saturday, November 10, 2007 at Texas State University Walking Track in San Marcos, Texas. This fundraising event will benefit the thousands of Texans living with disabilities caused by brain injury. **Walk for Thought** will celebrate survivors, build public awareness, and assist those affected by brain injury obtain the help they need.

### **You Can Help**

The needs of children and adults with brain injury and their families are overwhelming. There is a need for information about the effects of brain injury and what to expect, a need for knowledge about treatment and services, and a need for support from others who understand. And in the big picture, there is a need for public policy that supports services and prevention efforts. The work of the BIATX involves activities on all fronts. Your participation in the **Walk for Thought** helps makes the BIATX's work possible.

### **When, Where?**

BIATX's **Walk for Thought** will take place on Saturday, November 10, 2007. Registration and team check-in begins at 2 PM at Bobcat Stadium on Aquarena Springs Drive in San Marcos, Texas. Teams can begin walking immediately after they have checked in. Walkers should complete the course by 9 PM.

The minimum cost is \$20 per person, which can either be raised through donations or paid on your own. Each pre-registered team captain will receive a special t-shirt. All team members who are pre-registered will receive a participant t-shirt. The pre-registration deadline is September 30. Participants who collect \$100 or more in donations will have their names go into a drawing for some great prizes.

### **How Can I Support Walk for Thought?**

- If you would like information on forming a team, or
- if you are unable to attend Walk for Thought and would like to sponsor a walker, or
- if you need specific directions to Bobcat Stadium or have other questions

contact the Brain Injury Association of Texas at 800-392-0040 or send an e-mail to [info@biatx.org](mailto:info@biatx.org)

### **Are there sponsorship opportunities?**

The annual **Walk for Thought** offers many levels of sponsorship opportunities with a high level of promotional support, media exposure, and visibility. For more information on all sponsorship opportunities, contact BIATX at 800-392-0040 or send a message by e-mail to [info@biatx.org](mailto:info@biatx.org)

Each step you take – or those you support with your dollars – will help Texans affected by brain injury.

**FOR MORE INFORMATION ABOUT WALK FOR THOUGHT, CALL 1-800-392-0040.**



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## **Directions to Texas State University Bobcat Stadium, San Marcos, TX**

Registration and check-in tables will be at the TSU Bobcat Stadium in San Marcos, Texas, on November 10, 2007 at 2 PM. The walk will start at 3 PM.

### ***From I-35 North (Austin)***

Take I-35 South toward San Marcos, TX. Exit Aquarena Springs Drive (Exit 206) and take right. Bobcat Stadium will on your left about  $\frac{3}{4}$  of a mile down.

### ***From I-35 South (San Antonio)***

Take I-35 North toward San Marcos, TX. Exit Aquarena Springs Drive (Exit 206) and take left. Bobcat Stadium will on your left about  $\frac{3}{4}$  of a mile down.



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Dear \_\_\_\_\_:

Brain Injury has become a national epidemic. According to the Centers for Disease Control and Prevention (CDC), 144,000 Texans sustain a traumatic brain injury each year, one every 4 minutes. Over 450,000 Texans are living with a disability due to Traumatic Brain Injury (TBI) and more than 5,700 are permanently disabled by traumatic brain injury each year.

The Brain Injury Association of Texas is dedicated to assisting and educating brain injury survivors, family members, advocates and brain injury professionals in Texas. We provide information and referral sources, connections to local support groups, education for survivors and families, prevention strategies, statewide conferences, as well as address public policy issues and coalition building.

We need your help. Our third annual Walk for Thought will be held on November 10, 2007. This fundraising event is a celebration of life, hope, and healing. All proceeds from the walk will be used to give help and a voice to the 450,000 Texans who live with a disability caused by brain injury.

Please see the attached Walk Sponsor Response Form listing the various levels of sponsorship and assist us in making this a successful event. We believe you will find the experience a unique way to promote your goods and services.

Eric Makowski  
BIATX President

316 W. 12<sup>th</sup> Street, Suite 405, Austin, Texas 78701

Telephone: (512) 326-1212 Toll Free: (800) 392-0040  
Fax: (512) 326-8088 Email: [info@biatx.org](mailto:info@biatx.org)

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## Walk Sponsor Response Form

Contact Name: \_\_\_\_\_

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

We want to commit to the following sponsorship level and have enclosed a check made out to the Brain Injury Association of Texas for \$\_\_\_\_\_.

**\$5,000 Platinum Sponsor**

- Top-tier logo on the t-shirt
- Top-tier logo on the poster
- Top-tier name & logo included in walk day program
- Top-tier signage at key locations throughout the course
- Pre-approved use of the Brain Injury of Texas's logo
- Special recognition in *BIATX E newsletter* acknowledging sponsorship level

**\$2,500 Gold Sponsor**

- Second-tier logo on the t-shirt
- Second-tier logo on the poster
- Second-tier name & logo included in all registration & promotional material
- Second-tier signage at key locations throughout the course
- Special Recognition in *BIATX's E- Newsletter* acknowledging sponsorship level

**\$1,000 Silver Sponsor**

- Logo on the t-shirt
- Logo on the poster
- Signage at key locations throughout the course
- Name recognition in registration materials
- Special Recognition in *BIATX's E- Newsletter* acknowledging sponsorship level

**\$500 Bronze Sponsor**

- Name recognition (no logo) on the t-shirt
- Name recognition (no logo) on the poster
- Name recognition in registration materials
- Special Recognition in *BIATX's E- Newsletter* acknowledging sponsorship level

**\$250 Basic Sponsor**

- Name recognition (no logo) on the t-shirt
- Special Recognition in *BIATX's E- Newsletter* acknowledging sponsorship level

**- Corporate Team Sponsor -**

Assemble a team of walkers from your workplace to raise money, either from your employer or from sponsors you find yourself and/or see if your employer will match donations. Team leaders receive a special t-shirt. Each team member receives a participant t-shirt.



FOR MORE INFORMATION ABOUT WALK FOR THOUGHT, CALL 1-800-392-0040.