



The Brain Injury Association of Texas's
Walk for Thought



Saturday, November 10th, 2007
Bobcat Stadium
San Marcos, TX

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

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 10th

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

