



Minnesota Brain Injury Alliance  
**2016 Walk for Thought**

Saturday, September 17, 2016

Registration starts at 9 a.m. • Walk begins at 10 a.m.

Canal Park, Duluth • Silver Lake, Rochester

CentraCare Health Plaza, Saint Cloud

Long Lake Regional Park, Twin Cities/New Brighton

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Thank you for being a Team Captain for the 2016 Walk for Thought! As a Team Captain, you help support individuals across the state whose lives have been impacted by brain injury.

The following materials can be found in your packet:

- Information on managing your team
- Team registration materials
- Walk donate forms
- Directions to the Walk location

Feel free to make photocopies of any materials you need.

Extra registration brochures and promotional posters as well as fundraising tips and Walk maps are available at [www.braininjurymn.org](http://www.braininjurymn.org) or by calling 612-378-2742 or 800-669-6442. You can also register additional walkers or make donations online at [www.braininjurymn.org](http://www.braininjurymn.org) by clicking on the “Walk for Thought” logo. Login to your Team Page by clicking on the “Login” link in the upper right corner of the page.

This year, let’s encourage all those participating on your team to donate \$25, if they can, to get a T-shirt. Every donation, no matter how large or small, supports services for those affected by brain injury. Also consider taking the \$1,000 Team Challenge! If just 200 teams raise \$1,000, the Minnesota Brain Injury Alliance will raise \$200,000, which will help provide support services, community outreach, education programs like brain injury basics and youth sports concussion training and citizen advocate programs and awareness activities.

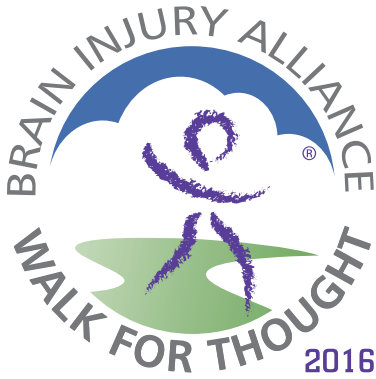
Taking the Challenge can be easy:

1. Recruit nine people to walk with you for a total of 10 team walkers
2. Have each walker donate \$25 for a total of \$250
3. Have each walker ask a family member for \$25 for a total of \$250
4. Have each walker ask a friend for \$25 for a total of \$250
5. Have each walker ask a coworker for \$25 for a total of \$250

TEAM TOTAL = \$1,000!

Your contribution to the Walk for Thought as a Team Captain and your team’s dedication to the \$1,000 Team Challenge will make this year’s Walk for Thought a success. We are thrilled that you will be joining us on Saturday, September 17, 2016.

Sincerely,  
Walk for Thought Staff and Volunteers



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Thank you being a Team Captain for this year's Walk for Thought. A Team Captain holds the reigns of the team and helps lead the fundraising efforts. Below are some tips and fundraising ideas for your team as well as information for the day of the Walk.

## Manage Your Team

Once you've created your team online, by phone or through the mail, you can use your Team webpage to manage your team.

1. Set fundraising goals for your team.
  - Plan something special for your team to help you obtain your goal or make it a competition.
2. Tailor your Team webpage to tell your story
  - Log on to your Team Page and change the standard text to make it personal.
  - Add a photo to your page.
3. Send e-mails directly from your Team Page encouraging your friends or family to join your team or donate to the Walk.
4. Maintain open communication with your team members by e-mail, phone, Facebook, Twitter, newsletter, etc. This will help keep everyone updated on the progress of the team as you work toward your fundraising goal. Encourage your Team Members to use #W4T2016 in their social media accounts to promote the Walk.

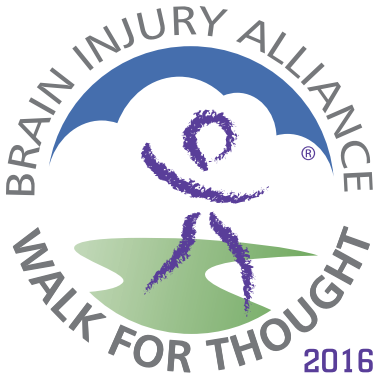
## Tell Your Employer

If you, or someone you care about, has been affected by brain injury, be sure to tell your employer (present or past) about the Walk for Thought and how much you need their support – this often motivates companies to give money when they otherwise would not. Many corporations will make financial contributions to causes such as the Walk for Thought when their employee's, spouse or significant other are involved.

Your company may wish to sponsor your team; have them give \$250 for 10 walkers! Your company also may have a program set up to match their employees' charitable donations. This can be a great source of often overlooked funds. Usually, your employer provides a simple form for you and the Minnesota Brain Injury Alliance to fill out. As soon as you complete the form with the information requested and return it to your employer, the money matching your own contribution will be on the way.

## Walk Day 101: Saturday, September 17, 2016

1. Registration begins at 9 a.m. the day of the Walk. Check in at the registration area when you arrive. **ONLY TEAM CAPTAINS** need to come to Registration to check in and get Team T-shirts.
2. Bring the envelope and T-shirts you receive at check-in to your team's meeting spot. Tell your team members to find you to get their shirts.
3. Hand out T-shirts to your team and collect their donations in the envelope provided.
4. Bring your envelope to the registration table.
5. Walk and have a great time!



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## Team Registration Form

Team Name: \_\_\_\_\_

Team Captain Name: \_\_\_\_\_ Team Goal: \_\_\_\_\_

Your Walk Location:     Duluth     Rochester     Saint Cloud     Twin Cities

Return this form by September 5, to ensure that each member of your team receives a T-shirt on the day of the Walk.

### Walk Team Roster

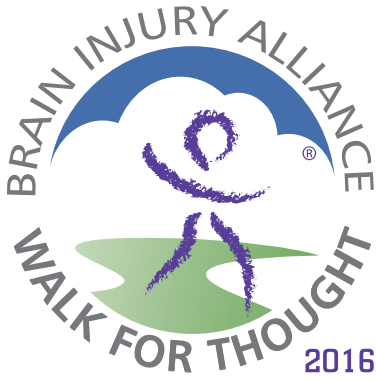
(Completed by Team Captain)

Walker Name	Walker Address or E-mail	T-shirt Size	Donation Amount

Mail, deliver, or fax this form to:  
**Walk for Thought**  
 Minnesota Brain Injury Alliance  
 2277 Highway 36 W, Ste 200  
 Roseville, MN 55113  
 612-378-2789 (fax)

Please use the following sizes when indicating desired T-shirt size:  
 Adult **S M L XL XXL XXXL**  
 Child **S M L**





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## Directions to Canal Park, Duluth:

On Saturday, September 17, register and check-in at the Lakewalk in Canal Park starting at 9 a.m. The Walk will begin at 10 a.m. next to Canal Park Lodge and will proceed on a two-mile route up the Lakewalk to Leif Erickson Park and back. To reach the Lakewalk, from Interstate 35, take the Lake Avenue exit. Head south on Lake Avenue. Turn left at Railroad Street/Canal Park Drive. Park in the pay lots on either side of Canal Park Lodge. **DO NOT** park in the Canal Park Lodge parking lot.

