



Minnesota Brain Injury Alliance
2017 Walk for Thought

Saturday, September 23, 2017

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

Thank you for being a Team Captain for the 2017 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 or by calling 612-378-2742 or 800-669-6442. You can also register additional walkers or make donations online at 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 23, 2017.

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 reins 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 #W4T2017 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 23, 2017

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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Directions to CentraCare Health Plaza, St. Cloud

On Saturday, September 23, register and check-in at the CentraCare Health Plaza starting at 9 a.m. The Walk will begin at 10 a.m. and will proceed around the plaza.

From Interstate 94, exit on Minnesota State Highway 15 toward St. Cloud. Head North to County Road 120. Turn left on County Road 120, then left again into the CentraCare Health Plaza. From Highway 10 heading South towards St. Cloud, exit on Highway 15, then turn right on Highway 120, then left into the CentraCare Health Plaza. Follow the perimeter road until you see the registration tables near Adult Rehabilitation.

