



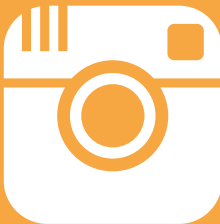
2020 GIVING TOOLKIT

#GI^{VE}INGTUESDAY

FOLLOW US!



@BrainInjuryAssociationofVirginia



@braininjuryassociationva



@biavirginia

WHO WE ARE

The Brain Injury Association of Virginia is the only state-wide provider of information, resources, and education to persons with brain injury, caregivers, and professionals. **We envision a world where every person has access to the help they need for a successful recovery after brain injury.**

OUR MESSAGES

The following statements are messages BIAV approves for public use. We encourage you to use these in any social media posts, emails, or conversations you see fit.

The Brain Injury Association of Virginia exists to support the brain injury community.

Brain injury isolates; the Brain Injury Association of Virginia helps you connect.

We make brain injury visible.

The Brain Injury Association of Virginia shines a spotlight on Virginians impacted by brain injury.

SOCIAL MEDIA GUIDE



#HASHTAGS

Hashtags are an important and useful way to increase viewership of your posts and to connect you with others joining the movement!

For any social media platform, we suggest using:

#GivingTuesday2020

#supportBlawareness

#helphopehealing

#TBIChampion

#braininjuryawareness

FACEBOOK @BrainInjuryAssociationofVirginia

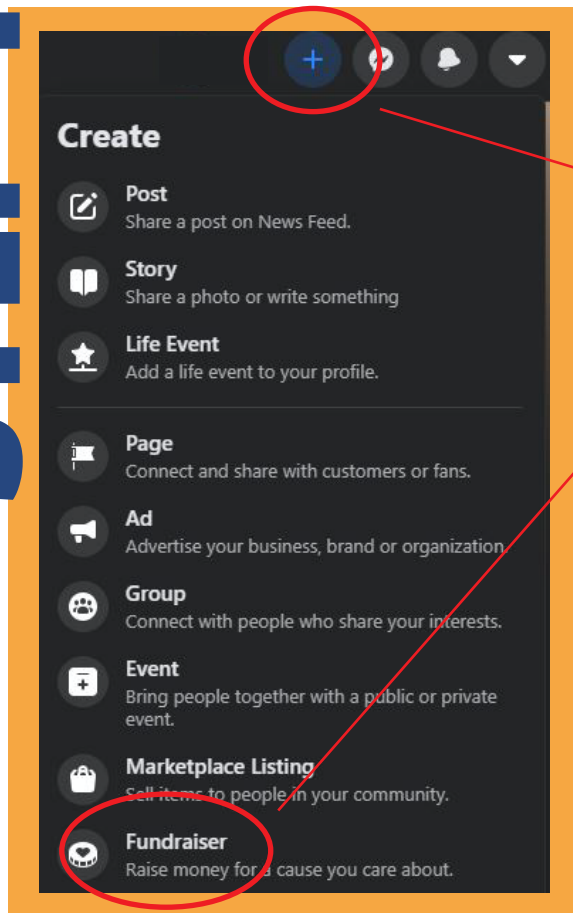


The best way to get the most out of Facebook on Giving Tuesday is to create a fundraiser!

It only takes 3 easy steps...

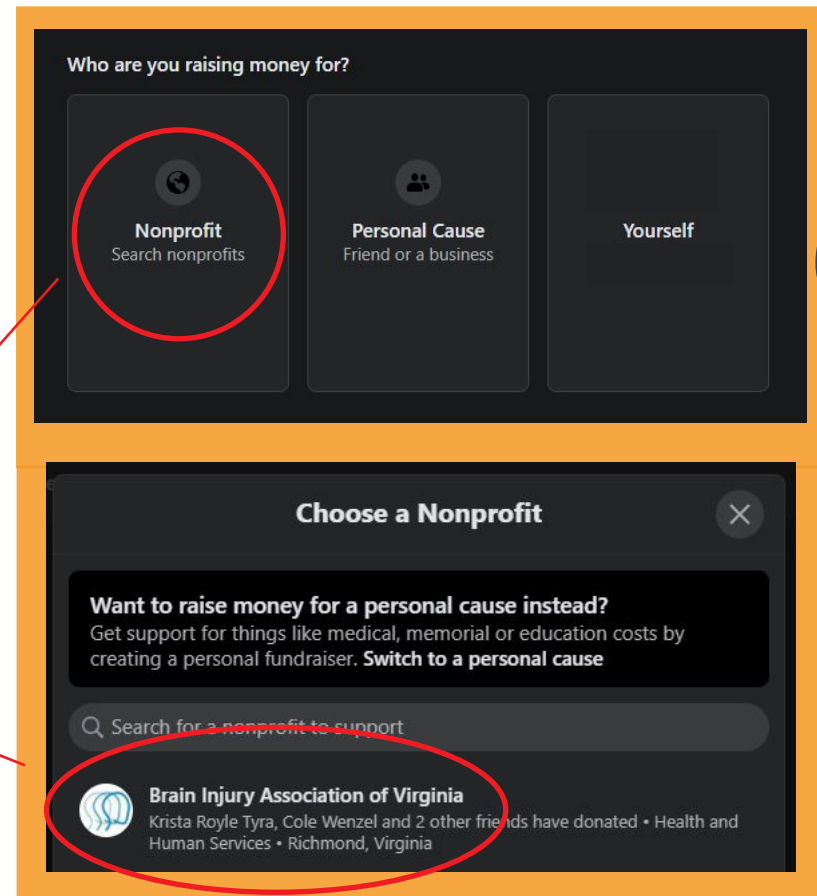
Zuckerberg prodigies can skip to page 10

STEP 1



First, click the "Create" button that looks like a plus sign on the top right corner of your profile. Then, click "Fundraiser" at the bottom.

Next, select "Nonprofit" and search for "Brain Injury Association of Virginia." Click to select as your nonprofit.




STEP 2

STEP 3

Facebook Fundraisers > Fundraiser Type > Details

Details

Fundraiser for

 **Brain Injury Association of Virginia**
Krista Royle Tyra, Cole Wenzel and 2 other friends have donated • Health and Human Services • Richmond, Virginia

[Edit Nonprofit](#)

How much money do you want to raise?
200

Set a goal that inspires supporters to help you reach it. You don't have to reach your goal to receive the money.

Select Currency
US Dollars (USD)

When should your fundraiser end?
Oct 29, 2020

Fundraisers are public, so anyone on or off Facebook can see them. Only people on Facebook can donate. Facebook charges no fees for donations to nonprofits. All donations will go directly to the nonprofit you chose.

Create

Next, fill out the fundraiser details: fundraising goal, time limit, description, and cover photo. Need some caption ideas? Here's our suggestions:

For this year's Giving Tuesday, I am asking for your help in supporting Virginia's brain injury community through the Brain Injury Association of Virginia (BIAV)! BIAV believes that every person who has sustained a brain injury should have access to critical resources to help with their recovery, and that every caregiver and professional feel supported in helping others. You can help them provide these resources to the brain injury community so that no one goes through this process alone. Are you with me?!

Today, I am asking for your help supporting persons with brain injury, caregivers, and professionals through the Brain Injury Association of Virginia! Even \$1 contributes to their mission of providing information, resources, and education to the brain injury community. Can you help me reach my fundraising goal?!

Today is the world's largest day for giving, and I have chosen to help the Brain Injury Association of Virginia (BIAV) support the brain injury community! BIAV exists to provide valuable resources, education, and information to persons with brain injury, their caregivers, and professionals working in the field. Their work helps thousands of people each year access the care, support, and information they need to have a successful recovery. Let's show them our appreciation and give back today!

Finally, click "Create" and you're done!

INSTAGRAM

@braininjuryassociationva



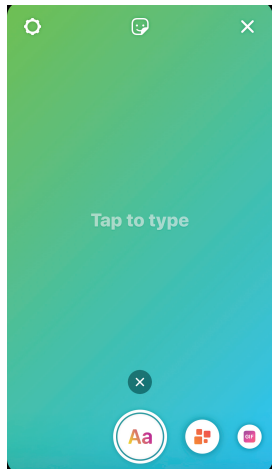
Instagram might be the most **diverse platform** in terms of its options for sharing your support. But, don't worry! We've broken down our top 3 suggestions for using Instagram that day:

- 1. Create a temporary story using the donation sticker**
- 2. Create a post**
- 3. Create a live video on your story**

Keep scrolling for three how-to's, or skip to page 14

DONATION STICKER

Similar to a Facebook fundraiser, Instagram now offers the option to add a donation sticker on behalf of any non-profit organization. **Here's an example of how to do this:**



Open a new instagram story and swipe left to "create"

1



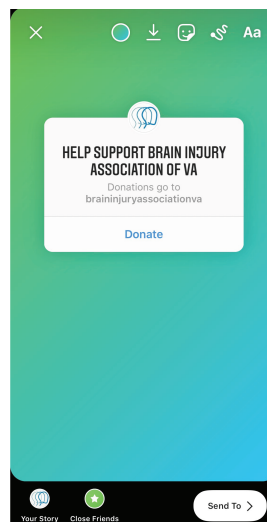
Type in "brain injury association of va" or until our profile appears and click to select

3



Click the sticker button in the top center to open the menu options and click the "Donation" badge

2



The badge will automatically appear on your story page.

4



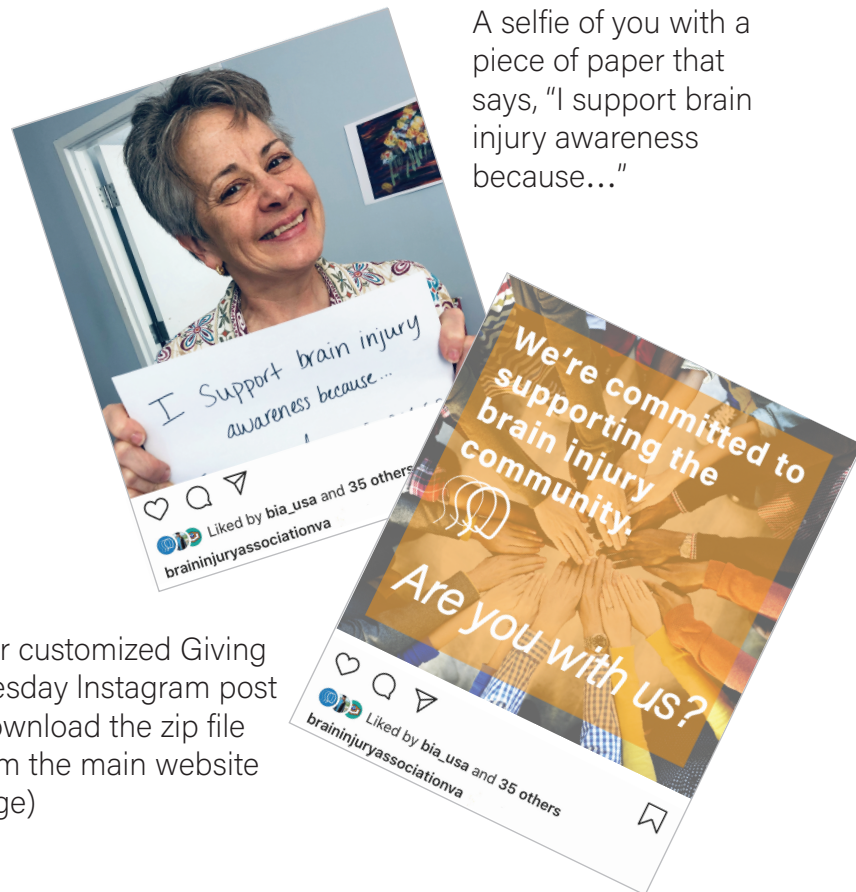
Resize, add text, add hashtags, etc. to your post and click your story preference to post!

5

CREATE A POST

1-2 days before Giving Tuesday, you can post a photo of your choosing that represents why you support the brain injury community.

Some photo ideas are:



Our customized Giving Tuesday Instagram post (download the zip file from the main website page)

Next, you'll want a compelling caption that encourages your followers to join you.

Here are some caption ideas:



Liked by **bia_usa** and **35 others**

braininjuryassociationva On December 1, you're invited to join me in supporting the Brain Injury Association of Virginia to help raise funds to help persons with brain injury, caregivers, and professionals across the state. Spreading brain injury awareness is important to me because [ENTER 1-2 SENTENCES OF YOUR OWN]. With one click, you can show your support, too by donating or becoming an ambassador like me!
<https://www.biaav.net/get-involved/donate/> #GivingTuesday2020 #supportTBIawareness #helphopehealing



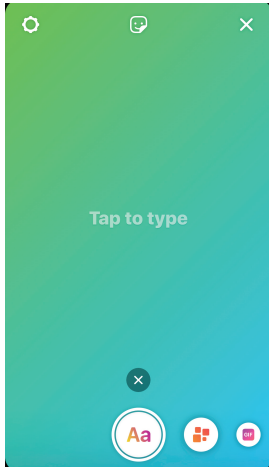
Liked by **bia_usa** and **35 others**

braininjuryassociationva Let the countdown begin! We're only 1 day away from #GivingTuesday and this year I'm asking for your help in supporting the brain injury community through the Brain Injury Association of Virginia (BIAV). If you're not familiar with them, BIAV is the only state-wide provider of resources, information, and education to Virginians with brain injury, caregivers, and professionals in Virginia. Like them, I envision a world where the brain injury community has the resources, support, and education they need for successful recovery. Are you with us? Like, comment, share, become an ambassador, or donate: your contribution, no matter how large or small, matters #IsupportBIAV #GivingTuesday2020

LIVE VIDEO

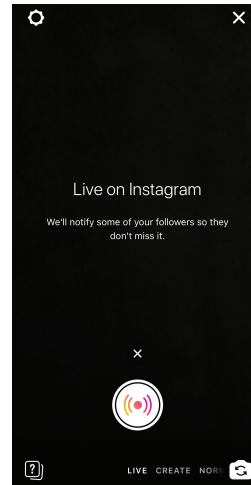
What better way to get people's attention than with a LIVE video! Never done one before? **Here's how:**

1



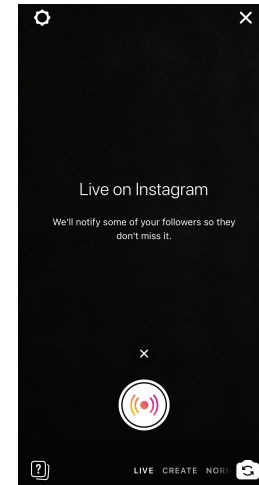
Open Instagram stories... swipe left to the "live video" option

2



Aim your phone's camera at your subject and press the button at the bottom.

3



Go live for as little or as long as you want! When you're finished, press the end button in the top right corner.

Not sure what to say? **Here are some talking points to get you started:**

- Discuss what BIAV means to you
- Discuss why brain injury awareness is important to you
- Discuss the different ways someone can get involved: donate, membership, volunteer
- Discuss your personal connection to brain injury
- Show how easy it is to donate or become an ambassador (flip camera to show computer screen and search for our website and navigate viewers to this toolkit PDF)

Note: you do not have to make this video live; all talking points could make for a great pre-recorded video as well!

TWITTER

@biavirginia



Twitter is a great place to update your friends and family on your Giving Tuesday progress. Scroll to find a few ideas of how you can **share your success and encourage others to get involved...**

Tip: don't forget to use hashtags!



It's #GivingTuesday! I'm supporting @biavirginia because like them, I envision a world where the brain injury community has the resources, support, and education they need. You can show your support, too:
<https://www.biav.net/get-involved/donate/> #IsupportBIAV
#GivingTuesday2020



Tweet



Join me today to show support for the brain injury community alongside @biavirginia as they raise funds to help persons with brain injury, caregivers, and professionals! Retweet, like, donate – any or all will help!
<https://www.biav.net/get-involved/donate/> #GivingTuesday2020
#supportTBIawareness



Tweet



Wow! I'm so excited to share that with your help, I've already raised [ENTER AMOUNT] on my Facebook fundraiser! THANK YOU to all that have donated, and if you want to show your support, too, click here: [ENTER A LINK TO YOUR PERSONAL FUNDRAISER] #IsupportBIAV
#GivingTuesday2020



Tweet

DON'T JUST WRITE... SHOW!

We've created some graphics for you to use at your leisure. In the **downloadable zip file on our Giving Tuesday website page**, you'll find:

Facebook Cover Photo

Change this 1 week before Giving Tuesday!

Custom "I Support" Badge

Add to posts you create or even change your profile pic!

Instagram Post + Story Templates

Post on your feed or add to your story!

Custom Giving Tuesday Logo

Use in any of your posts throughout the day!

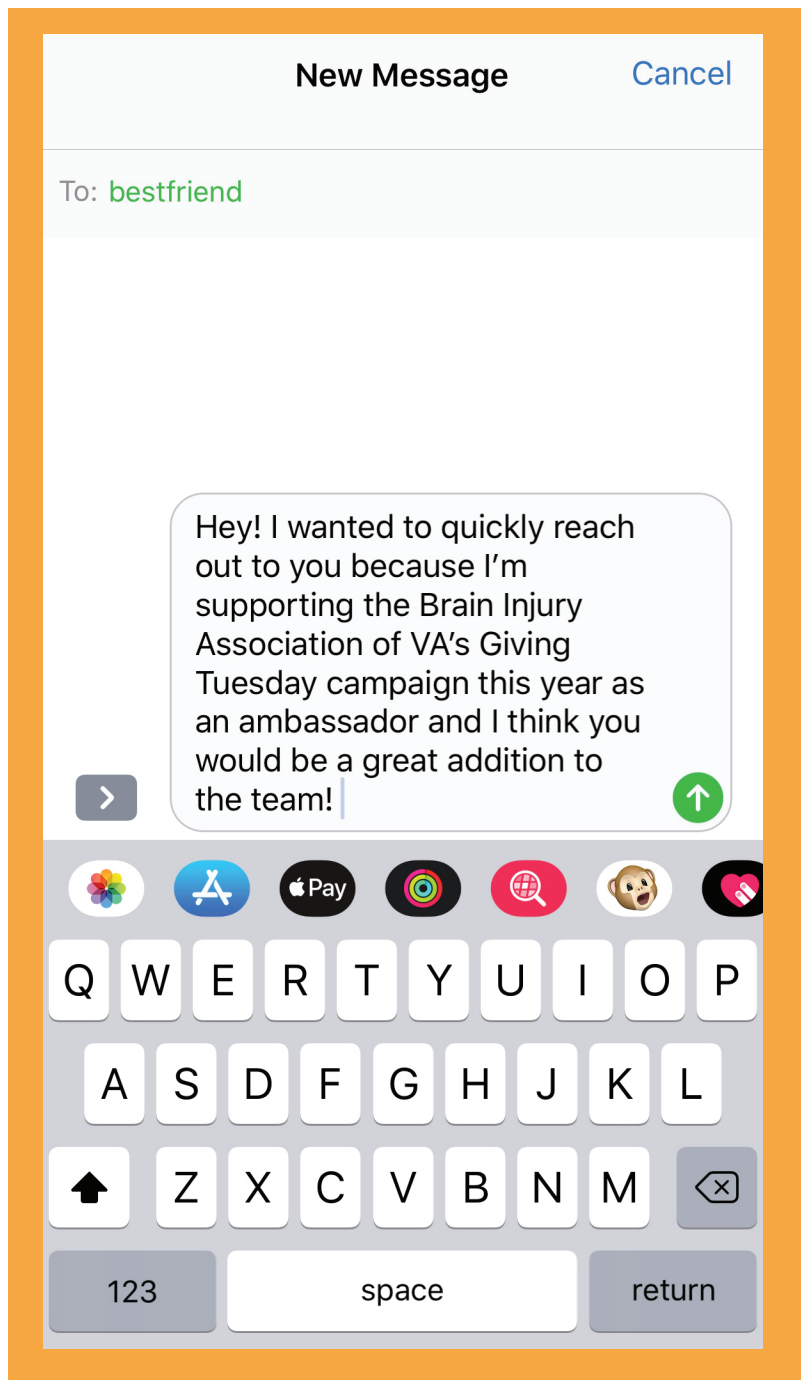
BEYOND THE APPS



EMAIL & TEXT TEMPLATES

We know that social media is not everyone's cup of tea; or maybe it is, but you want more ways to share your involvement with BIAV's Giving Tuesday campaign...

That's why **we have created two, ready-to-use templates to use in texts and emails.**



TEXT ME, BEEP ME, IF YOU WANNA REACH ME...

Asking someone to join you as an ambassador:

Hey [ENTER NAME]! I wanted to quickly reach out to you because I'm supporting the Brain Injury Association of VA's Giving Tuesday campaign this year as an ambassador and I think you would be a great addition to the team! It's super easy, all you have to do is share the campaign and ask your network to join in. That could be through a FB fundraiser, on Instagram, Twitter, or even just sending some emails out. You can put as much or as little effort into it as you'd like, and it's such a great way to show the brain injury community your support! Let me know if you'd like to help out and I can send you BIAV's toolkit or any other information you may need. Thanks so much!

Asking someone to donate:

Hey [ENTER NAME]! I wanted to quickly reach out to you because I'm supporting the Brain Injury Association of VA's Giving Tuesday campaign this year and we would LOVE your support as well. There are a few ways you can get involved: you can be an ambassador (like me!), share the campaign from their social media pages, or even donate. Which do you think would be best for you? I'm happy to send you more information or any links you may need. Let me know!

To: EVERYONE!

From: BIAV ambassador

Subject: Let's get together on December 1!

Hi [ENTER NAME]!

Have you heard about the Brain Injury Association of Virginia's (BIAV) Giving Tuesday campaign yet? If not, let me give you a little bit of background: BIAV is the only state-wide organization that provides information, resources, and education to persons with brain injury, caregivers, and professionals. There are around 28,000 people in Virginia that sustain a brain injury every year, and BIAV is an incredibly valuable resource for people seeking support in their own recovery or for a loved one.

As you may know, Giving Tuesday is on December 1 this year and I am one of BIAV's ambassadors helping to spread awareness of brain injury, their organization, and fundraise for their services. I wanted to reach out to you because I would love for you to be involved. I've outlined a couple of options for you to consider. Any amount of support is greatly appreciated!

1. Join as a Giving Tuesday Ambassador – I can send you the toolkit BIAV developed!
2. Create a Facebook fundraiser for BIAV – if you need instructions, I can send them to you!
3. Donate to the organization – here is the direct link to their website form:
<https://www.biaav.net/get-involved/donate/>

I hope this email has been helpful and I look forward to hearing from you!

Sincerely,

[ENTER YOUR NAME]

Now that you've finished your duties as a BIAV Giving Tuesday ambassador, it's time to share your successes with us!

This is BIAV's first year of launching an official Giving Tuesday campaign using you, our ambassadors, as the main force behind our efforts, and because of that, we want to hear how it went! Although not required, we highly encourage you to send your answers to the following questions to erin@biav.net. With your feedback, we can make adjustments to our platform to better suit you. **Thank you in advance for your participation!**

1. How did you find out about our Giving Tuesday campaign?
2. How helpful was this toolkit? Please describe what was and what was not helpful to you.
3. What options from the toolkit did you utilize?
4. What was their impact? (How much money did you raise, how many posts did you make, etc.)
5. What would you add or take away for future ambassador campaigns?

SWEET SUCCESS!