



HOW TO ASK
www.biaf.org/walkabout



The number one reason why people donate is
because someone asked them to.

ASK personally

Share your own story, not just statistics. Connect with your donors through your personal relationship with them.

ASK everyone

Think beyond family and friends – how about your neighbors, coworkers, doctor, barista, grocery store clerk – anyone you regularly contact.

ASK big and little

If you ask someone for \$100, you might get \$100, but asking 10 people for what they can afford, even if that's \$10 per person gets you \$100 too.

ASK confidently

You are not asking for money for yourself; you are asking for funds to help the more than 136,000 Floridians who survived a TBI this year alone.

ASK IN 5 EASY STEPS:

1. Identify the issue you are trying to address. Example: There are 136,000 Florida families impacted by traumatic brain injury every year.
2. Relay why it is important to you. Example: A Mild TBI is a brain injury and we should make sure student athletes understand that!
3. Share what you are doing about it. Example: I registered for the WalkAbout Brain Injury to raise funds and awareness.
4. Ask your donor to take a specific action. Example: Will you make a \$10 donation to support my commitment to brain injury?
5. Wait for a response, but don't be afraid to use a gentle reminder!

Best tips for online fundraising success.



Twitter is a social networking site where you can deliver real-time updates of 280 characters to your followers.

Best tips for participants:

1. Tweet often and always include a link to your personal fundraising page.
2. Keep your followers updated on the event, your fundraising and thanking donors.
3. Post the URL for your personal fundraising page in a tweet.
4. Use #walkaboutbraininjury



Personalize your fundraising efforts. Share photos of your training and preparations for the Walk. Send thank you photos to your donors – you can even share your Instagram photos on Facebook and Twitter.

Create a custom hashtag to add to all your photos – this will make it easier for friends, family and donors to track your adventure!



Extend your fundraising efforts to your network of friends! Our on-line fundraising platform makes it easy! Login to your participant dashboard to get social!

Connect

Use our friendship powered Facebook fundraising application!

Ask for support

Whenever possible update your status and ensure you include a link to your personal page.

Tell a story

By providing a personal story, you are sure to connect with people who will want to support you.

Become a fan

Visit Brain Injury Association of Florida's Facebook page and follow us on Twitter @BrainInjuryFL. You will get news updates and can connect with others.

Use photos

Upload photos that showcase your story and use #walkaboutbraininjury.