



Brain Injury Association of Minnesota  
**10th Annual Walk for Thought**  
**Celebrating 10 Years of Giving,  
Awareness and Hope**

Registration starts at 9 a.m. Saturday, September 24, 2011  
Walk begins at 10 a.m.

Canal Park, Duluth • Como Park, St. Paul • Silver Lake, Rochester •  
CentraCare Health Plaza, St. Cloud

Thank you for agreeing to be a Team Captain for this year's 10th Annual Walk for Thought! As a Team Captain, you help support individuals across the state whose lives have been impacted by brain injury. This year, in honor of the Walk's 10th Anniversary, we are asking you and your teammates, to "GIVE+10!"

**How do you "GIVE+10?"** As you recruit participants for your team and raise money and awareness for individuals with brain injuries, try to go ten extra and ask your teammates to do the same. Ten extra what? Anything. Do you usually give \$50? Give \$60. Do you usually recruit 15 teammates? Recruit 25. Do you usually spend an hour in the evening seeking donations? Spend an hour and ten minutes!

With your leadership and dedication to "**GIVE+10**," the Walk for Thought will be a huge success. Our goal this year is to raise over \$150,000, to help provide support for the 100,000 Minnesotans who have experienced a brain injury.

The following materials can be found in your packet:

- Information on managing your team
- Team registration and roster materials
- Walk sponsor 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 sample fundraising letters are available at [www.braininjurymn.org](http://www.braininjurymn.org) or by calling 612-378-2742 or 800-669-6442. You can also register online at [www.braininjurymn.org](http://www.braininjurymn.org) by clicking on the "Walk for Thought" logo. Click on the location in which you intend to walk and go to the "Create a Team" link.

Your contribution to Walk for Thought as a Team Captain and your dedication to the "**GIVE+10**" initiative is greatly appreciated. We are thrilled that you have decided to join us on Saturday, September 24, 2011! Visit our Web site at [www.braininjurymn.org](http://www.braininjurymn.org) to check out the NEW Team Captain Contest.

Sincerely,

Walk for Thought Staff and Volunteers



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## Take The First Step: Manage Your Team

1. Set fundraising goals for your team. Remember to GIVE+10!
  - Plan something special for your team to help you obtain your goal or make it a competition.
2. The Association's online registration makes getting started easy:
  - Click on the Walk for Thought logo and go to "Create a Team."
  - Fill in the blanks. Here is where you will enter your team name and goal.
  - Next, you can make a donation right away or go to the campaign manager.
3. Send e-mails directly from your Web page asking people to GIVE+10 when they join your team or make a donation.
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.



## 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 employees, spouse or significant other are involved.

## Employer Team Sponsor

Your company may wish to sponsor your team; \$250 pays 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 Brain Injury Association of Minnesota 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 24, 2011

1. Registration begins at 9 a.m. the day of the Walk. Check in at the registration area when you arrive.
2. Bring the envelopes and T-shirts you receive at check-in to your team's meeting spot
3. Hand out T-shirts to your team and collect their money in the envelopes provided
4. Bring your envelope to the registration desk
5. Walk!







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## Directions to Canal Park, Duluth:

On Saturday, September 24, 2011, register and check-in at the Canal Park Lodge starting at 9 a.m. The Walk will begin at 10 a.m. at the Canal Park Lodge and will proceed on a three mile route. From Interstate 35, take the Lake Avenue exit. Head south on Lake Avenue. Lake Avenue will turn into Canal Park Drive. The Canal Park Lodge is located on the Lake Superior side of the road.

