

12th Annual



2019 Fundraising Toolkit

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CROWDRISE TEMPLATES



Team Blonde 2019

Share

Tweet

Story

The Team

LET'S TACKLE ALZHEIMER'S FOREVER!!

BvB Dallas is a young-professional organization that hosts a powder-puff football game for a day of fun, fellowship, philanthropy and enjoyment as a way of raising money for Alzheimer's research.

Why I am doing this...

My Grandmother suffered with Alzheimer's disease. I couldn't imagine how she felt during any of that time. For me, it was stressful and hurtful my Grandmother struggle/suffer (losing herself) but it was just as painful seeing how it impacted my Grandfather, Mother and Aunts. Not knowing how to help any of them really left me feeling lost. We all had these mixed emotions running through your minds, during every second of every day trying to soak in every good moment we had knowing there probably weren't many left to come.

Alzheimer's does not discriminate - It can impact anyone at any time!

...because I wanted to help give back! We all have one



Team Brunette 2019

Share

Tweet

Story

The Team

Thanks for stopping by my fundraising page for year FIVE of Bru Crew with BvB Dallas!

This year is my last year on the field with Bru Crew. I am committed and love this org because we raise money and awareness for Alzheimer's Disease. Mimi, my grandmother, had Alzheimer's Disease for the last 10+ years of her life. She was taken care of by the most amazing caregiver, Grandpa. Mimi was so vibrant and beautiful and this disease took a lot of that away from her in the end. Grandpa was one of the best caregivers I've ever known and he worked tirelessly to make sure Mimi was taken care of.

I play in Mimi's Memory, quite literally. I play so that others will not have to see their loved ones forget who they are. I play so that others will have more time with their loved ones. I play so we can finally find a cure! I play so that until that cure is found, those with the disease and their families can get the support and funding they deserve!

Help me raise money to fight Alzheimer's! Thank you for supporting me in another

If you are having any issues let us know!

Corporate Donation Matching

Many companies match charitable contributions!

What to know:

- The employee must initiate this corporate match
- Get on this early! It may take weeks for a match program to take effect
- Some companies match dollar-to-dollar, double, and even triple the amount!

Talk to your HR department!

SOCIAL MEDIA POSTS Templates/Examples

Reminder to Thank people – show your appreciation.

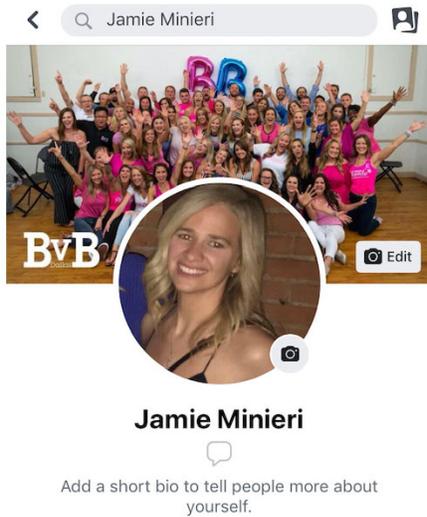
Add BvB photos & videos, touching memories etc. make it personal

Find funny way to work in BvB/Charity/Donations etc. into every events

Ideas:

- FOLLOW / FRIEND ALL other BvB organizational members (on both teams) – we all have great/unique ways of posting information. Great ways to be collaborates and leverage Vets.
- Be creative, think of what's going on that month/week/day etc. and work that into your posts. Keep your posts changing /witty – draws people in. Play into your audience.

Set images on your profile as BvB

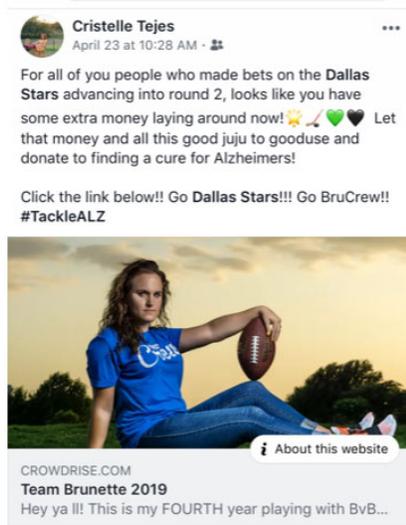


Be creative with your posts – (i.e. birthday month)



Challenges (i.e. whoever donates \$__ I'll __)

Create / Use Funny images/memes



NOTE: = We are NOT associated with the Alzheimer's Association.

While they are a wonderful organization we are our own non-profit with our own graphics, hashtags and beneficiaries =>

@BvBDallas #TackleAlz #BvBDallas #cottonbowl #brucrew #teamblonde #tb4l #adecadeofballin

EMAIL TEMPLATES

[EMAIL] Rookie Email no connection to ALZ =>

**** Close friends and family -take the time to personalize the opening)

Good morning/afternoon/evening,

This summer I decided to get a little crazy and committed myself to help tackle Alzheimer's disease.

I have recently discovered an organization called BvB Dallas. BvB Dallas is a young- professional's organization dedicated to raising money and awareness for Alzheimer's disease. Each year, the organization hosts several fundraising events including happy hours, pool parties, charity dinners, a benefit concert and a powder-puff football game at the Cotton Bowl. Founded in 2008 by a group of motivated women, BvB Dallas is a way to honor and remember loved ones who suffered or are suffering from Alzheimer's and related diseases. BvB Dallas has experienced a blitz of success by raising over \$4.2 million dollars and recruiting over 1,000+volunteers in nine years.

2019 marks the 12th anniversary of BvB Dallas and we have a HUGE goal raise \$650,000 by August 10th! I need your help to hit my personal goal of \$ [REDACTED]!

You can make your donation here (insert your link Crowdrise page) or make a check out to BvB Dallas and drop it in the mail.

BvB Dallas is quickly becoming a passion of mine and I would love to tell you more! Please let me know if you have any questions and thank you very much for your support.

[Insert Your Name]

[Insert Team Name] Rookie

Get to know BvB here - <http://bvbdallas.org/>

Attached please find information on our amazing 2019 beneficiaries.

EMAIL TEMPLATES

[EMAIL] Vet email Example -no ALZ connection:

As many of you know, BvB Dallas has been a huge part of my life over the past four years. I originally got involved purely to play flag football and have fun. As the weeks went on, I got to know people and hear the stories of how Alzheimer's disease tore their families apart. I was heartbroken for them and I fully committed to the cause: Tackling Alzheimer's Disease.

Alzheimer's disease is a really big jerk. If you have never experienced the anguish of watching a loved one lose their self to this disease -count yourself as lucky.

Alzheimer's disease kills more people each year than Breast Cancer and Prostate Cancer COMBINED.

It is the 6th leading cause of death in the U.S. and the only one in the top ten that cannot be prevented, slowed or cured. There so many organizations in Dallas that you could commit your time to and raise money for -I get that. BvB Dallas is truly an amazing organization that is impacting the Alzheimer's community right here in Dallas and you'll be able to actually SEE IT. Each year beneficiaries submit grant applications and pitch their asks to the board of directors.

Attached please find information on where your 2019 donor dollars are going.

I would like to ask for your continued commitment to help BvB Dallas tackle Alzheimer's disease. ([Insert Link Crowdrise page](#)).

Your contribution is truly making a difference!

[\[Insert Name\]](#)

[\[Insert Team Name\]](#)

EMAIL TEMPLATES

[EMAIL] Rookie Email Alz connection

**** (Close friends and family -take the time to personalize the opening)**

Good morning/afternoon/evening,

I have decided to make a difference this summer. I am committing to tackling Alzheimer 's disease.

You may or may not be aware the impact Alzheimer 's disease has had on my family. (add a personal message. Quotes from family members etc.)

I have recently discovered an organization called BvB Dallas. BvB Dallas is a young- professionals organization dedicated to raising money and awareness for Alzheimer's disease. Each year, the organization hosts several fundraising events including happy hours, pool parties, charity dinners, a benefit concert and a powder-puff football game at the Cotton Bowl. Founded in 2008 by a group of motivated women, BvB Dallas is a way to honor and remember loved ones who suffered or are suffering from Alzheimer's and related diseases. BvB Dallas has experienced a blitz of success by raising over \$4.2+ million dollars and recruiting over 1,000 volunteers in eleven years.

2019 marks the 12th anniversary of BvB Dallas and we have a HUGE goal -raise \$650,000 by August 10th! I need your help to hit my personal goal of \$[insert your goal]!

You can make your donation here (insert link Crowdrise page) or make a check out to BvB Dallas and drop it in the mail.

BvB Dallas is quickly becoming a passion of mine and I would love to tell you more! Please let me know if you have any questions and thank you very much for your support.

[Insert Name]

[Insert Team Name] Rookie

Get to know BvB here - <http://bvbdallas.org/>

Attached please find information on our amazing 2019 beneficiaries.

EMAIL TEMPLATES

[EMAIL] Leadership Role: Vet email Example -ALZ connection:

Hello Friends and Family,

It is almost that time of year again! Thank you so much for supporting me last year in the fight to #TACKLEALZ!

BvB is back at it again this year for our 12th season of flag football for Alzheimer's awareness. BvB Dallas is a young-professionals organization dedicated to raising money and awareness for Alzheimer's disease. Each year, the organization hosts a number of fundraising events including happy hours, pool parties, charity dinners, a benefit concert and a powder-puff football game at the Cotton Bowl. Founded in 2008 by a group of motivated women, BvB Dallas is a way to honor and remember loved ones who suffered or are suffering from Alzheimer's and related diseases. BvB Dallas has experienced a blitz of success, by raising over \$4.2+ million dollars and recruiting over 1,000 volunteers in eleven years.

A staggering 5 million Americans are living with Alzheimer's Disease today, which cost the nation over \$236 BILLION in 2016 alone.

[insert personal story]

As you know, I play for my Mimi who passed away Christmas Eve in 2011 from complications due to Alzheimer's. This year will be extra special for a number of reasons, but the most important being that I now play for Mimi's caregiver, my Grandpa, who died unexpectedly in October of last year. They both hold a very special place in my heart and I owe a lot of who I am today to them.

If you feel inclined to help support us again this year, I will be sending out a link in early May with the details of how to donate. As with previous years, a \$25 donation gets a ticket to the game and after party!

This year, I have committed to not only playing and fundraising, but I am also a member of two leadership teams: [insert your role].

I could not do this without my amazing support system, YOU! Please let me know if you have any questions about BvB Dallas. I look forward to sharing this season with you!

Thank you and Love to all of you!

[Insert your name]

EMAIL TEMPLATES

[EMAIL] General Email

What better way to head into the weekend knowing you did something good to help a LOT of people!?!

Well I am here to provide you with the WHAT, the WHERE, the WHY and the HOW - - WWWH!!!

WHAT? = What is BvB Dallas?

- A charity organization (<http://bvbdallas.org/about-bvb-dallas/>) which is dedicated to raising money and awareness towards the fight against Alzheimer's disease.
- BvB Dallas is an organization that is dedicated to fellowship, philanthropy and enjoyment as a way of raising money for Alzheimer's disease research and awareness. Founded by sisters whose father was afflicted by Alzheimer's, BvB is a personal way for young professionals across the country to raise awareness, funds and support to TACKLE ALZHEIMER'S™ FOREVER. BvB Dallas has been the most successful game on and off the field, raising more than \$4.2 million and recruiting over 1,000 volunteers for the cause.
- With your help, BvB Dallas has been able to raise over **\$4.2 Million Dollars** for Alzheimer's research and care in North Texas over the past 11 years. But it's not enough.
- A staggering 5 million Americans are living with Alzheimer's disease today, which will cost the nation over \$236 BILLION in one year alone.

WHERE? = Where will your donation go?

- *Does everyone love to know where your donation will be going?*
- It will be going DIRECTLY to those living with, effected by and/or helping to do something about!
- **Our 2019 Beneficiaries:**
 1. Center for Brain Health: The Discovery Group program, a strength-based program aiming to optimize the abilities of individuals with early stage Alzheimer's disease. BvB's funding will help expand the program to create and pilot targeted education for caregivers, community workshops, and professional seminars that can be replicated throughout the community for a broader impact.
 2. The Senior Source: The Senior Source. Our funding will support programs within the agency that directly serve older adults with dementia. This includes the Senior Companion Program, which places specially trained volunteers in the homes of older adults to provide personal assistance as well as respite care for the family caregiver. We will also provide funding for the Caregiver Support Program, which provides expertise, counseling, and resources to family caregivers.
 3. UNT Health Science Center: Funding a study investigating hyperbaric oxygen therapy as a potential treatment for Alzheimer's disease.
 4. UT Southwestern Medical Center: In addition to the Clinical Neuropsychology Alzheimer's Fellowship at UT Southwestern, BvB will also be funding a groundbreaking research study to determine if focused ultrasound can be used to deliver therapeutic agents in to the brain to treat Altimeters disease.

WHY?: = Why I am so passionate about it...

- [insert your personal story why you are a part of BvB Dallas]

HOW? = How can YOU help/donate?

- **DONATE HERE =>** [insert your Crowdrise link]
- Every \$25 dollar donation will automatically act as your **ticket to the game & the after party** at the Cotton Bowl on August 10th.
 - All \$25 increment gets you additional tickets:
 - Example:
 - \$25 donation = 1 ticket
 - \$35 donation = 1 ticket
 - \$50 donation = 2 tickets

Thank you!

[insert your name]

EMAIL TEMPLATES

REMINDER EXAMPLE (2019 Season)

Hi Friends and Family!

Time for a BvB Dallas update. We are now _____ weeks into the season and have raised _____ as an organization.

If you received my email last month, you know I am raising money for BvB Dallas to tackle Alzheimer's disease. I have had the chance to meet and speak with our 2019 beneficiaries and would love to tell you more about where donor dollars are going.

(Tell more about an experience you have had or what you have learned)

I am currently _____ % away from my goal! Please click the link below to donate.

[insert your crowdrise link]

Thanks for your time and support. I appreciate each and every one of you!

Love, [Insert your name]

*Photos and videos are super fun additions!

Alzheimer's Facts

- Alzheimer's affects more than 5 million Americans, including 350,000 right here in Texas
- 1 in 3 seniors will die with Alzheimer's or some other form of dementia
- Someone in the United States develops Alzheimer's every 66 seconds
- Alzheimer's is the sixth leading cause of death in the United States; it is the only top 10 cause of death that (i) is increasing and (ii) cannot be prevented, cured, or even effectively slowed
- Nearly two-thirds of Americans with Alzheimer's disease are women, and one in three seniors dies with Alzheimer's or another form of dementia.

2019 Beneficiaries

Center for Brain Health: The Discovery Group program, a strength-based program aiming to optimize the abilities of individuals with early stage Alzheimer's disease. BvB's funding will help expand the program to create and pilot targeted education for caregivers, community workshops, and professional seminars that can be replicated throughout the community for a broader impact.

The Senior Source: The Senior Source. Our funding will support programs within the agency that directly serve older adults with dementia. This includes the Senior Companion Program, which places specially trained volunteers in the homes of older adults to provide personal assistance as well as respite care for the family caregiver. We will also provide funding for the Caregiver Support Program, which provides expertise, counseling, and resources to family caregivers.

UNT Health Science Center: Funding a study investigating hyperbaric oxygen therapy as a potential treatment for Alzheimer's disease.

UT Southwestern Medical Center: In addition to the Clinical Neuropsychology Alzheimer's Fellowship at UT Southwestern, BvB will also be funding a groundbreaking research study to determine if focused ultrasound can be used to deliver therapeutic agents in to the brain to treat Alzheimer's disease.



2019 BvB Dallas Donation Forms

 2019 BvB Dallas Donation Form	
Name of Donor	
Donor's E-mail Address	
Donor's Physical Address	
Donation for: (BvB Participant)	
Amount	

 2019 BvB Dallas Donation Form	
Name of Donor	
Donor's E-mail Address	
Donor's Physical Address	
Donation for: (BvB Participant)	
Amount	

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