

Interested in planning an event in conjunction with National Concussion Awareness Day? **We can help!**

The Concussion Awareness Now (CAN) team has planned our fair share of events, and now we're passing on everything we know to you! Whether you're hosting something in honor of National Concussion Awareness Day on Friday, September 20 or planning an event on your own timeline, use our checklist to ensure you have the best event possible!

Event Logistics

- **Identify the event's purpose.** Is it to create awareness around concussion? Is there a fundraising element? Once you determine the goal of the event, it'll be much easier to plan!
- **Consider the event size.** How many people are you hoping will attend? This will help you decide where you'll hold the event and what type of supplies you'll need.
- **Determine your audience.** Who is your target audience for the event? Are you looking to attract people from your local community? Students, teachers, and staff at your high school or college? This will help you make decisions on the activities that will take place.
- **Plan the event's activities.** Activities might include having a speaker for your event, a table or booth with concussion information, or a giveaway.
- **Think through any potential partnerships.** Are there community organizations, school groups, or local businesses that it might make sense to partner with for your event?
- **Calculate the number of volunteers you'll need.** From helping with promotion to setting up for the event itself, it's always good to have extra pairs of hands!

Event Promotion

- **Send information out about the event to your local news outlets.** It's not guaranteed that they'll cover the event, but they might be able to print the event information in your local paper, or mention it in a video or newscast.
- **Send email communications to those you want to attend.** In your emails, clearly state the event's date, time, and purpose; any planned activities, and any fundraising information if applicable.
- **Create digital and printed flyers or collateral.** Send digital flyers as part of your email communications, and print off additional flyers to hang up at schools, grocery stores, libraries, and anywhere else your potential attendees visit regularly.
- **Use social media to spread the word.** Share about the event on your organization or business page as well as your personal pages, and encourage friends, family, and coworkers to share as well. If you're partnering with a local organization, create and share images and post copy to make it easier to spread the word!



Fundraising Logistics

- **Identify if you'd like to fundraise as part of your event.** The Brain Injury Association of America (BIAA) is the co-chair of the Concussion Awareness Now coalition. Any donations to BIAA helps us work to educate the public with ongoing support, information, and resources. We'd love to have your support!
- **Share fundraising information at the event or online.** If you do plan to fundraise, the easiest way is to direct potential donors to BIAA's online giving platform, where champions can create a personalized fundraising page for the cause. You can either share your page's link, or create a QR code to share on any posters or collateral.

Giveaways & Information

- **Determine any giveaways or swag.** CAN has a limited amount of giveaways that we can supply upon request. If you are hosting an event, CAN can send you a Champion t-shirt to wear at your event! If you'd like to learn more about the items we have and submit a request, please email Project Director Gina Peattie at gpeattie@biausa.org!
- **Identify the information you'd like to share.** CAN also has several one-page informational sheets about concussion prevention that can be downloaded from our website and printed. Head to [CAN's website](#) to take advantage of all of our resources.

After the Event

- **Send an event recap and photos to your local press.** They might be willing to report on your event after it happens!
- **Amplify the event's success through social media.** Make sure to tag any partner organizations or fundraising beneficiaries in your posts.
- **One final step: be sure to let CAN know about your event!** We love when individuals, organizations, and businesses take the initiative to help people become more aware of concussion prevention and treatment. Email a short event recap and any photos or video you'd like to share to Project Director Gina Peattie at gpeattie@biausa.org, and the event might just make its way onto the Concussion Awareness Now social media pages, newsletter, or in an upcoming email!

Event Types

Need to start brainstorming?

These sample events will give you a good head start:

- A presentation at your school or in your community
- A meeting with your child's sports team or staff
- An information table at a hospital, library, or other community location
- A panel of speakers, featuring healthcare professionals and/or people who have been affected by a concussion

**CONCUSSION
AWARENESS NOW**

concussionawarenessnow.org