



# NAMI Walks

National Alliance on Mental Illness

#StigmaFree



## Team Captain Manual

# Thank you for your interest in becoming a NAMIWalks team captain.

While this event relies upon the participation and generosity of each individual, team captains are an integral part of our NAMIWalks success and our mission. In addition to fundraising, team captains help recruit and cultivate participants for NAMIWalks, allowing the event to raise dollars that go directly toward providing no-cost resources, support and programs to people affected by mental illness in your community.

This manual offers information, and ideas to help ensure your success, including an ACTION outline to make this as easy as possible.



## Thank you for your support of our vital movement.

The following pages provide an ACTION outline to help you recruit your team and fundraise—and have fun while doing it!

1. **Assess and Plan** – Setting goals for your team is a great starting point for a successful Walk Season.
2. **Create your Team** – Here you'll find 10 steps to build a successful NAMIWalks team.
3. **Tune in and Fundraise** – Lead by example and motivate your team to raise funds for NAMI.

# ASSESS AND PLAN

While there is no minimum number of team members required, the average NAMIWalks team is made up of at least 10 people united in some way. You can sign up with colleagues, a support group, neighbors, friends and even your book club members.

Before you get started with signing up and recruiting your team, decide what you want your team to accomplish and follow these initial steps:

1. Choose a team name (or have your teammates choose the name together).
2. Set your team goals:
  - a. Our team seeks to raise \$\_\_\_\_\_.
  - b. Our team aims to recruit \_\_\_\_ # of walkers.
  - c. Each walker will strive to raise \$\_\_\_\_\_.**To create a \$1,000 team, recruit 9 team members, plus you, who each raise \$100.**
3. Register your team with NAMIWalks:
  - a. Visit [www.namiwalks.org](http://www.namiwalks.org) and select “Find a Walk.”
  - b. Select your State abbreviation from the drop down list and then click on your walk location.
  - c. Then choose Walk Star Team Captain or Team Captain under Registration Type..
4. Once you create your team page, bookmark it. Throughout the Walk Season, continue to edit and update the webpage. Utilize your team web page to keep your team members motivated and informed, as well as to collect online donations.

## CREATE YOUR TEAM

Now it is time to create your team. These 10 steps provide you with ideas on how to ensure a rewarding experience for you and for your teammates.

1. Invite people you know to join your team and make sure others are aware of the opportunity to participate in NAMIWalks. Word of mouth is a great way to recruit teammates and your team can easily grow beyond your own social networks. Take a sign-up sheet wherever you go to write down the names of those interested. Take it with you to your house of worship, gym, book club, local coffee shop—anywhere you might run into a friend or neighbor interested in participating. Ask them to talk to people about the event. Ask close friends if they know of anyone who might be interested in joining you.
2. Send emails to your friends, family and colleagues. This can be done directly from your Participant Dashboard on the NAMIWalks website. Select *Messages* and edit the pre-written email. Let them know why you are walking and bringing a team to the event. Your reason is important and will compel them to walk with you or support your team.

3. Post on social media. Share a link to your team page on your social networks and encourage people to sign up and walk with you. If they cannot walk with you, ask them to support you or a team member with a donation.
4. Encourage your teammates to register on your team online. Help your teammates understand NAMI's mission and the importance of the walk: to raise funds to help build better lives of those affected by mental illness. Use the NAMIWalks brochures and marketing materials to help you communicate clearly about NAMI and the event.
5. Use your team page to motivate your team by sending frequent team emails and include an up-to-date list of walkers and funds raised.
6. As you build your team, encourage each team member to set a goal of raising at least \$100. That way, they will receive a NAMIWalks T-Shirt on Walk Day. Break it down for them so they can see how easy it is. (e.g. Self Donation of \$20 + Four Donations of \$20 each).
7. If your Walk is participating in the National Fundraising Recognition Program, encourage your team members to reach for the next level (\$250, \$500, etc.) to receive a NAMIWalks-branded item. Ask your Local Walk Manager if your event is participating.
8. Plan a special pre-walk barbecue, brunch, party or dinner to help build spirit and show your support. The "101 Ways to Add FUN to Your FUNdraising" list can be found in the fundraising resources section on [NAMIWalks.org](https://www.namiwalks.org).
9. Make signs together for walk day. Some teams like to design their own T-shirts. This creative activity can help bring your team closer together and show your spirit.
10. Start a friendly competition with your team and get incentive prizes for those who reach certain goals.

## TUNE IN AND FUNDRAISE

Now for the fun part! You and your team are ready to prepare for the NAMIWalks event. Start by reassessing your fundraising goals to make sure they suit the entire team's ambitions. Next, prepare to motivate and guide your teammates toward each goal.

Ask each team member to set a goal of raising at least \$100 for NAMIWalks. If they raise at least \$100, they will receive a T-shirt on Walk Day. There are many exciting ways to fundraise, so help your teammates find the ones that work best for them. Whether you choose to fundraise together as a team or individually, there are many fun and easy ways to reach your goal.

NAMI thanks you for the extra effort you are dedicating to helping those affected by mental illness. Remember to refer back to this guide often to properly help your team prepare for the NAMIWalks event. Enjoy NAMIWalks!

# Team Captain Checklist and Timeline

## 10 - 8 WEEKS BEFORE THE WALK

- Attend the Team Captain Kick-off event and get all the materials you will need for fundraising and recruiting walkers for your team.
- Be a leader. Be the first person to register for your team and make a donation to yourself. Do all the things that you are encouraging others to do.
- At your place of work, schedule a meeting with the highest level manager you can reach and ask him/her to register for the team and support your efforts by recruiting employees, members of his/her family, and friends to participate.
- Try to recruit assistant team captains or organize a committee to help you build your team. (This would be a good idea for a company team).
- Host a meeting for your assistant team captains or the planning committee you recruit.
- Develop a walker recruitment game plan that includes things like publicizing the walk within your company or organization, distributing walk materials to all your fellow employees/members, presenting incentive prizes to top fundraising walkers and groups or departments, and arrange for a NAMI representative to give a talk to potential supporters about the organization's mission and the walk.
- Make sure all the assistant team captains you recruit join you in signing up for the Walk.

## 7 - 5 WEEKS BEFORE THE WALK

- Set an example for your team and start your personal fundraising campaign.
- Schedule a team building kick-off event for your company or organization employees/members and ask a NAMI staff person or volunteer to join you in presenting the program.

- Send a team building announcement with a NAMIWalks brochure to all employees/members.
- Begin sending team building progress reports about the walk to everyone on your team.
- Craft and send an email to those on your contact list inviting them to support your team.

## 4 - 2 WEEKS BEFORE THE WALK

- Continue to lead by example with your personal fundraising efforts.
- Continue to promote the Walk through memos, emails, social media and newsletter articles.
- Hold a special sign-up day at work (or at your club or organization) to recruit more walkers and raise awareness about the walk.

## 2 - 1 WEEK BEFORE THE WALK

- Make a final big push to your teammates to recruit as many walkers as possible.
- Send a final reminder to all your walkers and teammates about the walk.
- Set a plan/time to meet and "pre-party" on Walk Day.
- Keep the momentum going with your personal fundraising!

## AFTER THE EVENT

- Post photos.
- Share the success.
- Ask for and collect post-walk donations. Encourage your team to do the same.
- Send thank you cards or emails to teammates and donors.





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[www.namiwalks.org](http://www.namiwalks.org)



For further information, contact your local NAMIWalks Manager.