



NAMI Walks



National Alliance on Mental Illness

TEAM CAPTAIN



Manual



nami.org/NAMIWalks
NAMIWalks@nami.org

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 able to go above and beyond to support NAMI and people affected by mental illness. Team captains help us involve even more participants in NAMIWalks and raise funds to support essential education, advocacy, support and awareness programs to help build better lives for the millions of Americans affected by mental illness.

To become a team captain, all you have to do is ACT...

Assess and plan

Create your team

Tune in and Fundraise

This guide will help you with the details on how to accomplish each step. Also see the *NAMIWalks Fundraising Manual* to help your team achieve its fundraising goal.

For more information please email NAMIWalks@nami.org or visit www.nami.org/NAMIWalks.



Assess and Plan

A team is made up of at least ten people united in some way—any way you choose. You can sign up with colleagues, a support group, neighbors, friends and even your book club. Decide what you want your team to accomplish and follow these steps to plan with NAMIWalks for your team participation:

- Choose a team name (or have your teammates choose the name together).
- Set your team goals:
_____ people will be on the team.
Our team aims to walk _____ miles.
Our team seeks to raise \$_____.
- Register your team with NAMIWalks
 - Go to nami.org/NAMIWalks and select the city of your walk.
 - Select FORM
 - Enter team goals and personal information
- Edit your personal and team webpages.
- Utilize your team web page to keep your team members motivated and informed.
- Utilize your team web page to collect online credit card donations.



Create a Team

Find Teammates

- Spread the word to people you know. Make sure people are aware of the opportunity to participate in NAMIWalks and support those affected by mental illness.

The most successful team captain:

- Communicates regularly with their team members.
- Is enthusiastic and passionate about mental illness recovery.
- Establishes and meets their fundraising goal.
- Fundraises with a personal email or letter.

Tips for Teams:

- Define the overall purpose and objectives for the team and communicate these to your team members often. Constant contact with your team keeps everyone informed and motivated.
- Ensure that each team member understands their own role and responsibility within the team. Assign tasks for walk day, getting sponsors, etc.
- Coach team members with “scripts” so they feel comfortable with asking for donations.
- Identify the strengths of the team and maximize these. Use each team member’s strengths. Some are not good at asking for dollars and others are okay with it.
- Celebrate significant successes within the team, both collectively and individually. Praise a sponsorship, fundraising goal, new walker, etc.
- Plan a special pre-walk or a post-walk barbecue, brunch, party or dinner to help celebrate the day and show your support.
- Make signs together for walk day. This creative activity can help bring your team closer together and show your spirit.
- Start a friendly competition with your team and get incentive prizes for those who reach certain goals, if it feels right.
- Relax and be proud of the important role you and your family and friends are playing in the fight for all those living with mental illness.

- Send emails to your friends, family and colleagues. This can be done directly from your NAMIWalks page by selecting EMAIL and editing the pre-written message.
- Walk on behalf of someone you know who is affected by mental illness or perhaps someone who has lost their life to mental illness, if appropriate. Ask others to support this person with you.
- Post information about your participation on your Facebook, Twitter or blog. Include links to the NAMIWalks website so readers can find out more information.

Register and Motivate Your Teammates

Once you have assembled your team, help them each register for NAMIWalks.

- Encourage your teammates to register with your team online, create their own walker fundraising page and make their own donation.
- If necessary, form your walker’s webpage for them.
- Share your team name with each individual.
- Create team t-shirts.
- Follow team registration on your team webpage.
- Use your team webpage to motivate your team by sending frequent team emails. Include an up-to-date list of walkers and funds raised.



Prepare and Fundraise

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

Fundraise

Each walker is expected to raise at least \$100 to support the event. There are many of exciting ways to fundraise, so help you 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. Read the *NAMIWalks Fundraising Manual* for a complete guide to fundraising and see below for tips on how to get started.

Online Fundraising

- Email the donations and sponsorship links for your NAMIWalks website to your friends, family, colleagues, local businesses, clubs, etc.
- Each individual team member can set up a webpage to send to his or her community contacts. Have team members send out their links also.
- Use social media, such as Twitter, Facebook and blogs, to let your online network know about your participation in NAMIWalks and how to help.
- Send regular emails to update your sponsors and supporters of your goal and how close you are to reaching it.

- Update your social media pages and posts regularly to keep people checking back.
- Create an event on Facebook and include a link to your fundraising page.
- Add a link to your NAMIWalks page in your email or on your Facebook, Twitter or blog.

Other Methods

- Follow the *NAMIWalks Fundraising Manual*.
- Write and send letters to your community contacts. A sample letter is included under EMAIL on your NAMIWalks webpage.
- Ask people you know to contribute in person.
- If you have a relationship with a small business owner, ask the business to place collection materials in the store or office.
- Create your own team fundraising initiatives that involve community members.
- Hang flyers in public locations around your town with your phone number and website link.
- Hold a bake sale, garage sale or similar event.
- Take advantage of the matching gifts program that may be available through your employer.



Team captain checklist and timeline



Seven to nine weeks before the walk

- ___ Attend the team captains' Kick-off Luncheon and get all the materials you will need to publicize the walk and recruit walkers for your team.
- ___ Complete the team commitment/goal form and hand it in at the end of the event.
- ___ Start to work closely with the staff person and volunteers coordinating the walk to build 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
- ___ Schedule a meeting with the highest level manager you can reach (ideally the top manager or official of your company or organization) and ask him or her to sign up for the team and support your efforts to recruit employees/members (and their families) to participate in the walk.
- ___ Try to recruit assistant team captains or organize a volunteer committee to help you build your team.
- ___ Hold 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, developing incentive prizes for top money raising 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.

Four to six weeks before the walk

- ___ Schedule a team building kick-off event for your company or organization employees/members and have a NAMI staff person or volunteer join you in presenting the program.
- ___ Send a team building announcement memo with a NAMI Walks walker or sponsor brochure to all employees/members.
- ___ Sponsor a team t-shirt design contest among your employees/members.
- ___ Begin sending team building progress reports about the walk to everyone on your team.

Two to four weeks before the walk

- ___ Select the winning team t-shirt design and order enough team t-shirts for all of your walkers. (You may have to estimate the number of shirts needed since walkers will continue to register even after the shirts are ordered.)
- ___ Continue to promote the walk through memos, emails and newsletter articles.
- ___ Hold a special sign-up day at work (or at a meeting of your club or organization) to recruit more walkers and raise awareness about the walk.

One to two weeks before the walk

- ___ Make a final big push to recruit as many walkers as possible.
- ___ Distribute team t-shirts to your walkers a day or two before the walk.
- ___ Send a final reminder to all your walkers about the walk.

Now that you know all the steps recommended for becoming a successful team captain, the only thing left to do is get started. NAMI Walks 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 NAMI Walks event. Also read our *NAMI Walks Fundraising Manual* and share them with your teammates. Together, you can achieve wonderful things to help build better lives for those affected by mental illness. Enjoy the walk!



National Alliance on Mental Illness



www.nami.org/walks