



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 in NAMIWalks, allowing the event to raise dollars that go directly toward providing no-cost resources, support and programs to people in need in your community.

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



Thank your for your support of our vital movement.

Team Captains are the heart and soul of NAMIWalks! To inspire our dedicated leaders to build successful teams, we are offering a special recognition gift for you.

Any registered team captain who does the following will receive a NAMIWalks Team Captain Ballcap to wear on Walk Day:

- Recruit at least 10 team members (9 people + you).
- Raise at least \$1,000 as a team (e.g. \$100 raised per person).
- Complete this four weeks before Walk Day.

Do this and your NAMIWalks Team Captain Ballcap will be shipped to you prior to the Walk. Read on to see how you can accomplish this.



ASSESS AND PLAN

A team is generally made up of at least 10 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 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 and select “Find a Walk.”
 - b. Click the first letter of your state and then select your Walk location from the list.
 - c. Select “Register to Walk” and register, being sure to choose the “Register and Create a Team” option 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 team mates.

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 team mates and your team can easily grow beyond your own social networks. Take a sign-up sheet wherever you go to write down the name 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 NAMIWalks page by selecting *Messages* 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 his/her life to mental illness, if appropriate. Next, ask others to support this person with you. Post information about your participation on your Facebook, Twitter or blog network. Be sure to include links to the NAMIWalks website so people can find out more information.

3. Encourage your teammates to register under your team online. Help your teammates understand NAMI's mission and the importance of the walk: to raise funds and donations to help build better lives. Use the NAMIWalks brochures and marketing materials to help you communicate clearly about NAMI and the event.
4. Use your team web page to motivate your team by sending frequent team emails and include an up-to-date list of walkers and funds raised.
5. Create a t-shirt and take pictures to post on your NAMIWalks' webpage and on your social online networks to foster team spirit.
6. To ensure that all team members understand their roles and responsibilities within the team, identify the strengths of the team. Celebrate significant successes within the team, both collectively and individually. Praise a team member when he/she receives a large donation, reaches his/her fundraising goal, gets a friend to join the team, etc.
7. If your Walk is participating in the National Fundraising Recognition Program, encourage your team members to reach for the next level (\$100, \$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.
9. Make signs together for walk day. 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 and fitness goals to make sure they suit the entire team's ambitions. Next, prepare to motivate and guide your teammates toward each goal.

Each walker is expected to raise at least \$100 to support the event. 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 and the NAMIWalks Fundraising 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.
- 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.
- 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 in the walk.
- Try to recruit assistant team captains or organize a volunteer committee to help you build your team. (This would be a good idea to post to your social media networks).
- 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 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.

7 - 5 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 if you have not already done so.

- Send a team building announcement with a NAMIWalks 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.
- Craft and send an email to those on your contact list inviting them to support your team.

4 - 2 WEEKS BEFORE THE WALK

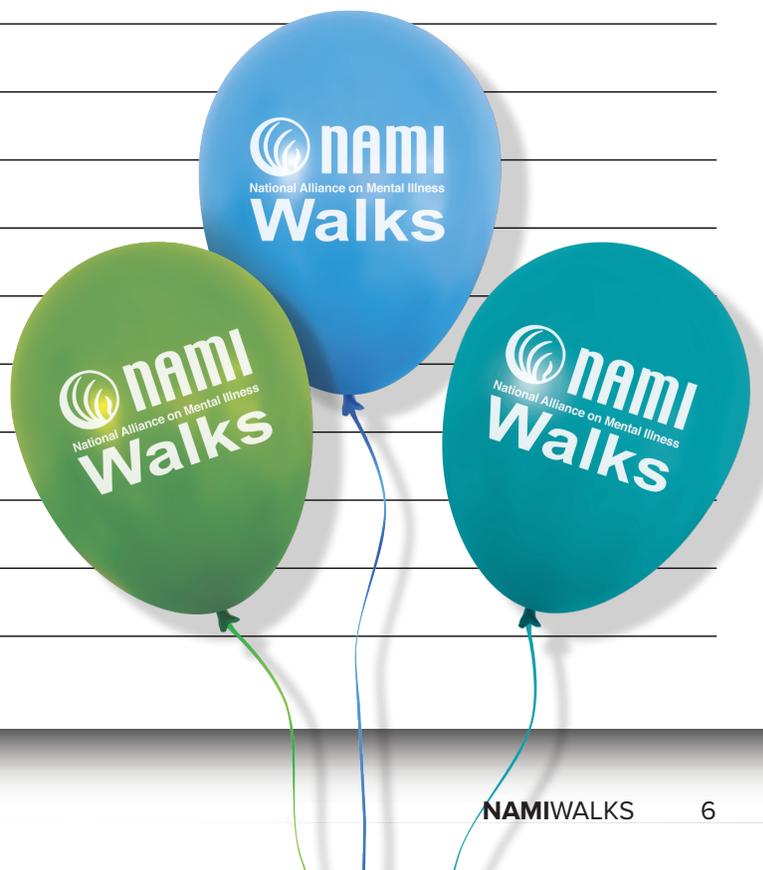
- Select a team t-shirt design and order enough team t-shirts for all of your walkers.
- Continue to promote the Walk through memos, emails, social media and newsletter articles.
- Hold a special sign-up day at work (or at a meeting for your club or organization) to recruit more walkers and raise awareness about the walk.

2 - 1 WEEK BEFORE THE WALK

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

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 to teammates and walkers.





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www.namiwalks.org



For further information, contact your local NAMIWalks Manager.