



National Alliance on Mental Illness

NAMIWalks

2019

NAMIWalks Colorado Kick Off Event

March 30, 2019



OVERVIEW

Nationally

- 2019 marks 17 years of NAMIWalks
- \$132 million collectively raised
- 90% of funds stay in the local communities





OVERVIEW

Growth

2017 = **81** Walks Raised **\$11.3** million

2018 = **88** Walks Raised **\$11.9** million

2019 = **100** Walks to Raise **\$12.5** million





OVERVIEW

Locally:

In 2018, NAMIWalks {Your Site} raised a total of:

\$130,000

{Insert Your Local Picture Here}



OVERVIEW

NAMIWalks Colorado

Date, 2019

Centennial Center Park, 13050 E. Peakview Ave, Centennial CO

- 9AM Registration
- 10 AM Start





OVERVIEW

2019 Fundraising Goal:

\$150,000





WHY PARTICIPATE?

- Support the mission of NAMI
- Provide support, education and advocacy to people in our communities
- Raise awareness—and be part of a national movement!





WHY PARTICIPATE?



nami
National Alliance on Mental Illness
Walks
2019 RECOGNITION PROGRAM



\$100
T-Shirt

Received on Walk Day.
Available in adult & children's sizes.



\$250
Kooler Bag or
Striped Knit Beanie



\$500
Duffel Bag



\$1,000
Full Zip Hoodie



\$1,500
Soft Shell Jacket
Available in men's & women's sizes



\$2,000
4-Wheeled Spinner
Carry-On Suitcase



WHY PARTICIPATE?

Raise \$100





WHY PARTICIPATE?

Raise \$250



or





WHY PARTICIPATE?

Raise \$500





WHY PARTICIPATE?

Raise \$1,000





WHY PARTICIPATE?

Raise \$1500



or





WHY PARTICIPATE?

Raise \$2,000



The Recognition Gifts are a fun way to motivate your team!



nami
National Alliance on Mental Illness
Walks
2019 RECOGNITION PROGRAM

 <p>\$100 T-Shirt <small>Received on Walk Day. Available in adult & children's sizes.</small></p>	 <p>\$250 Kooler Bag or Striped Knit Beanie</p>	 <p>\$500 Duffel Bag</p>
 <p>\$1,000 Full Zip Hoodie</p>	 <p>\$1,500 Soft Shell Jacket <small>Available in men's & women's sizes</small></p>	 <p>\$2,000 4-Wheeled Spinner Carry-On Suitcase</p>





ALSO

Participants who raise \$1,000 by Walk Day
Receive a **Star Fundraiser Pin + Recognition** at
the walk.





GETTING STARTED

“A little action often spurs a lot of momentum.”

— Noah Scali



GETTING STARTED

You're Registered!



What Happens Once You Register?

- Confirmation email
- Fundraising page
- Tips



GETTING STARTED

Support from NAMIWalks Chatbot

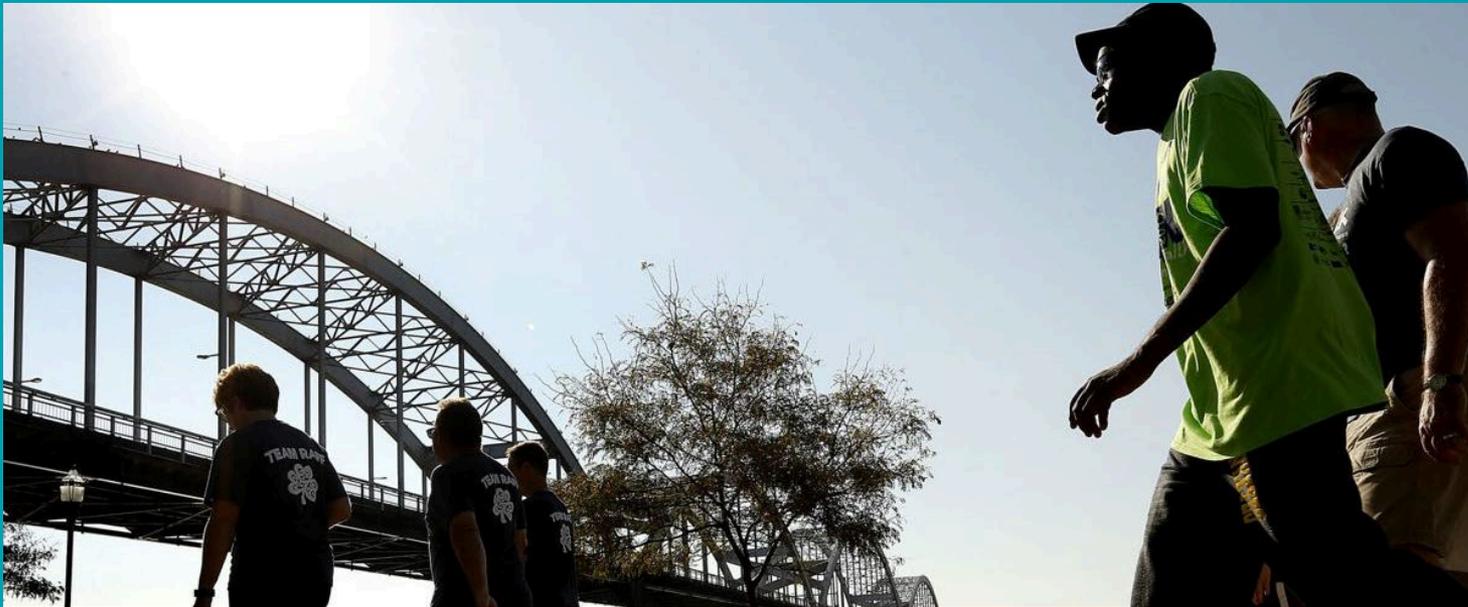
Hello! I'm the NAMIWalks Chatbot. I'm here to answer any questions you have.



SECRETS TO SUCCESS

“The secrets of success are getting started and being persistent.”

— **Debasish Mridha**



SECRETS TO SUCCESS

NAMIWalks participants who **set a goal higher than \$0** raise **4x more** than those who don't.

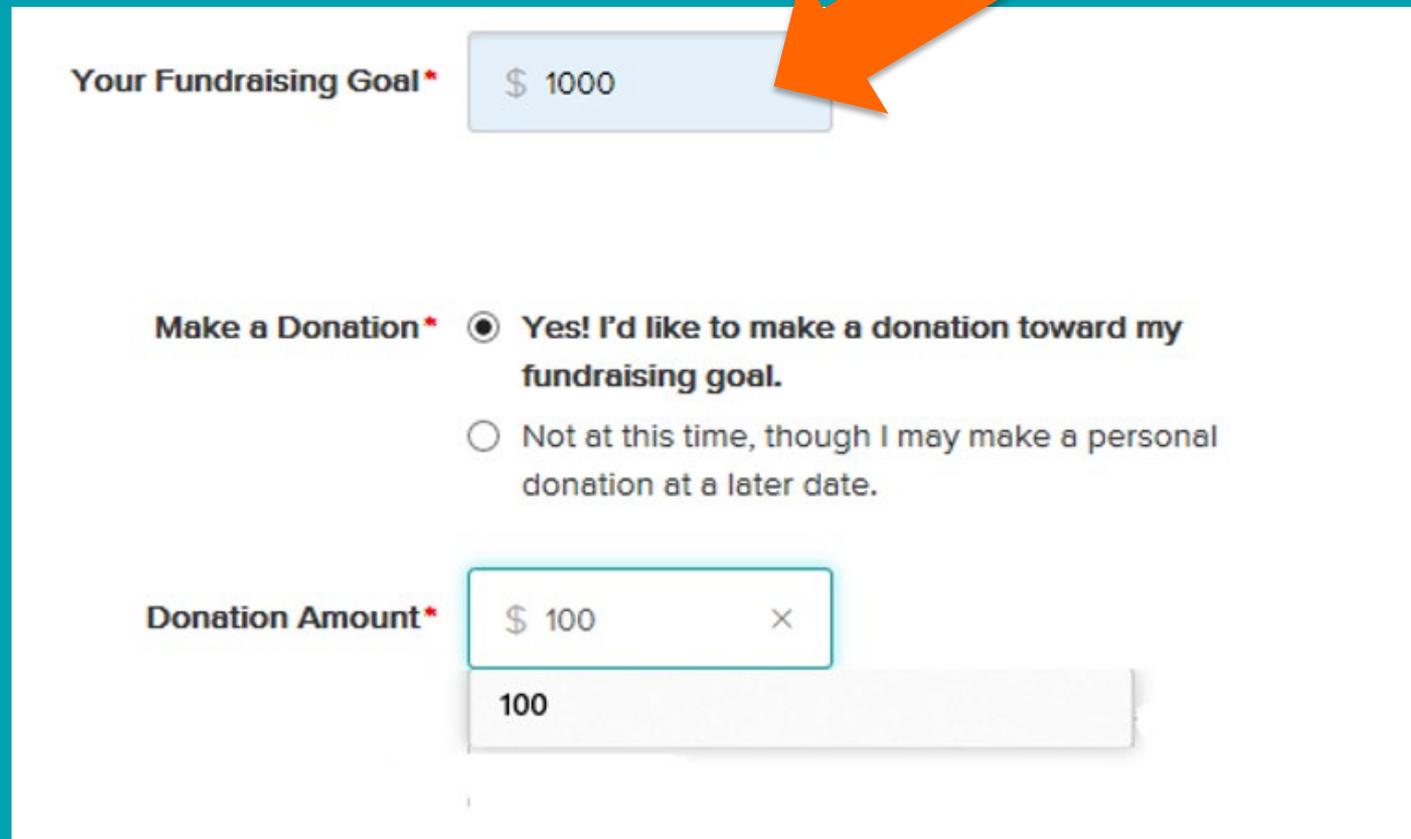
2018 National Average:

\$0 Goal: \$26 raised

Set Higher Goal: \$103 raised

SECRETS TO SUCCESS

Set a Goal When You Register



Your Fundraising Goal* \$ 1000

Make a Donation*

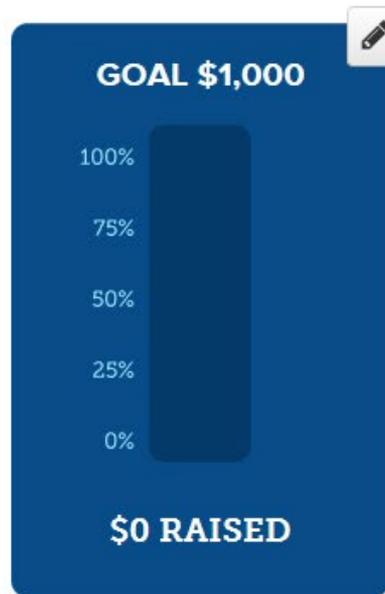
- Yes! I'd like to make a donation toward my fundraising goal.**
- Not at this time, though I may make a personal donation at a later date.

Donation Amount* \$ 100 ×

100

SECRETS TO SUCCESS

Update Your Goal Anytime



Missy Walker 

 Team Captain  Missy's Marchers
 NAMIWalks

SUPPORT ME

My Badges



[See All Available](#)



SECRETS TO SUCCESS

NAMIWalks participants who **make a self donation toward their fundraising** raise **4x more** than those who don't.

2018 National Average:

No Self Donation: \$62 raised

Made Self Donation: \$218 raised



SECRETS TO SUCCESS

Self Donate When You Register

Your Fundraising Goal*

Walk Star™ Captain participants must have a goal of at least \$1000.00.

Make a Donation*

- Yes! I'd like to make a donation toward my fundraising goal.**
- Not at this time, though I may make a personal donation at a later date.

Donation Amount*



SECRETS TO SUCCESS

Self Donate on your Walk Page

NAMIWalks

05/04/2019 / Team: [Missy's Marchers](#) Captain: you

Your Fundraising **Your Team Fundraising**

Give Yourself a Gift

Inspire others by making a donation toward your fundraising efforts!

MAKE A DONATION

Your Fundraising

- [View Your Page](#)
- [Make a Donation](#)
- [View Donations Received](#)
- [Register Another Participant](#)

Ask Friends to Donate

[Email](#) [Facebook](#) [Twitter](#) [LinkedIn](#)

Event Information

[View Event Page](#)





SECRETS TO SUCCESS

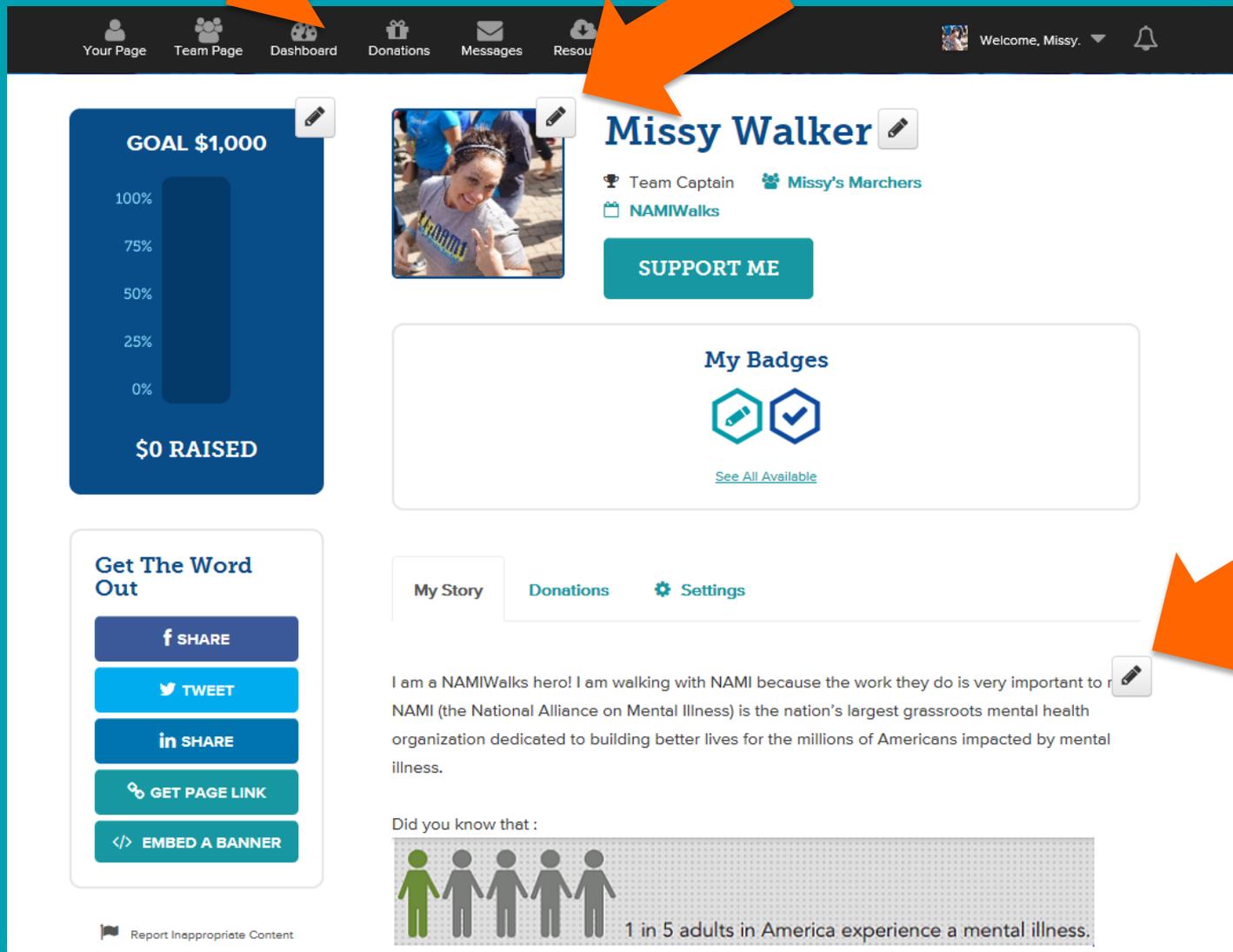
NAMIWalks participants who **customize their personal fundraising page** raise **9x more** than those who don't.

2018 National Average:

Did Not Customize: \$53 raised

Customized Page: \$469 raised

SECRETS TO SUCCESS



Navigation Bar: Your Page, Team Page, Dashboard, Donations, Messages, Resources, Welcome, Missy, [Profile Icon], [Bell Icon]

Goal Progress: GOAL \$1,000, 100%, 75%, 50%, 25%, 0%, \$0 RAISED

Profile: Missy Walker, Team Captain, Missy's Marchers, NAMIWalks, SUPPORT ME

My Badges: [Pencil Icon], [Checkmark Icon], See All Available

My Story: Donations, Settings

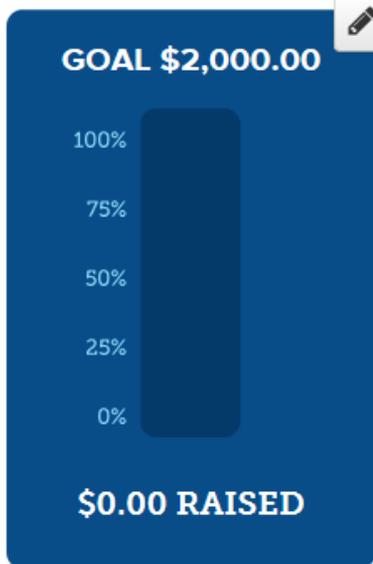
Text Post: I am a NAMIWalks hero! I am walking with NAMI because the work they do is very important to me. NAMI (the National Alliance on Mental Illness) is the nation's largest grassroots mental health organization dedicated to building better lives for the millions of Americans impacted by mental illness.

Did you know that :  1 in 5 adults in America experience a mental illness.

Get The Word Out: f SHARE, TWEET, in SHARE, GET PAGE LINK, EMBED A BANNER

Report Inappropriate Content: [Flag Icon]

SECRETS TO SUCCESS



Missy's Marchers

NAMIWalks

JOIN OUR TEAM

SUPPORT US

Our Story

Donations

Roster

Settings

Become a NAMIWalks Hero. Join our team for the 2019 NAMIWalks event! We are walking to raise awareness of mental illness and raise funds for the important work of NAMI, the National Alliance on Mental Illness.

Please JOIN OUR TEAM and walk with us, or support our team by making a donation to a team member listed on our ROSTER. Donations on this page are fast, secure and easy.

All funds raised directly support the mission of NAMI to provide support, education, and advocacy to individuals and families right here in our community.

Your support means a lot to me, our team, and the **43.8 million Americans who experience**

Get The Word Out

f SHARE

t TWEET

in SHARE



SECRETS TO SUCCESS

NAMIWalks participants who **used email through the walk website** raise **9x more** than those who don't.

2018 National Average:

Did Not Use Email: \$69 raised

Used Email: \$650 raised



SECRETS TO SUCCESS

 Your Page

 Team Page

 Dashboard

 Donations

 Messages

 Resources



- Sent Messages
- Compose a Message
- Drafts
- Contact List





SECRETS TO SUCCESS

NAMIWalks

/ Team: [Missy's Marchers](#) Captain: you

Sent Messages

Compose a Message

Drafts

Contact List

1

Choose a message type *

- Ask a Friend to Donate
- Fundraising Update
- Ask a Friend to Join
- Team Update
- Ask a Friend to Donate to Your Team



2

Recipients *

Select from Contacts [Import from Webmail](#) or [CSV](#)

Please note: you may separate email addresses by comma, semicolon, or one address per line.

3

Subject *

Support Missy Walker in the NAMIWalks



SECRETS TO SUCCESS

NAMIWalks participants **who are returning**
Team Captains raise **5x more** than other
returning participants.



SECRETS TO SUCCESS

NAMIWalks participants **who are returning Team Captain** raise **11x more** than new participants.

2018 National Average:

New Participant: \$49 raised

Returning Team Captain: \$584 raised

SECRETS TO SUCCESS





BUILDING A TEAM

“The difference between success and failure is a great team.”

— Dave Kerpen





BUILDING A TEAM

In 2018:

- Teams are the heart of NAMIWalks.
- 6,500 Teams Nationally
- {your #} Teams at our walk





BUILDING A TEAM

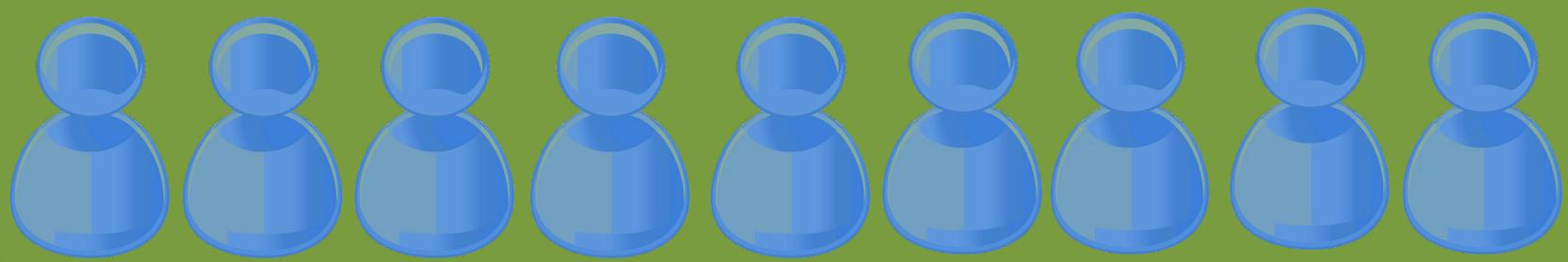
A NAMIWalks team consists of two or 200 participants. It's up to you!





BUILDING A TEAM

- Average Team = 10 Members
- Team Captain + 9 Members





BUILDING A TEAM

How Do You Recruit a Team?

- Start with Past Team Members
- Bring it up in Conversations
- Post To Social Media
- Email Family, Friends, Contacts
- Most Important = 3 Letters





BUILDING A TEAM

A S K



BUILDING A TEAM

Through Social Media

Missy's Marchers

NAMIWalks Johnson County, KS

[JOIN OUR TEAM](#) [SUPPORT US](#)

[Our Story](#) [Donations](#) [Roster](#) [Settings](#)

... a NAMIWalks Hero. Join our team for the 2019 NAMIWalks event! We are walking to raise awareness of mental illness and raise funds for the important work of NAMI, the National Alliance on Mental Illness.

Please JOIN OUR TEAM and walk with us, or support our team by making a donation to a team member listed on our ROSTER. Donations on this page are fast, secure and easy.

All funds raised directly support the mission of NAMI to provide support, education, and advocacy to individuals and families right here in our community.

Your support means a lot to me, our team, and the **43.8 million Americans who experience mental illness in a given year.**

Comments

Get The Word Out

[f SHARE](#)

[TWEET](#)

[in SHARE](#)

[GET PAGE LINK](#)

[EMBED A BANNER](#)





BUILDING A TEAM

Through Social Media

Get The Word Out

- f SHARE
- TWEET
- in SHARE
- 🔗 GET PAGE LINK
- </> EMBED A BANNER





BUILDING A TEAM

Through Social Media



Share on Facebook

Share on Your Timeline



Join my NAMIWalks team and walk with us! Raise awareness, have a blast and be part of an amazing cause. Click here to join our team.

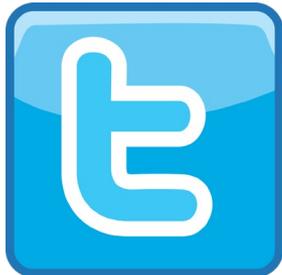
 **Missy Walker**
A fundraising page

NAMIWALKS.ORG

Friends Cancel Post to Facebook



BUILDING A TEAM



Share a link with your followers



Join my NAMIWalks team and walk with us to raise awareness of mental illness and support an amazing cause! <http://do.nr/l7n7r> via @DonorDrive

Tweet



BUILDING A TEAM



LinkedIn



namiwalks.org · A fundraising page [Edit](#)

Share an update

Join my NAMIWalks team and walk with us to raise awareness of mental illness and support an amazing cause! |

Share with: Public 

Send to individuals

[Share](#)





BUILDING A TEAM

Through Social Media

JOIN OUR TEAM

<https://www.namiwalks.org/team/27459>

COPY LINK TO CLIPBOARD

All funds raised directly support the mission of NAMI to provide to individuals and families right here in our community.



BUILDING A TEAM



Navigation bar: Your Page | Team Page | Dashboard | Donations | Messages | Resources | Welcome, Missy. | [Profile Icon] | [Bell Icon]

GOAL \$1,000

100%
75%
50%

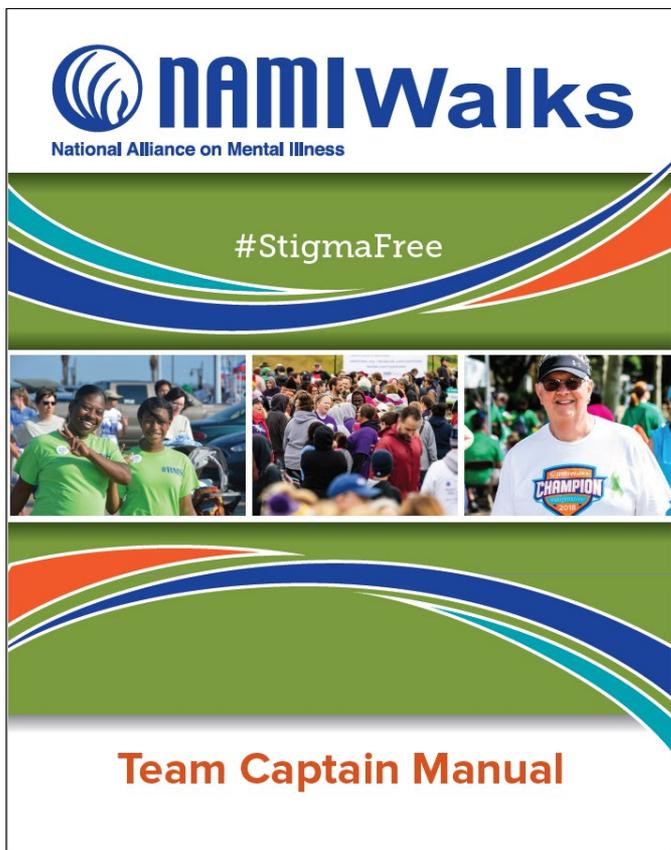
Missy Walker

🏆 Team Captain 🐾 Missy's Marchers
📅 NAMIWalks

SUPPORT ME



BUILDING A TEAM

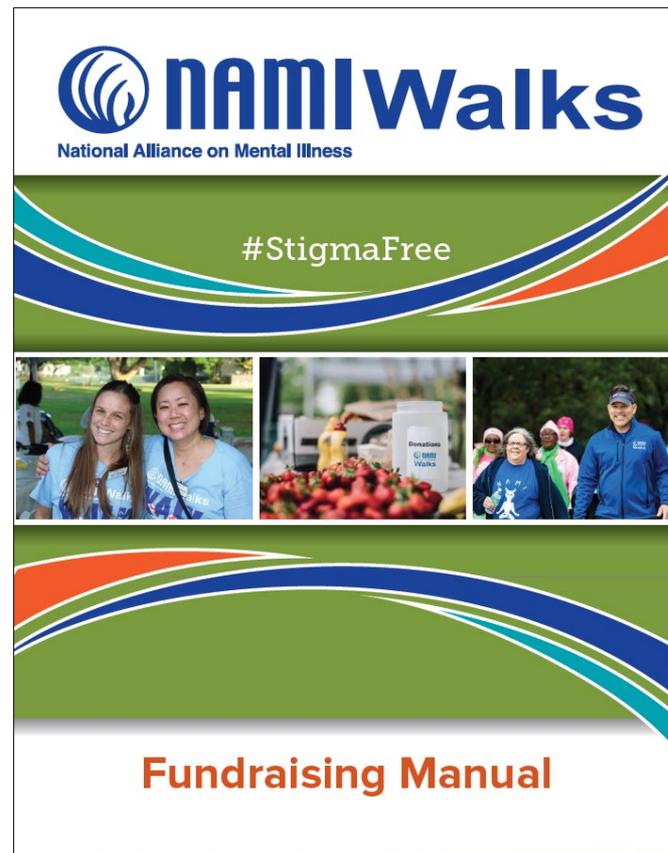


 **nami**Walks
National Alliance on Mental Illness

#StigmaFree



Team Captain Manual



 **nami**Walks
National Alliance on Mental Illness

#StigmaFree

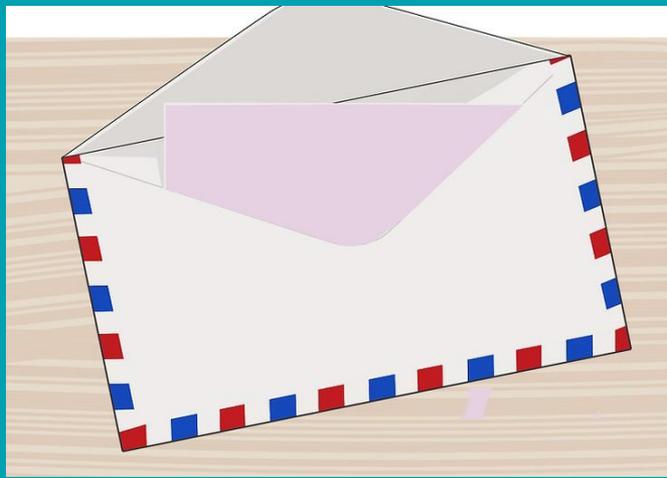


Fundraising Manual



BUILDING A TEAM

Offline Fundraising & Team Building Works!





BUILDING A TEAM

Team Captain Challenge

- **Recruit a team of 7 (including you)**
- **Raise \$700 as a team**
- **Three weeks before Walk Day**



BUILDING A TEAM

Receive a 2019 Team Captain Ballcap



In the mail before Walk Day!



TIME TO GET STARTED!





2019

NAMIWalks Colorado

May 18, 9AM Registration, 10AM Start, Centennial Center Park