

PARTICIPANT GUIDEBOOK



namiWalks

YOUR WAY

A Virtual Event





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INTRODUCTION to **namiWalks** YOUR WAY



NAMIWalks Your Way is *our* way of keeping the incredible momentum created in past years by participants like you to send critical funds to NAMI for mental health advocacy, education, support and awareness. Now is certainly not the time to lose a step! So we put our heads together and created an event that, well, *you* get to create — your way. Virtually.

We think donors will be inspired by your ingenuity — watching you hula hoop, or walk on your treadmill, or trudge around your backyard with a frisbee on your head. Nothing tugs at the heartstrings more than watching everyday heroes like you thinking on your feet.

ABOUT THE PARTICIPANT GUIDEBOOK

This guidebook explains how to participate in **NAMIWalks Your Way** on Saturday, May 30 — which is part of our National Day of Hope — and all month leading up to it. It provides ideas and resources to help you raise awareness of **Mental Health for All** and raise funds for NAMI.

RIGHT THIS WAY: What Should You Be Doing Now?

You do now what you always do leading up to walk day! Register for the walk. Make a self-donation to show that you walk the talk. Then build your team and invite family, friends, and colleagues to join you... virtually! Raise awareness by posting on social media, sending emails, texting messages — all those things you usually do in the weeks and months leading up to NAMIWalks. And of course, the three key elements of any walk experience: fundraise, fundraise, fundraise.



FUNDRAISE *Your Way*

Now is the time to think creatively when fundraising for **NAMIWalks Your Way**. People want to help... so make it easy for them. They're already on social media more than usual and looking for ways to become involved. This year truly represents a once-in-a-generation opportunity to really step up and bring your fundraising to a whole new level. **More fun = more funds = more friends included in your fundraising.** They will understand that a year of challenges requires more resources in the mental health community. Give the people in your circle of supporters the opportunity to help you. Don't assume people won't donate – until it's a big yes!

Click on the links below for fun resources to help you fundraise... your way.

- [Sample Email and Social Media Posts](#)
- [Steps to Fundraise for a Virtual Walk](#)
- [Virtual Fundraising Ideas](#)

WHAT TO EXPECT ON MAY 30: A National Day of Hope

United we stand — and united we will walk. Even if that walking might be taking the form of a creative stand-in this year. Many NAMIWalks from around the country will be cooperating in this year's stirring edition. Never before has such an effort at solidarity been attempted and it's up to you to make it succeed: the grand finale to **Mental Health Awareness Month**.

WHAT WILL HAPPEN ON MAY 30?

You'll be inspired and educated throughout the day with content from your local walk's [NAMIWalks.org](https://www.namiwalks.org) page. They might do some of the following: show a live presentation, share live and recorded videos on Facebook, Instagram and/or YouTube, host fun Zoom sessions, and more. Stay tuned for more information from your local Walk Manager about how you can become involved. We'll make sure you don't miss a thing!

HOW TO PARTICIPATE ON MAY 30

They say you never feel quite so whole as when you're doing your part. And this year you get to write that part yourself. [Click here](#) for ways you can participate, virtually.

TOOL AND RESOURCES to amplify your efforts

Use the tools provided to amplify your social media, fundraising and awareness-spreading efforts starting this very moment and continuing through May 30.

[NAMIWalks Your Way Logos](#)

[Rallying Call](#)

[Sample Emails and Social Media Posts](#)

[Signs of Hope](#)

[Social Media Filters](#)

[Social Media Guide](#)

[Social Media Images](#)

[Social Media Video Prompts](#)

[Steps to Fundraise for a Virtual Walk](#)

[Virtual Fundraising Ideas](#)

[Ways to Participate in NAMIWalks Your Way](#)

FOR MORE INFORMATION, CONTACT: