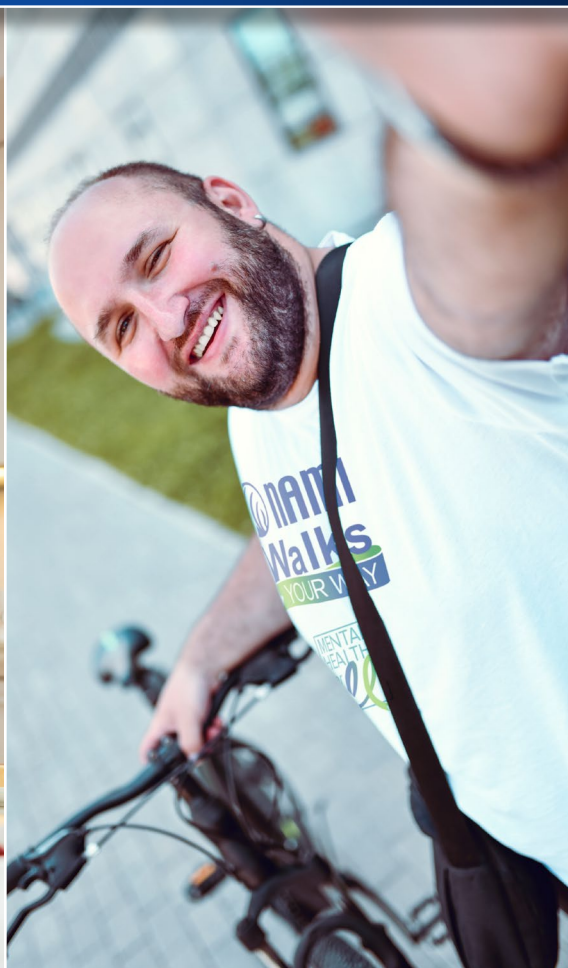
MENTAL HEALTH for all

NAMI Walks YOUR WAY

TEAM CAPTAIN TOOLKIT



TEAMING UP IN A BIG WAY with NAMIWalks YOUR WAY

Mental Health for All is a bold goal and it takes a bold leader to help us reach it. Thank you for accepting the challenge. There is a “me” in team and it’s the secret to making your team a winner. When each teammate feels like an integral part of your team, thanks to your leadership, they’re far more likely to meet and exceed your common goals.

Team Captains lead the way. They recruit team members for NAMIWalks Your Way, encouraging them to participate and raise funds for NAMI’s mission of Mental Health for All.

Team Captains share their story. By doing so, they encourage their team members to do the same—reduce the stigma of mental illness.

Team Captains fundraise like stars. The leaders of our teams, like you, raise 5 times more on the average than all other participants.

All funds raised support NAMI’s free, top-rated programs and services for our communities.

Get Talking About

WHY WE WALK

To promote public awareness
of mental health and reduce stigma

To raise funds
for NAMI's mission of advocacy, education and support

To build community
and let people know they are not alone

Let's Keep Pace

with the rising need for mental health care.

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1 in 5 Adults

in the U.S. experience mental illness in the average year

— and now —

1 in 3 Adults

report experiencing symptoms of anxiety or depression

Show Your Team How to Fundraise and Participate VIRTUALLY

Lead by example so that your team members follow the steps below.

Send this video, or one of the 30-seceond videos on page 6, to potential team members. Post them on social media, too!

Reach Out to Your Network With Our

SAMPLE EMAILS

Repetition is GOOD.
It takes an average of **five emails** for people to act on something. Reach out to your friends regularly to remind them of the awesome work you're doing!

Email #1: Ask people to join your team

Subject... **Help us achieve Mental Health for All**

Dear NAME/NAMES,

Soon I will be participating in the 2021 NAMIWalks Your Way as a team captain to support the mental health community, including the 1 in 3 adults who now report they are experiencing symptoms of anxiety and depression, and their loved ones as well. The prevalence of mental illness is increasing and we simply must keep pace.

Why should you join us?

1. **To promote awareness** of mental health and reduce stigma by sharing our stories.
2. **To raise funds** for NAMI's mission of advocacy, education, free top-rated programs, and support.
3. **To build community** and let people know they are not alone!

I need YOUR HELP to reach our team fundraising goal of $_____ .

A little secret: NAMIWalks Your Way is also a lot of fun! While there is no registration fee, you can receive a NAMIWalks T-shirt by raising $100.

Please consider joining our team (TEAM NAME HERE) today. If not, you can support our team by making a secure donation using the link below. When you contribute, we will be one step closer to reaching our goal of Mental Health for All.

Thank you!
(Insert your team page link)

Send

Email #2: Use your personal story to make an impact

Subject... **Walk Your Way with Me**

Dear Friends,

My family, like many others, has been challenged by mental illness. **(Briefly describe your story)**

Over the years, NAMI has been a source of support, education, and inspiration for us. Since the pandemic began, the need for mental health services, including NAMI's work in the community, has grown exponentially.

Now more than ever, NAMI needs our help to expand their free top-rated programs, develop new resources, and build NAMI's presence across our region. We want to let people know they are not alone!

I am volunteering as team captain in the 2021 NAMIWalks Your Way to raise awareness for people who have seen mental illness impact their lives. In uncertain times like these, we need NAMI now more than ever.

I am asking you to join and/or support our team with a contribution. On my fundraising page, you can make a secure, online donation or join me in supporting NAMI by creating a fundraising page of your own.

Either way, your support means a lot. You can donate now at: **(Insert your fundraising page link)**

Thanks and be well,
(YOUR NAME)

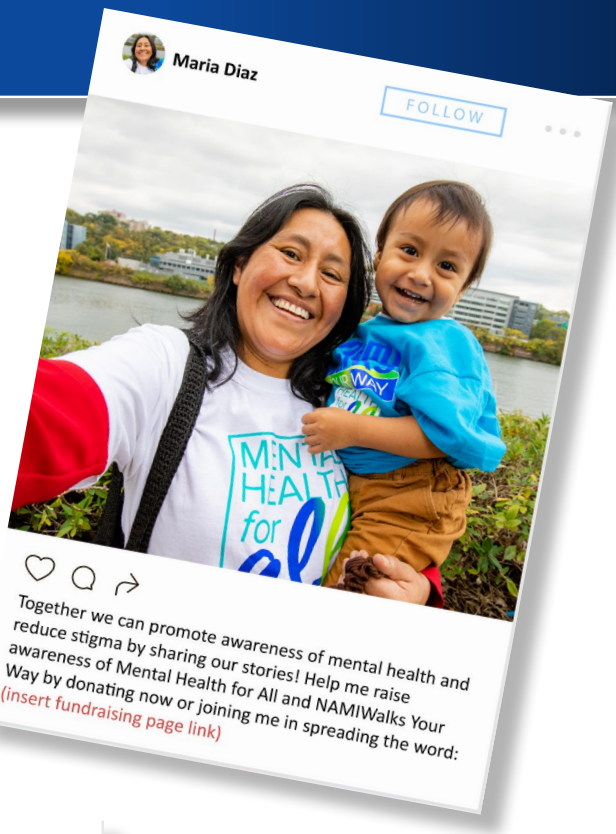
Send

Spread the Word With Our

SAMPLE SOCIAL MEDIA POSTS

Remember to hashtag your social media posts with #notalone and # TheNAMIGAWay so we can stay connected. See the next page for social media resources.

Thank you to everyone who's donated to my NAMIWalks Your Way fundraiser so far! I am so close to my goal of $_____ to support @ mission of mental health advocacy, education, support and public awareness. Your support is greatly appreciated. #NotAlone (insert fundraising page link)



I am raising $_____ for NAMIWalks Your Way, which promotes mental health awareness, raises funds for @ mission, and lets people know they are #NotAlone. To donate, click the link in my bio!

If you know me personally, you've heard me speak about my experience with _____. @ truly has helped me understand my mental health condition and provided me with resources that were life changing. This is why I am joining them for NAMIWalks Your Way! I would love for you to join my team or support my fundraiser and remind people they are #NotAlone. (insert fundraising page link)

SOCIAL MEDIA RESOURCES

Use the tools and vidoes provided to amplify your social media, fundraising and awareness-spreading efforts starting this very moment and continuing through our virtual walk day.

- How to Fundraise Virtually
- NAMIWalks Your Way Logo (Horizontal)
- NAMIWalks Your Way Logo (Vertical)
- Rallying Call
- Signs of Hope
- Social Media Guide
- Social Media Video Prompts
- Virtual Fundraising Ideas
- Ways to Participate in NAMIWalks Your Way

For more information, contact:

NAMI Georgia Team
namiwalks@namiga.org