PARTICIPANT GUIDEBOOK

Join us virtually or in-person as we unite in Mental Health for All.*

*Subject to change based on COVID-19 safety guidelines.
NAMIWalks Your Way is our way of keeping the incredible momentum created last year by participants like you — at a time in history like no other — to send critical funds to your local NAMI for mental health advocacy, education, support and awareness. All while keeping safe for the sake of the whole community. Are you ready to step up your game? Join your fellow NAMIWalkers to show that you’ll do ANYthing to move this world closer to “Mental Health for All.”

We think donors will be inspired by your ingenuity — watching you hula hoop, walk with your team, hop around your backyard with a frisbee on your head, or even join us onsite for a safe and meaningful event. Nothing moves people more than watching everyday heroes like you thinking on your feet.
FUNDRAISE YOUR WAY

Fundraising hasn’t changed. Despite circumstances, people are donating with more generosity than ever. With your help, NAMIWalks hopes to build on 2020’s unprecedented success this year. Since mental health is directly affected by the pandemic times, our mission is front and center in the world today.

Get your fundraising started! Register today. Make a self donation. Build a team. Get on the road to fundraising success!

How to Fundraise

Register  
if you haven’t already.

Self Donate  
to kick-start your fundraising.

Decide  
how you want to participate on walk day.

Get Connected  
Share on social media and tag us at #notalone

Find Your Best Tool  
Emails, letters, texts, tweets...whatever works for you!

Invite Others  
to join your team.

Customize Your Page  
and share your story.

namiWalks  
your way
WHAT TO EXPECT ON WALK DAY

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.

First, check your local walk page to see how you can connect and share virtually or in-person on walk day. Then, decide how you want to participate. Whatever you decide to do, connect with us on social media!

Are you on Facebook? Do you create on TikTok? Have you joined a Zoom meeting? Do you Tweet? Have you gone live on Twitch? Whatever platform works for you, check your local walk website to see how you can connect and share your participation on walk day.

Click below to see how some people are participating.
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 our walk day.

How to Fundraise
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

For more information, find your NAMIWalks event on www.namiwalks.org and contact your local Walk Manager.