



MENTAL HEALTH for all

 **namiWalks**  
YOUR WAY

# PARTICIPANT GUIDEBOOK

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

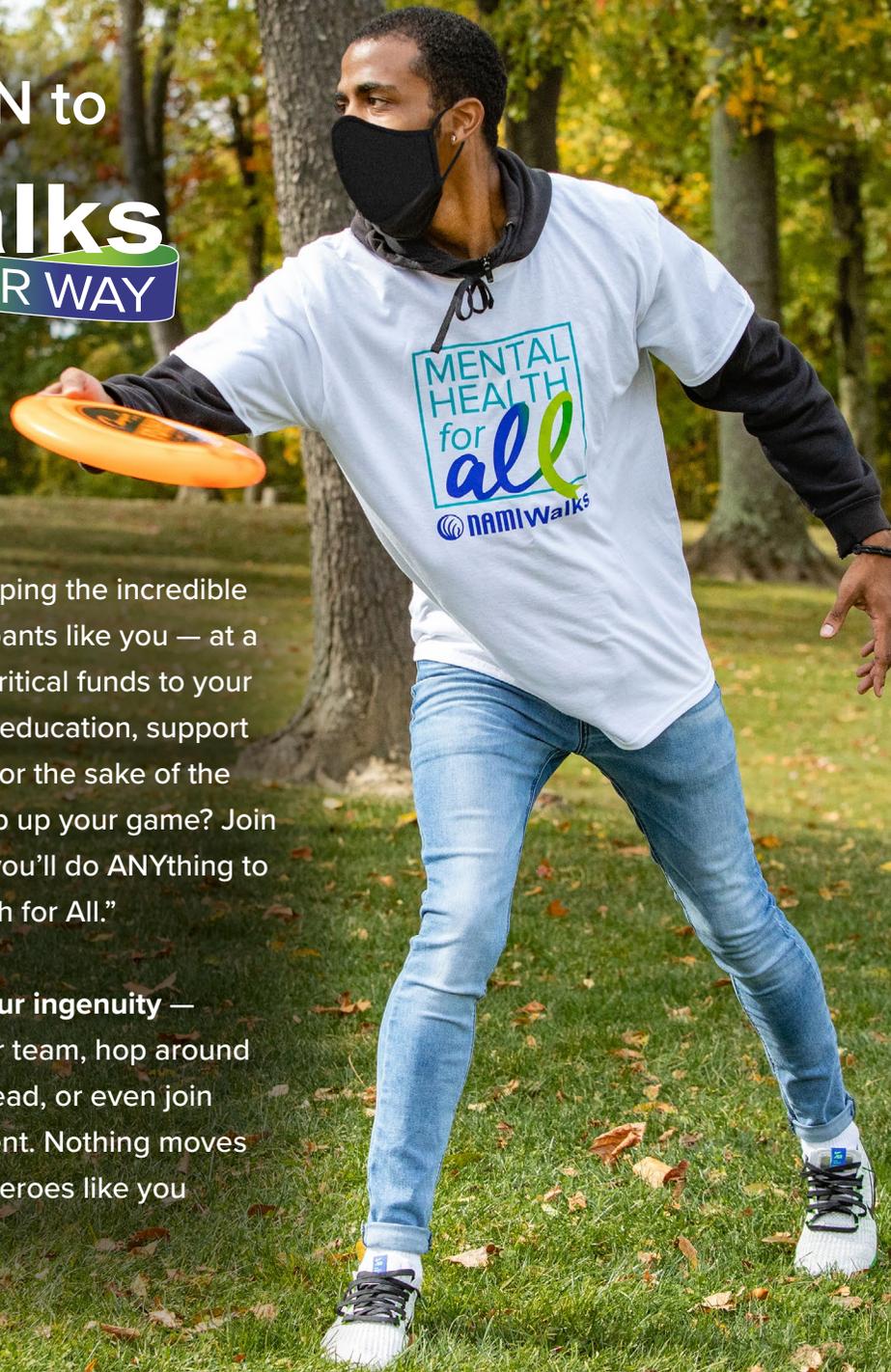


\*Subject to change based on COVID-19 safety guidelines.

# INTRODUCTION to

# NAMI Walks

YOUR WAY



**NAMI Walks 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 NAMI Walkers 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.

## ABOUT THE PARTICIPANT GUIDEBOOK

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# 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!



# 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 you 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](http://www.namiwalks.org) and contact your local Walk Manager.