MENTAL HEALTH for all

NAMIWalks YOUR WAY

NAMIWalks Coachella Valley Kick-Off Event

Saturday, August 28, 2021

NATIONAL SPONSORS

NAMI Walks YOUR WAY

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David Lundquist & Barry Kob

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YEAR IN REVIEW

NAMI Walks YOUR WAY

NAMIWalks YOUR WAY

Let's Keep Pace

with the rising need for mental health care.

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

MENTAL HEALTH for all

YEAR IN REVIEW

During the pandemic, we transitioned NAMIWalks to NAMIWalks *Your Way*.

YEAR IN REVIEW

We participated in **A National Day of Hope**, united with NAMIWalks across the country.

YEAR IN REVIEW

While we saw a drop in number of participants, it did not stop our NAMIWalks supporters!

YEAR IN REVIEW

Overall fundraising was down due to the pandemic, but **individual fundraising** increased by 71%.

YEAR IN REVIEW

NAMIWalks Your Way Coachella Valley raised a total of

$20,540.70

in 2020.

YEAR IN REVIEW

100%

of funds raised stayed local, supporting our mission of mental health support, education, advocacy and public awareness.

Together

$10+ MILLION

Raised in 2020

LOOKING AHEAD

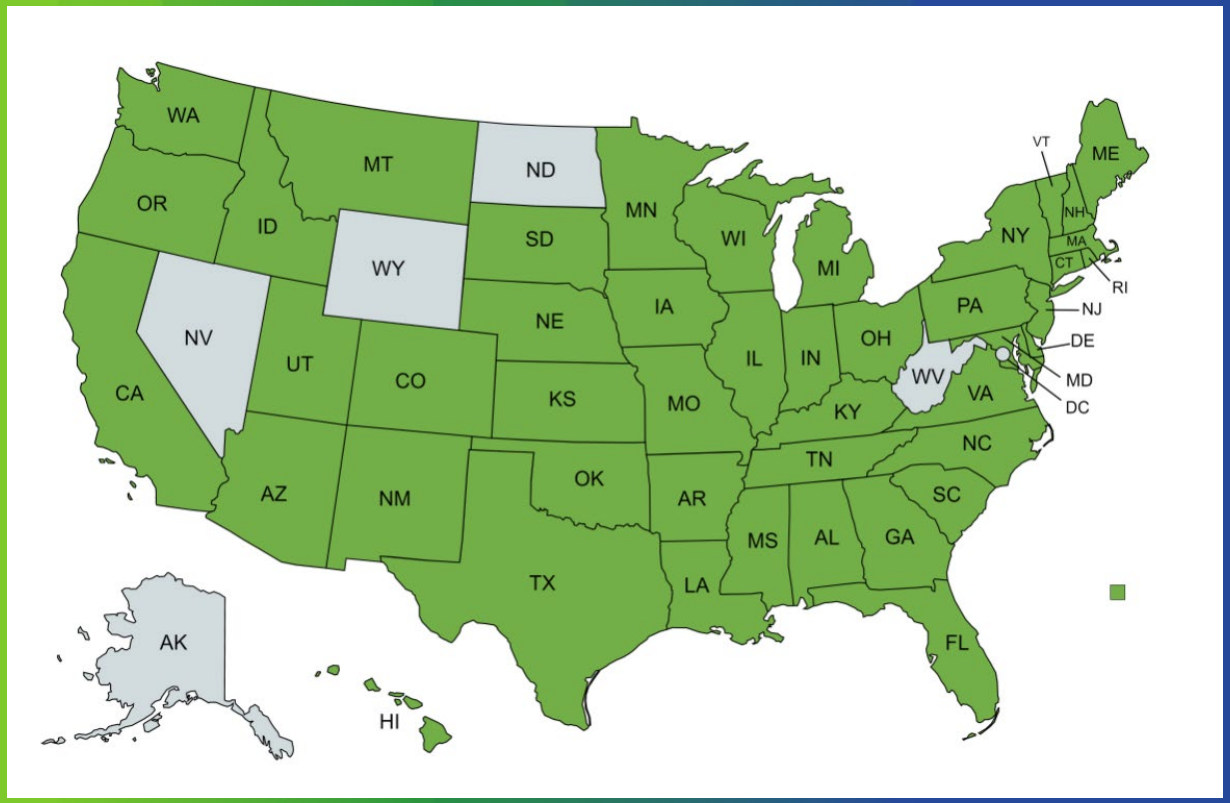
NAMI Walks YOUR WAY

LOOKING AHEAD

- We are still called **NAMIWalks Your Way.**
- We are hosting a virtual NAMIWalks Your Way again this year.
- We continue to raise awareness and funds for NAMI's mission.

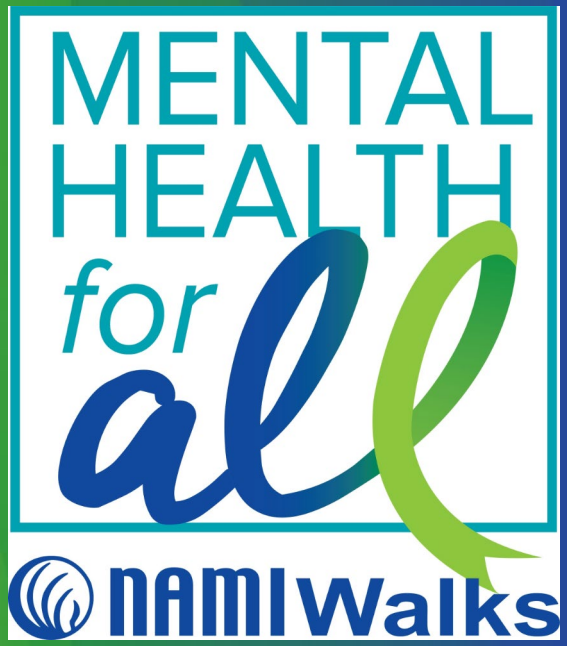
LOOKING AHEAD

We are part of a national movement with 123 NAMIWalks in 45 states.



LOOKING AHEAD

Together, we let the world know we believe in our theme: Mental Health for All.



Let's talk about our

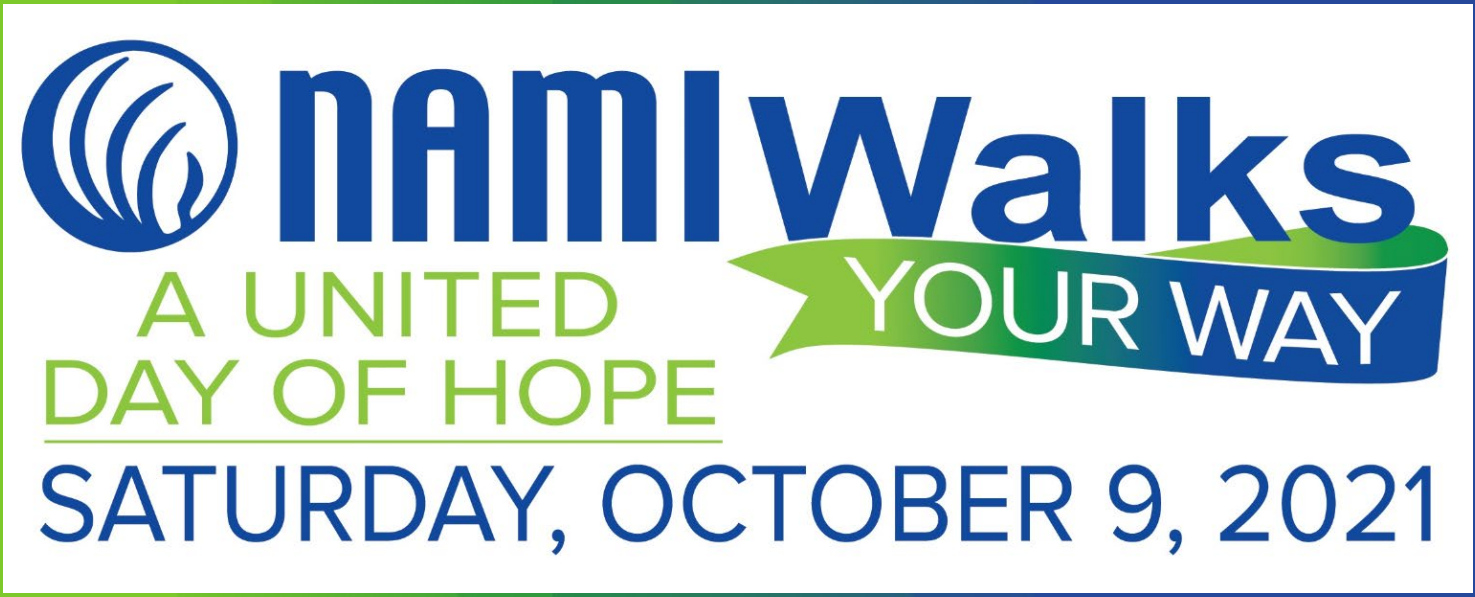
VIRTUAL WALK

NAMI Walks YOUR WAY

WHY WE WALK

- To **promote 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.

OUR VIRTUAL WALK



OUR VIRTUAL WALK

NAMIWalks Your Way Coachella Valley

- Saturday, October 9, 2021
- Any details on your virtual walk

OUR VIRTUAL WALK

For NAMIWalks Your Way, individuals and teams participate

their way

following local COVID-19 safety guidelines.

OUR VIRTUAL WALK

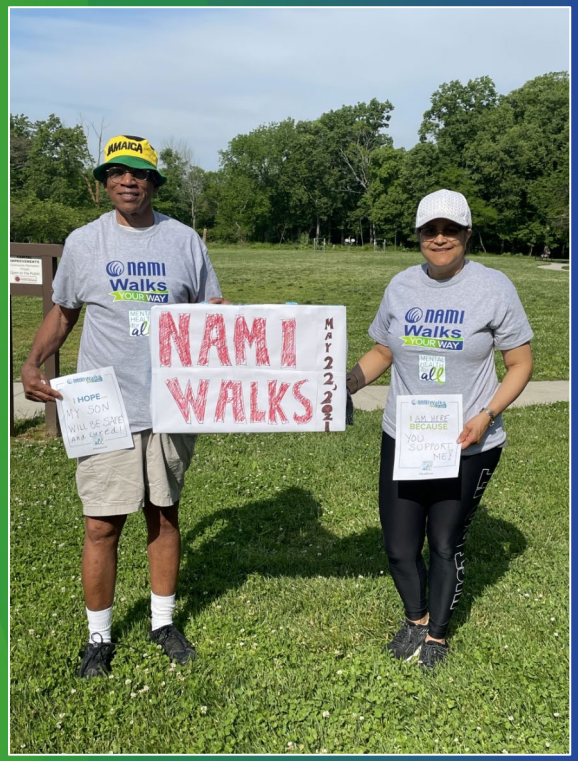
Participants will still register on our NAMIWalks Your Way website and fundraise, but on event day, they do an activity of their choice—at home or in another safe location.

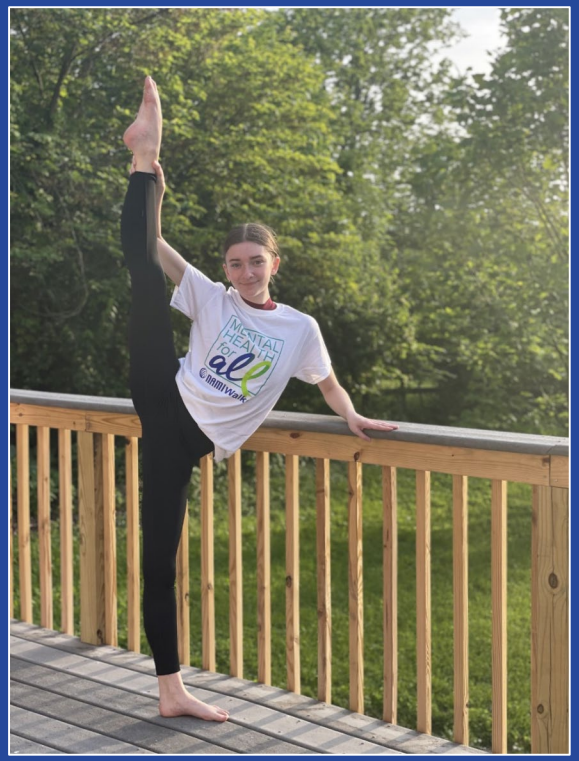
OUR VIRTUAL WALK

namiwalks.org/coachellavalley

OUR VIRTUAL WALK

Participants are encouraged to share how they participate in NAMIWalks Your Way on social media and tag #NotAlone and #NAMIWalkscoachellavalley so we can all feel connected.





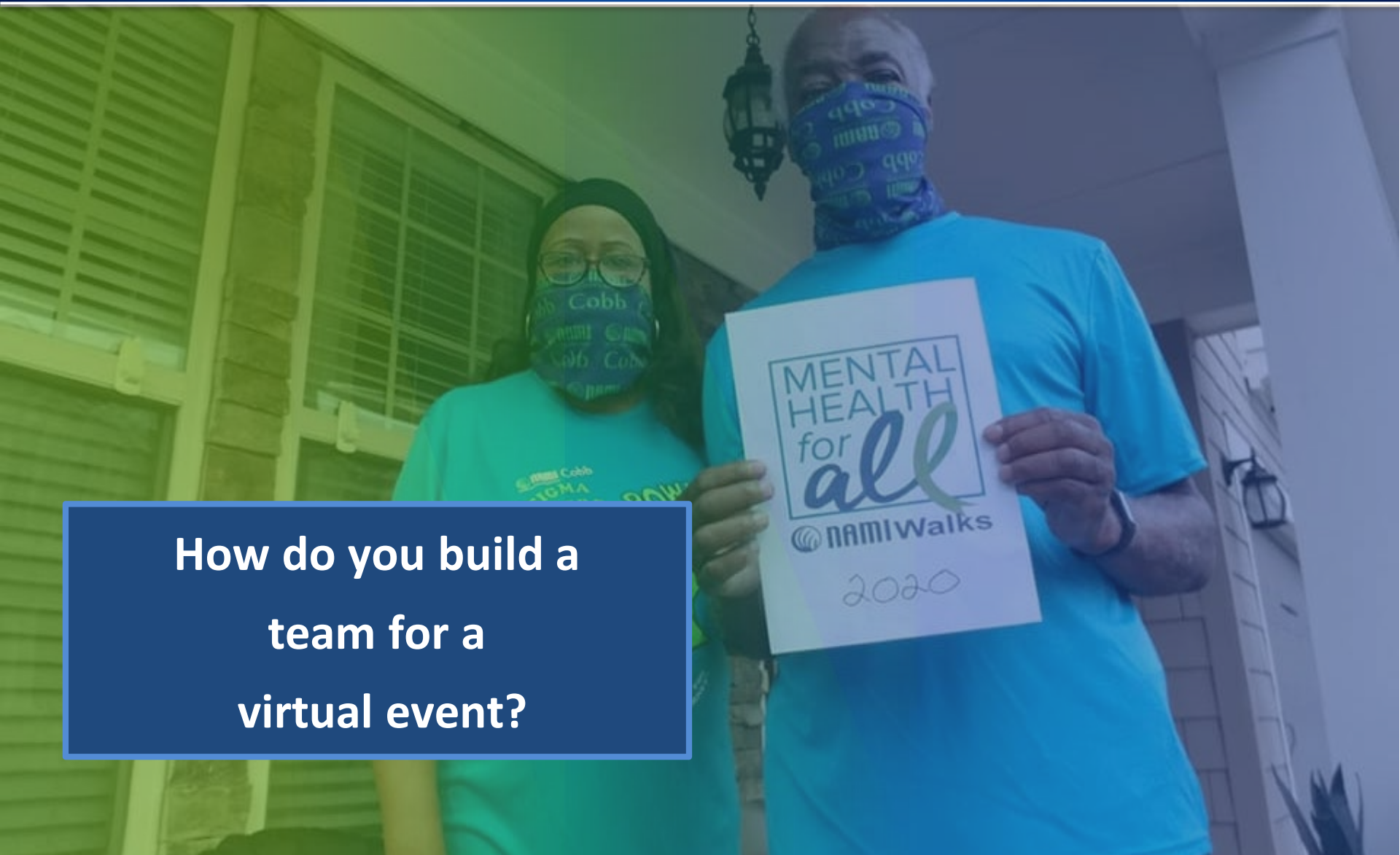
OUR VIRTUAL WALK

TEAM BUILDING & FUNDRAISING

NAMIWalks Your Way

- How to Build a Team for a Virtual Event
- How to Fundraise for a Virtual Event

BUILDING YOUR TEAM



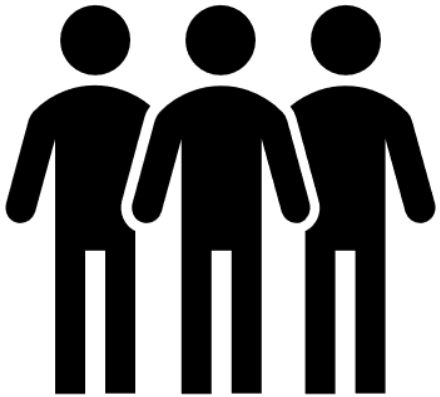
How do you build a team for a virtual event?

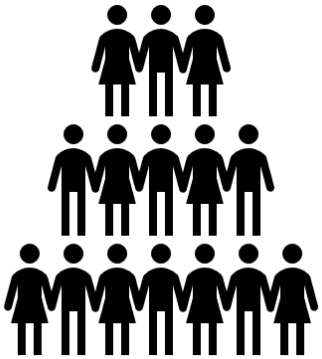
Teams are the heart of NAMIWalks.

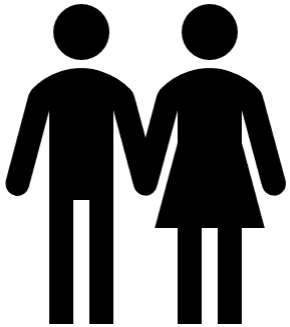
NAMI Walks YOUR WAY

When we refer to a **TEAM,** we mean a group of people participating together for NAMIWalks Your Way.

NAMI Walks YOUR WAY







Teams come in all shapes and sizes.

They can have two people or 200 people.

We welcome teams of all sizes!

NAMI Walks YOUR WAY

BUILDING YOUR TEAM

Nationally, in 2020, 75% of previous Team Captains participated in NAMIWalks Your Way.

BUILDING YOUR TEAM

Teams Participated in a Variety of Ways

BUILDING YOUR TEAM

Leading by Example

is the best way to create an active, engaged team.

BUILDING YOUR TEAM

BUILDING YOUR TEAM

Leading by example, and inviting others to follow your lead, is the key to your team's success.

FUNDRAISING

FUNDRAISING

"Fundraisers should use pride, not apology, when asking for a gift for a charity that is doing good work."

-Henry Rosso

FUNDRAISING

During the pandemic, individual fundraising ***increased*** by 71%.

We had less participants, but those who joined us virtually raised more money.

FUNDRAISING

The secret to fundraising for a virtual event is to realize the steps are the same as before.

People are still giving and mental health is at the forefront.

FUNDRAISING

FUNDRAISING

Fundraising All Comes Down to One Word

2021 FUNDRAISING GIFTS

2021 FUNDRAISING GIFTS

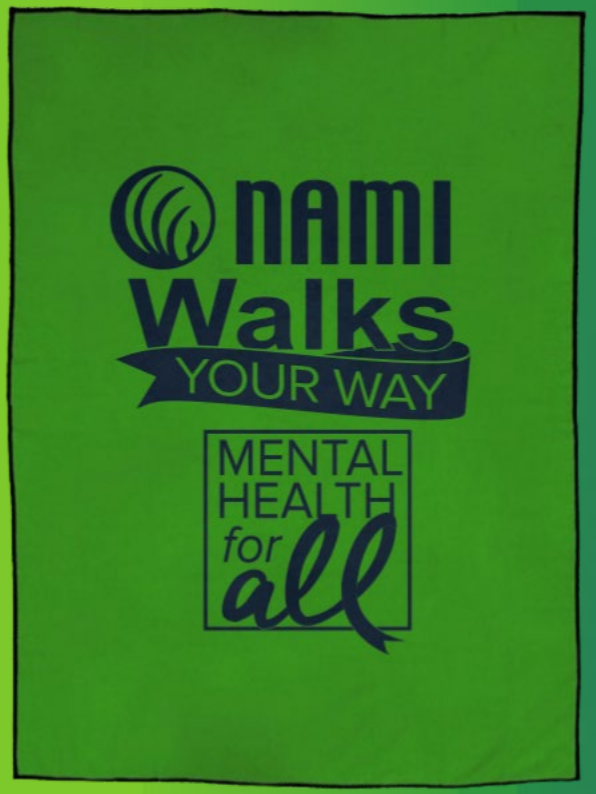
Raise $100

2021 FUNDRAISING GIFTS

Raise $250

2021 FUNDRAISING GIFTS

Raise $500



2021 FUNDRAISING GIFTS

Raise $1,000

2021 FUNDRAISING GIFTS

Raise $1,500

2021 FUNDRAISING GIFTS

Raise $2,000

2021 FUNDRAISING GIFTS

Registered Participants who raise $100.00 or more will be contacted when T-shirts are available for pickup.

2021 FUNDRAISING GIFTS

- You have 30 days after the event to earn one additional gift.
- If you qualify, you'll receive a redemption certificate by email.
- Certificates must be redeemed within 30 days.

Walk Star Recognition

This special edition star pin is awarded to individuals raising $1,000 or more.

HELPFUL RESOURCES

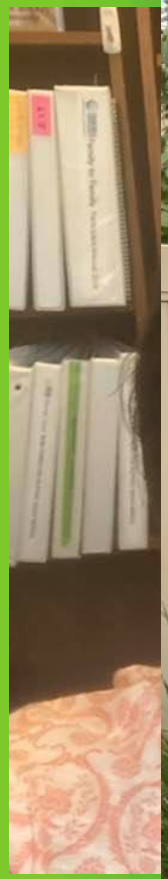
HELPFUL RESOURCES

To Help Raise Awareness

- Social Media Assets
- Share Your Story
- Virtual Fundraising Ideas
- NAMIWalks YOUR DAY

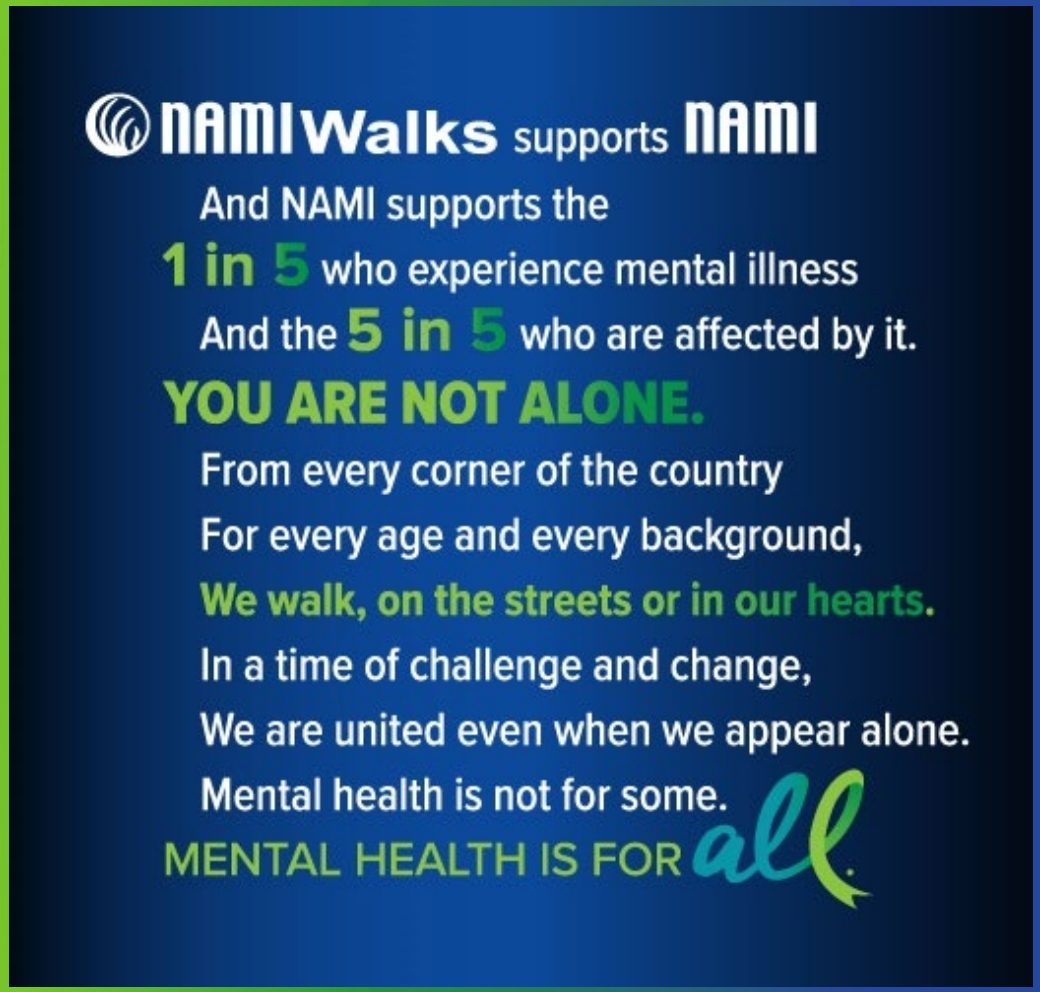
HELPFUL RESOURCES

Signs of Hope



HELPFUL RESOURCES

Rallying Call



TEAM CAPTAIN TOOLKIT

TEAM CAPTAIN TOOLKIT

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)

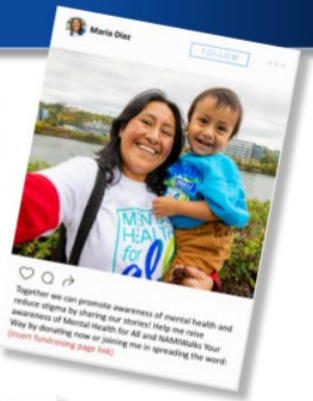
Send

Spread the Word With Our

SAMPLE SOCIAL MEDIA POSTS

Remember to hashtag your social media posts with #notalone
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 NAMI's 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 NAMI's 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 _____. NAMI 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)

NEXT STEPS

- Register your team for the walk TODAY
- Invite past team members to join
- Ask everyone you know to join or support your team
- Start a Facebook Fundraiser
- Email family and friends
- Ask, ask, ask! Be an ambassador for NAMIWalks.