



National NAMIWalks Fundraising Recognition/Incentive Program

What is the Recognition/Incentive Program?

The purpose of this program is to help your NAMIWalks event achieve greater participation and fundraising levels. We do this by recognizing fundraisers with sought-after, branded NAMIWalks items. At specific fundraising levels (\$100, \$250, \$500, \$1000, \$1500 & \$2500), participants will receive cool NAMIWalks logo gear.

Can walkers earn ALL the prizes?

No. Please note that the recognition items (prizes) are not cumulative, *except for the t-shirt*. The recognition structure is as follows:

Raise \$100, earn a NAMIWalks T-shirt

Raise \$250, earn a NAMIWalks T-shirt and Tote Bag

Raise \$500, earn a NAMIWalks T-shirt and Hoodie

Raise \$1000, earn a NAMIWalks T-shirt and Fleece

Raise \$1500, earn a NAMIWalks T-shirt and Water Resistant Jacket

Raise \$2500, earn a NAMIWalks T-shirt and Compu-Backpack

What if a walker prefers a lower level prize?

They will have an option when redeeming to opt for a lower level prize, so if they raise \$2500 but would prefer the \$1500 item or the \$1000 item, they can choose that.

What is the timeframe for this program?

Participants will have until 30 days after your Walk to fundraise and earn their Recognition Item.

What about the NAMIWalks t-shirts?

The NAMIWalks t-shirt process will remain exactly the same as it was in 2016. NAMIWalks national will pay for your t-shirts, the printing on the fronts of the shirts, and shipping to your office. You will be responsible for printing your sponsor logos on the back- either via our national vendor or a local printer of your choice. **T-shirts are for individual fundraisers who raise \$100 or more.** T-shirts will be shipped to you in time to distribute to participants who earned them on Walk day.



How will this be communicated to my participants?

Emails will be sent to your participants automatically through DonorDrive.

There will be 6 Triggered emails that will go out automatically when people reach specific fundraising milestones, as follows:

1. 1st email will go out when a participant receives their first donation. *"Welcome to NAMIWalks"*
2. When the participant has raised \$100+ *"Off to a great start"*
3. When the participant has raised \$250+ *"Huge impact"*
4. When the participant has raised \$500+ *"One step closer"*
5. When the participant has raised \$1000+ *"You are accomplishing great things!"*
6. When the participant has raised \$1500+ *"You are a leader"*

AND there will be 3 Scheduled emails that go at specific times relative to your event:

7. 2 recruitment emails to go to all previous year's participants, encouraging them to register and giving details about the program. 75 days prior to your event and 45 days prior

AND

8. A post walk email reminding participants that they have 30 days after the event to fundraise. This goes out 2 days after the event.

What do I need to do?

Promote, promote, promote! Promote the incentive program on Social Media, at your WIM/TCKOE, in emails, on phone calls with participants. We will provide marketing materials including a flier, sample social media posts and newsletter blurbs, etc.

This is a great way to incentivize your participants to raise money for your NAMIWalks event. Take advantage of it!

What will this cost my NAMIWalks?

NAMIWalks is covering the set-up and administrative costs of the program. Your site will be responsible for the costs of the recognition items redeemed by your participants and the shipping. The incentives are awarded based only on donations made online or offline pledges that have been verified. Your payment to Turnkey will not be due until after your Walk Day, so you will have received your initial disbursement.

To estimate the cost for your site, the basic formula is to take your participant fundraising goal (not sponsorship, just from participants) and multiply by 1.5% (.015). Example: For a \$100,000 Walk, with \$25,000 in sponsorship and \$75,000 in participant fundraising, the estimated cost of participating would be:

\$75,000 – Estimated Participant Fundraising Total
x .015 – Multiplied by 1.5%
\$1,125 – Estimated cost for Prizes Items



Cost per item:

Fundraising Level	Item Cost	Estimated	
		Shipping	Total
\$250	\$17	\$4.30	\$21
\$500	\$27	\$10.15	\$37
\$1,000	\$44	\$12.40	\$62
\$1,500	\$88	\$13.60	\$101
\$2,500	\$99	\$11.60	\$110

How will participants receive their Recognition Item?

First things first: NAMIWalks T-shirts will be picked up as always on Walk Day!

For all other prize items: Thirty days after your event, we will pull a report of your fundraisers and submit it to TurnKey. (We will send you a copy so that you know who earned which items and may be able to field initial questions from your participants.) Your fundraisers will then get an email from TurnKey (It will look like it comes from NAMIWalks) with instructions on how to redeem their prize. Items will be shipped directly to the fundraiser.

This program sounds AMAZING! How do I sign up?

Email Kris Eschman at keschman@nami.org.

Does my site have to participate in the Recognition/Incentive program?

No, but we really hope that you will. We know that programs like this can significantly increase participant fundraising for your event and increase your participant retention for future years. We believe in this program so strongly that we are paying for the set-up and administrative costs and helping with a lot of the work on the back end. If you have questions or concerns, please reach out to your National Walk Manager. We are happy to discuss it with you.

About our partner, TurnKey:

We know that recognition is a powerful driver of human behavior. Many associate recognition with a reward – a hat, jacket, or trophy of some sort. Recognition means, “I see you.” We “see” people in many ways, and being “seen” makes one likely to be passionate and willing to ask others for money. We help your participants feel seen, recognized, important, and part of your cause.

You can learn more about TurnKey here: <http://turnkeyp2p.com/>

Additional Questions:

Ask your National Walk Manager or contact Kris Eschman at keschman@nami.org.