

2023



PARTICIPANT GUIDEBOOK



Welcome TO NAMIWalks...

...where fun, fundraising and friendship come together for one powerful, memorable event. Whether you're part of a team or registered individually, you'll be making a contribution to mental health and playing an active part to improve our community.

NAMIWalkers like you are dedicated to achieving "Mental Health for All." That means for all people, and for all reasons.

A common question is: How long is the route? You'll definitely be hearing from us about the details. But we like to remind participants that it's not how far we walk, it's how far we've come — as a local organization and also as a national force. NAMIWalks really walks the walk!

We're thrilled that you're joining us for NAMIWalks. Now let's get started.

*Walk routes vary. Please contact your Local Walk Manager.

Why WE WALK



To promote awareness of mental health and reduce stigma



To raise funds for NAMI's free, top-rated mental health programs



To build community and let people know they are not alone

Set YOUR GOALS



Previous Amount Raised

Goal for Total Amount Raised

Goal Achieved?



Previous # of Donations

Goal for Total # of Donations

Goal Achieved?

PRO TIP
Set goal of at least \$100 to receive an official event T-shirt.

LET'S GET *Loud*

Amplify your voice in email and on social media and let the world know that you are participating in NAMIWalks! Don't back down now - our rallying call, "Mental Health for All," is closer than ever before.

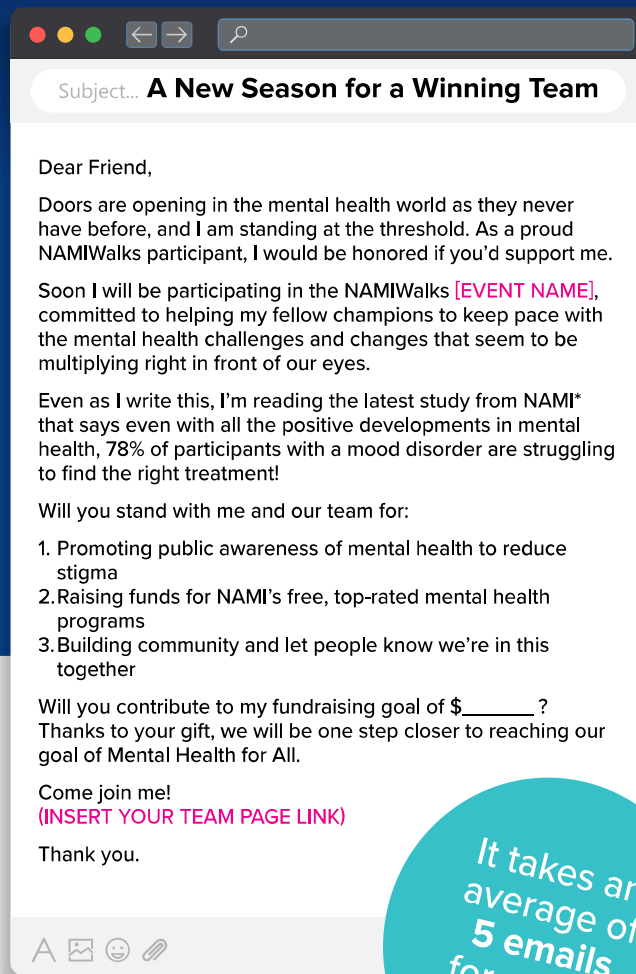
And remember, a little repetition never hurt anyone... reach out regularly to remind your network that you are #Together4MH



Remember to hashtag your social media with #Together4MH so we can stay connected

WEAR THE NAMIWALKS LOGO *Proudly*

Did you know that when you raise \$100+, you will receive the official NAMIWalks T-shirt on Walk Day? T-shirts are limited to one per qualifying participant and sizing is based on availability, although we do our best to have a wide variety of sizes.










It takes an average of 5 emails for people to act.

Find Participant Sample Emails and Social Media Posts at namiwalks.org/participantsamples and Social Media Graphics at namiwalks.org/socialmediaguide

Complement your walk day outfit with our Walk Star Pin! Raise \$1,000+ and you'll be among the NAMIWalks elite as an official "Walk Star" and receive the 2023 Walk Star Pin!



Fundraise \$100 IN SEVEN DAYS

| DAY 1 | DAY 2 | DAY 3 | DAY 4 | DAY 5 | DAY 6 | DAY 7 |
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|  |  |  |  |  |  |  |
| Make a \$25 self-donation to get started! | Get social and start a Facebook Fundraiser! | Hey neighbor, will you donate \$20? | Ask your coworkers to collect their spare change. | Ask a friend for a \$20 donation. | Skip your usual coffee order and donate \$10. | Ask a family member for a \$25 donation. |

Tools FOR PARTICIPANTS

Did you know there are a variety of tools provided to NAMIWalks Participants to amplify your social media, fundraising and awareness-spreading efforts starting this very moment and continuing through event day?

Please visit www.namiwalks.org/participanttools to view the wonderful resources just for you!



To learn more about NAMIWalks, visit www.namiwalks.org.