



PARTICIPANT GUIDEBOOK



Quelcons 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.

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

YOUR GOALS





Previous Amount Raised



Previous # of Donations

Goal for Total Amount Raised



Goal for Total # of Donations



Goal



Goal Achieved?







LET'S GET

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

Subject... A New Season for a Winning Team

Dear Friend,

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Doors are opening in the mental health world as they never have before, and I am standing at the threshold. As a proud NAMIWalks participant, I would be honored if you'd support me.

Soon I will be participating in the NAMIWalks [EVENT NAME], committed to helping my fellow champions to keep pace with the mental health challenges and changes that seem to be multiplying right in front of our eyes.

Even as I write this, I'm reading the latest study from NAMI* that says even with all the positive developments in mental health, 78% of participants with a mood disorder are struggling to find the right treatment!

Will you stand with me and our team for:

- Promoting public awareness of mental health to reduce stigma
- 2. Raising funds for NAMI's free, top-rated mental health programs
- 3. Building community and let people know we're in this together

Will you contribute to my fundraising goal of \$_____? Thanks to your gift, we will be one step closer to reaching our goal of Mental Health for All.

Come join me! (INSERT YOUR TEAM PAGE LINK)

Thank you.

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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

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.



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!





Fluido \$100 IN SEVEN DAYS

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

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!

