

2024 PARTICIPANT GUIDEBOOK

YOU are **NAMIWalks**

If you've been on the fundraising road with NAMIWalks before, then you know and if you're a lucky first-timer, you're about to find out: the rumors are true. It's the most inspirational, optimistic, meaningful event in town.

What's all the excitement about? Let's start with the important dollars generated for NAMI as the funds you raise power our community's mental health organization with its ongoing free programs, outstanding education and farreaching advocacy.

Oh, and it's no secret. NAMIWalks is good exercise, for your body and your spirit.

But most of all, it's about the remarkable people. It's about you. Each one of you – together - as you take a stand on the road to make community matter and see your commitment through to "Mental Health for All."

THREE pillars to support ONE goal:

7.

To promote awareness of mental health and reduce stigma

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



mmilwal

WALK BECAUSE

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?

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Let's get LOUD!

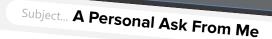
We don't just walk the walk. We *are* the walk. By utilizing email and social media to let your network know you are NAMIWalks, our rallying call, "Mental Health for All" will be closer than ever before.

Find participant sample emails and social media posts at <u>namiwalks.org/participantsamples</u> and <u>graphics</u> at <u>namiwalks.org/socialmediaguide</u>.



Let everyone know YOU are NAMIWalks!

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.



Dear Friend,

I'm participating in NAMIWalks and asking you to support me by making a donation to help me reach my goal of raising funds for NAMI.

So many families in our community and beyond have been affected by mental health conditions.

As more people understand how important it is that mental health reaches every corner of our community, your support is needed more than ever.

Funds raised through NAMIWalks support NAMI's free toprated programs while spreading awareness, reducing stigma and creating inspirational bonds among so many mental health supporters.

To be part of NAMIWalks, you can make a secure online donation to NAMI on my fundraising page or even join me as a member on our team!

Either way, your support means the world to me — and helps us reach our goal of "Mental Health for All."

Thank you! (INSERT YOUR TEAM PAGE LINK)





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 2024 Walk Star Pin!



Raise \$100 in 5 days!

DAY 1 DAY 2 DAY 4 DAY 5 DAY 3 DONATE Make a \$25 Get social and Ask a friend Ask a family Skip your usual self-donation to for a \$20 coffee order and member for a start a donation. donate \$10. \$25 donation. **Facebook** get started! Fundraiser!

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!

