



National Alliance on Mental Illness

Walks



2024 TEAM CAPTAIN TOOLKIT

YOUR TEAM is NAMIWalks

Where you lead, people will follow. We look forward to watching you build a team for the ages, young and young at heart, as you enlist a group of family and friends, who will sport their “I AM NAMIWalks” T-shirts proudly and with purpose.

Let’s make a show of strength to power NAMI and its ongoing free mental health programs, outstanding education and far-reaching advocacy.

As a Team Captain, you’re setting a special example, that you won’t stop gathering momentum and growing the movement until “Mental Health for All” is a reality. You are NAMIWalks, and your team is NAMIWalks, too.

Keep building your winning team. New team members will learn from your example. Customize your page to engage everyone you know — and take the lead on building awareness, raising funds and expanding our mental health community.

THREE pillars to support ONE goal:



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 # of Team Members

Goal for # of Team Members

Goal Achieved?



Previous Amount Raised by Team

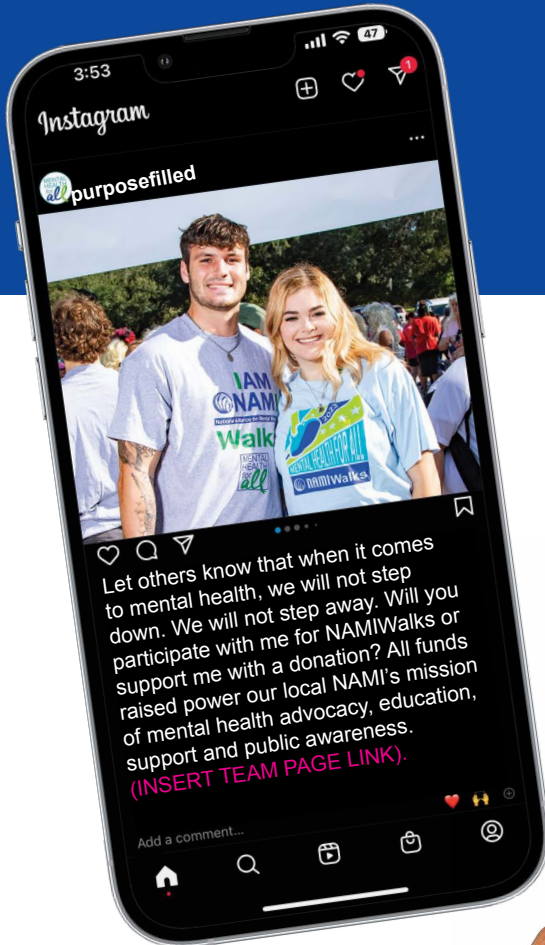
Goal for Total Raised by Team

Goal Achieved?

SPREAD the word!

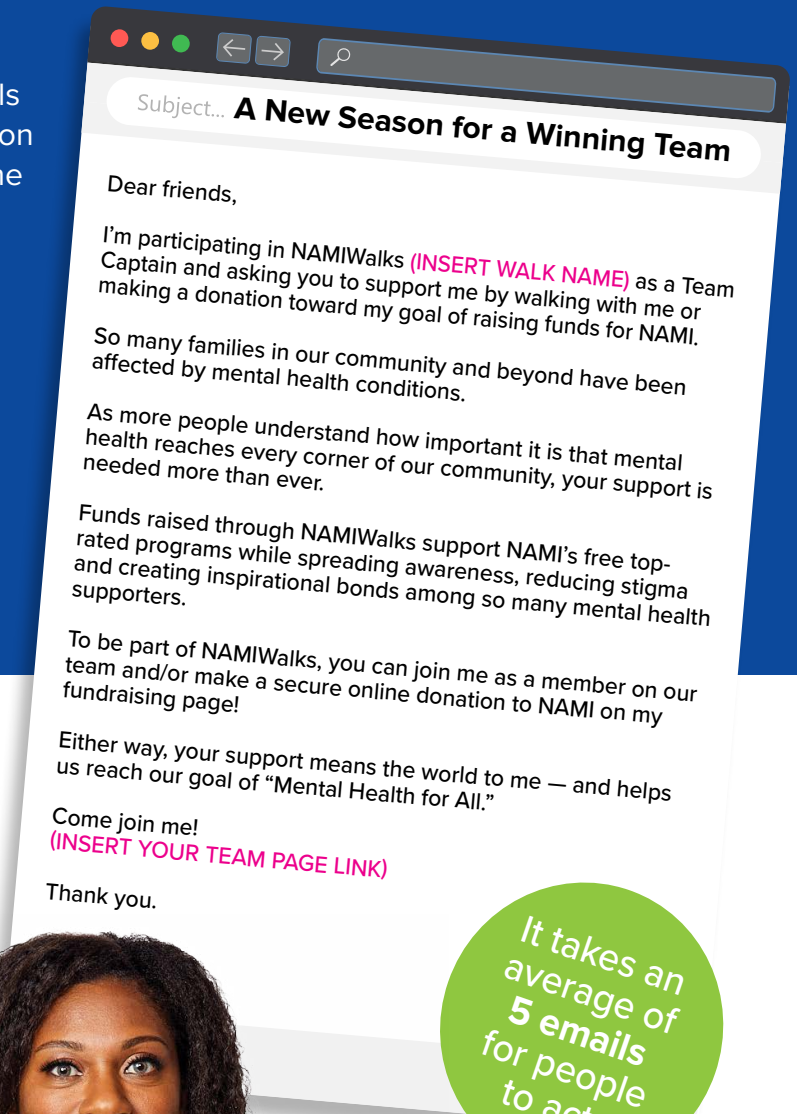
Reach out to your network with our sample emails and social media posts – and remember, repetition is good! Reach out regularly to remind them of the awesome work you’re doing!

Find Team Captain sample emails and social media posts at namiwalks.org/tcsamples and graphics at namiwalks.org/socialmediaguide.



Let everyone know YOUR TEAM is NAMIWalks!

Let your team members know when they individually raise \$100+, they 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.



When you or a team member raises \$1,000+, you'll be an official "Walk Star" and receive the 2024 Walk Star Pin.



Build a Great Team!

Step 1	Step 2	Step 3	Step 4	Step 5
				
Register and reach out to former team members to ask them to join you.	Utilize your Sphere of Influence – namiwalks.org/sphereofinfluence – to discover a list of new team members.	Customize your team and participant pages to share your story!	Lead by example and make a self-donation.	Get social and share that <i>you</i> are NAMIWalks on social media!

Tools for Team Captains

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

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



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