



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 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

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



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:

- 1. 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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Find Participant Sample Emails and Social Media Posts at namiwalks.org/participantsamples and Social Media Graphics at namiwalks.org/socialmediaquide

WEAR THE NAMIWALKS LOGO

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.



@ NAMI Walks



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!



Francisco \$100 IN SEVEN DAYS

DAY 1

Make a \$25 self-donation to get started!

DAY 2

2

Get social and start a Facebook Fundraiser! DAY 3

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Hey neighbor, will you donate \$20? DAY 4



Ask your coworkers to collect their spare change.

DAY 5



Ask a friend for a \$20 donation.

DAY 6



Skip your usual coffee order and donate \$10. DAY 7



Ask a family member for a \$25 donation.

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.