



National NAMIWalks Fundraising Recognition/Incentive Program

What is the Recognition/Incentive Program?

The purpose of this program is to help your NAMIWalks event achieve greater participation and fundraising levels. We do this by recognizing fundraisers with sought-after, branded NAMIWalks items. At specific fundraising levels (\$100, \$250, \$500, \$1000, \$1500 & \$2000), participants will receive cool NAMIWalks logo gear.

Can walkers earn ALL the prizes?

No. Please note that the recognition items (prizes) are not cumulative, *except for the t-shirt*. The recognition structure is as follows:

Raise \$100, earn a NAMIWalks T-shirt

Raise \$250, earn a NAMIWalks T-shirt and Tote Bag

Raise \$500, earn a NAMIWalks T-shirt and Hoodie

Raise \$1000, earn a NAMIWalks T-shirt and Fleece

Raise \$1500, earn a NAMIWalks T-shirt and water resistant jacket

Raise \$2000, earn a NAMIWalks T-shirt and Compu Backpack

What if a walker prefers a lower level prize?

They will have an option when redeeming to opt for a lower level prize, so if they raise \$2000 but would prefer the \$1500 item or the \$1000 item, they can choose that.

What is the timeframe for this program?

Participants will have until 30 days after your Walk to fundraise and earn their Recognition Item.

What about the NAMIWalks t-shirts?

The NAMIWalks t-shirt process will remain exactly the same as it was in 2016. NAMIWalks national will pay for your t-shirts, the printing on the fronts of the shirts, and shipping to your office. You will be responsible for printing your sponsor logos on the back- either via our national vendor or a local printer of your choice. **T-shirts are for individual fundraisers who raise \$100 or more.** T-shirts will be shipped to you in time to distribute to participants who earned them on Walk day.

How will this be communicated to my participants?

Emails will be entered into DonorDrive and will be sent to your participants automatically. There will be approximately 7 emails total. The following is based on the pilot program and may change slightly. When the details of the emails for the 2017 program are finalized, we will share them with all participating sites.

There will be 5 Triggered emails that will go out automatically when people reach specific fundraising milestones, as follows:

- 1. 1st email will go out when a participant receives their first donation.*
- 2. When the participant has raised \$250+*
- 3. When the participant has raised \$750+*
- 4. When the participant has raised \$1000+*
- 5. When the participant has raised \$1500+*
- 6. Will be scheduled to go out 11 days prior to your event and will encourage participants to fundraise and reach the next recognition level.*



NEW: 7. A recruitment email to go to all previous year's participants, encouraging them to register and giving details about the program.

What do I need to do?

Promote, promote, promote! Promote the incentive program on Social Media, at your WIM/TCKOE, in emails, on phone calls with participants. We will provide marketing materials including a flier, sample social media posts and newsletter blurbs, etc.

This is a great way to incentivize your participants to raise money for your NAMIWalks event. Take advantage of it!

About our partner, TurnKey:

We know that recognition is a powerful driver of human behavior. Many associate recognition with a reward – a hat, jacket, or trophy of some sort. Recognition means, “I see you.” We “see” people in many ways, and being “seen” makes one likely to be passionate and willing to ask others for money. We help your participants feel seen, recognized, important, and part of your cause.

You can learn more about TurnKey here: <http://turnkeyp2p.com/>

Additional Questions:

Ask your National Walk Manager or contact Kris Eschman at keschman@nami.org.