



How to Form a Team, Raise Money & Have Fun at the Same Time for the Mental Health Association in New Jersey's Walk for Wellness and Recovery in Partnership With Monarch Housing **2018 Walk for Wellness & Recovery**

Walking with hundreds of people who share your passion for **raising awareness about the importance of emotional well-being as part of overall wellness is inspiring!**

How to Form a Team:

1. **Become a team leader** – Go to <https://mhanj.salsalabs.org/walk2018> and register to start a team **OR** print and use the Walk for Wellness Team Registration Form.
2. **Pick a name for the team** – You can honor a person, a program or agency or just pick a fun name.
3. **Ask friends, family, co-workers, and neighbors to join the team....the more the merrier!** Ask people like your extended family, friends, neighbors... anyone else who you feel close to.
4. **Register your team** - Once you become a team leader, send out personalized emails asking others to join your team, track your team's fundraising progress, and raise your own donations. If you prefer, you can use the Walk for Wellness Team Registration form to sign up your team and get donations. If your team members don't have internet access, you can register for them.

How to Build a Strong Team:

Aim High When Setting Walker and Fundraising Goals and develop a plan to recruit walkers, ask them to help gather other teammates and spread the word. **Encourage members of your team to gather donations from their own circle of friends, neighbors and colleagues.** Keep them as informed as possible about the progress of the team's fundraising efforts leading up to the Walk. **If each team member gets 4 contributors to each donate \$25.00, and your team has 10 members, that's \$1,000!**

Talk the Walk. Talk about the **Walk for Wellness & Recovery** and why you think it is important to support **MHANJ**. Don't just ask people to join your team; make sure they know why you want them to join you and what it is that you want them to do.

Set a Positive Example. Be the first to sign up for your team and make sure that those people closest to you (your spouse, children, grandparents, brothers and sisters, closest friends, etc.) are registered as well.

Make Your Team Distinct. Create a banner to walk behind, wear special hats, pins or tee-shirts.

Double Your Success. Ask if your team members' companies have a matching gifts program. Matched funds could greatly increase your team's impact. Ask team members to contact their personnel or human resources department to obtain matching gifts for their efforts.

Walk the Walk. Designate a place to meet your team before the event. Arrive early to welcome them. Remind team members to bring their contributors' money with them to the Walk for Wellness if they did not use the website to raise funds. **Take plenty of team photos!** Share them with the MHANJ and we will post some to our website.

Express Your Thanks. After the walk, **send a thank-you email or card to each team member.** Share photos from the event and remind teammates to send in any late contributions and matching gift forms and thank everyone who gave a donation.

Congratulate Yourself! Bring your team to the starting line and enjoy the Walk for Wellness and Recovery. Take pride in knowing you did your best and in the important role you, your family, and friends are playing.

Questions? Contact Merrill Altberg at (973) 571-4100, ext. 128 or maltberg@mhanj.org.

