
How to Write Your Walk Story in 4 Easy Steps

Sharing your story is integral to the NAMIWalks experience: in addition to letting people know why this cause matters to you, spreading awareness about mental health conditions is crucial to eliminating stigma in your community. And the numbers don't lie – NAMIWalks participants who customize their personal fundraising page raise **9x more** than those who don't!

Though adding a picture is as easy as a click of a button, we understand it can be daunting to create your "Why I Walk" story. That's why we've created a short, easy how-to to help craft your story and let your contacts know why you're walking with NAMI on Saturday, June 1st, 2024!

Step 1:

A Bit About Me or My Story

Briefly describe your personal connection(s) to mental health and how it has impacted your life, whether as an individual, family member, or other role.

Step 2:

Why I'm Passionate About NAMI

Use this space to share some information about NAMI and the impact it has had on you - especially for those who are not familiar with the organization. People want to know what their donation will be supporting!

Step 3:

Fast Facts

Include 1-2 powerful statistics that grab the attention of your potential donor and emphasize the immediate need to contribute to a mental health organization like NAMI. Not sure what to use? [Click here](#) for Mental Health in Maryland statistics.

Step 4:

Why Should You Donate? or Get Involved!

Wrap up your fundraising page with a last reminder of NAMI's mission and impact, and thank them in advance for donating, or thank them for visiting your page. Always make the ask!

EXAMPLE: Fairley Tyeryar

A Bit About Me

I have been living with mental health conditions for almost 20 years, and I have committed myself to doing my part to **stop the stigma** related to mental health issues. This is why I am involved with NAMI. In addition to participating in NAMIWalks, I also volunteer with NAMI as a **support group facilitator**, an **advocate** to help improve mental health legislation in for communities in Maryland, a Peer-to-Peer **class teacher**, and an **In Our Own Voice Presenter** where I speak about my own mental health journey. We need to get the word out that **mental health conditions are medical conditions** and that **it's okay to talk about it!**

Why I'm Passionate about NAMI

I am **passionate** about NAMI because I benefit immensely from the programs and support NAMI offers, and I see the difference NAMI makes in people's lives. Please support me by **donating** to this amazing organization and/or by joining our team **Stop the STINGma** and **walk with us!**

Fast Facts

Did you know that...



1 in 5 U.S. adults experience mental illness each year.



781,000 adults in **Maryland** have a mental health condition.

That's more than 19X the population of Annapolis.

Why Should You Donate?

NAMI is the nation's largest grassroots mental health organization dedicated to improving the lives of individuals and families affected by mental health conditions. NAMIWalks promotes awareness of mental health, raises funds for NAMI's **free, top-rated programs**, and builds community by **letting people know they are not alone**. Thank you for supporting me for NAMIWalks Your Way 2024 by **MAKING A DONATION** or **JOINING THE TEAM!** It's easy, fast, and secure to do right here on my page.