



Team Captain Toolkit

- If you haven't already done so, sign up as a team captain at www.namiwalks.org/maryland

- Set your fundraising goal.** Aim high to motivate yourself and your donors. Raise \$100 or more and you can win awesome gifts like a t-shirt, coffee mugs, and more!

- Self-donate!** Did you know that people who self donate make 4X as much as those who don't? Show others you are supporting a cause you are asking THEM to support!

- Customize your page!** People who customize their personal fundraising page raise more than 9X those who don't. Click here for easy to follow instructions!

- Prepare a brief, compelling story. People donate more generously when they are moved to care. **Stories highlighting your personal connection to the cause are extremely effective!**

- Post to your social networks and include a link to your fundraising page. Media moves fast online, so **don't be afraid to post regularly and often!**

Invite your co-workers, vendors, clients, friends, and family to join your team using the templates through your NAMIWalks portal or use the sample messaging on the next page!

Reach out to your networks with our

Sample Emails

Email #1: Ask people to join your team

Subject: Help me in supporting a great cause!

Dear Friends,

Soon, I will be participating in the 2021 NAMIWalks Your Way Maryland: Creativity Connects Campaign to support the thousands of us affected by a mental illness.

I'm committed to reaching my team fundraising goal of \$_____ and I need **YOUR HELP** to reach it.

Why should you sign up?

1. Registration is FREE!
2. You'll receive entry into the 2021 NAMIWalks Your Way Maryland Campaign and receive awesome perks while promoting connection and hope.
3. You'll receive a NAMIWalks t-shirt if you raise \$100 or more!

I hope I can count on you to support my efforts and the great work NAMI is doing across the state. Please consider joining my team today, or make a secure donation using the link below. With your donation, I'll be one step closer to reaching my goal!

(Insert your fundraising page link)

Thank you!



Email #2: Use your personal story to make an impact

Subject: Walk Your Way with Me

Dear Friends,

My family, like many others, has been touched by my mental illness. **(Briefly describe your story).**

Over the years, NAMI has been a source of support, education, and inspiration for us. Since March, NAMI Maryland's work has grown exponentially and their staff and volunteers have worked non-stop to meet the needs of our community. Now more than ever, NAMI Maryland needs our help to expand their virtual education and trainings, develop new resources, and build NAMI's presence across all of Maryland by supporting critical mental health education programs and activities in 15 rural counties.

I am participating in their 2021 NAMIWalks Your Way Maryland: Creativity Connects Campaign to raise awareness for people like me who have been personally affected. In uncertain times like these, we need mental health services now more than ever.

I am asking you to support me. On my fundraising page, you can make a secure, online donation or join me in supporting NAMI Maryland by creating a fundraising page of your own!

Either way, your support means a lot. You can donate now at: **(insert your fundraising page link)**

Thank you for your support!

Important: Repetition is GOOD! It takes an average of **five** emails for people to act on something. Don't be afraid to reach out to your friends regularly to remind them of the awesome work you're doing!

Spread the word with our

Sample Social Media Posts



This year, I'm doing NAMIWalks MY Way! Show your support for me by donating now or helping spread the word by sharing my link: **(insert fundraising page link)**. Together, we can support mental health for all!



I believe we can support #MentalHealthforAll! Join me ifor NAMIWalks Your Way Maryland by donating now or joining me in spreading the word: **(insert fundraising page link)**.



I am trying to raise \$___ for NAMIWalks Your Way Maryland, which supports all the important work NAMI Maryland and it's affiliates do to help improve the lives of individuals living with mental health conditions. Help me reach my goal at: **(insert fundraising page link)**



Thank you to everyone who's donated to my NAMIWalks Your Way Maryland fundraiser so far! I am so close to my goal of \$___ to support NAMI's mission to improve the quality of life for individuals living with mental health conditions. Your support is greatly appreciated! **(insert fundraising page link)**



Join me for NAMIWalks Your Way Maryland to help individuals and families affected by a mental health condition! Please support my fundraiser or join my team at: **(insert fundraising page link)**

Have a question or need any help? Contact your Walk Manager at **connection@namimd.org**