How to Build a Company/Organization Team

Service Providers
Large and Small Employers
Clubs & Organizations
Government Agencies
Churches

Major Responsibilities for Team Captain

Recruit walkers (family members, friends, employees, business associates, etc.) to represent a company, service provider, mental health agency, organization in a NAMIWALKS event.

Get a Team Captain's Instruction Folder and follow the team building instructions in it.

Select a name for your team and return the Team Commitment Form that will be in the Team Captain Instruction Folder.

Set walker and fundraising goals for your team. (Team captains are encouraged to set a walker recruitment goal of between 10 and 20% of the workforce or membership of the company, agency, organization or affiliate that they will be organizing a team to represent. Generally a team fundraising goal is based on the assumption that these walkers will raise $100 on average.)

Approach the president of the company (or leader of the agency, or organization) and ask for his/her strong support.

Try to recruit a committee of assistant team captains that includes a representative from every department or area of the company/agency/organization to help you in your walker recruitment campaign. Focus your initial efforts on trying to recruit supporters who might have a personal interest in supporting a walkathon for mental illness awareness and services.

Attend, with as many assistant team captains as possible, the pre-Walk Team Captains' kickoff luncheon that will be held approximately 8 weeks prior to the Walk. (Team captains will receive all the materials and instruction that they will need to organize a team at this luncheon.)

After the kickoff luncheon, meet with your assistant team captains and develop a walker recruitment campaign plan. Key components of this plan might include:

- Developing an internal publicity campaign to make sure every employee is aware of the company/agency/organization/affiliate's participation in the Walk
- Recruiting company or organization leaders to be the first to sign up for the Walk
- Holding a series of informational meetings for employees/members where a NAMI representative speaks and helps you recruit walkers
- Distributing fundraising walker/donor brochures to every employee/member with a memo encouraging them to join the team
- Having the company or organization offer incentive prizes to encourage participation and fundraising for the Walk
- Giving every walker who signs up for the Walk a team T-shirt that they can wear the day of the Walk

Keep track of all the walkers who sign up for the Walk by collecting their registration forms (these forms are part the walker/donor brochure) and maintaining a master list of your walkers.

Plan activities (food, games, entertainment, etc.) for the day of the Walk that will make the day a truly special one for all of your team members.