



## How to Organize a Family Team

Recruit family members and friends to gather pledges and participate in the Walk as a member of your family team. Most family teams dedicate their participation in the Walk to a loved one.

Select a name for your team and complete and return the Team Registration Form that will be in the Team Captain's Instruction Folder.

Recruit assistant team captains (maybe a brother-in-law or sister-in-law from both sides of the family) who can help you organize your team.

Attend, with your assistant team captains if possible, the Team Captains' Kickoff Luncheon that will be held approximately 8 weeks prior to the Walk.

Set a positive example by being the first person on your team to officially register for the Walk. (The walker registration form is in the walker/donor pledge brochures that all team captains will receive with their Team Captains Instruction Folder or at the kickoff luncheon.)

Distribute walker/donor brochures to family members and friends and recruit as many of them as possible to participate in the Walk. (Each walker that is recruited is responsible for gathering their own pledges for their participation in the Walk.)

Consider increasing the size of your team by trying to involve your church, employer or a civic organization in the effort. (These groups can participate in the Walk in support of a family team or by organizing their own team.)

Keep close track of the walkers that you recruit by collecting their registration forms, maintaining a master list of who is walking on your team, and then sending the forms in to the local Walk office.

Communicate often with the NAMI staff member or volunteers organizing the event, and with the walkers that you recruit for your team. Make sure that everyone knows why raising money for NAMI is important to you and hundreds of other families in your community.

Lead by example by sending a fundraising letter or email to everyone that you know asking them to either participate in the Walk as a member of your team, or to support your participation in the Walk with a donation. Encourage all the members of your team to write a similar letter or email.

Design and order a special Team T-shirt that all your walkers can wear the day of the Walk. This is a great way for team captains to thank their walkers for their support, and to have their team stand out in the crowd the day of the Walk.

Follow-up with all of your walkers to make sure that they are gathering pledges and will be attending the Walk. Plan activities, such as a post-Walk barbecue, that will make Walk Day special for your team members.

## Core TeamBuilding Strategies for Family Team Captains

Set goals for the number of walkers and the total amount of donations that you hope your family team will raise.

Target the people that you definitely would like to ask to walk on your team. Your top prospects should include...

- You and your spouse or significant other
- Your children
- Parents and grandparents
- Brothers and sisters, and brothers and sisters-in-laws
- Cousins
- Aunts and uncles
- Your closest friends from work and from outside of work
- Former co-workers
- Neighbors
- Anyone else to whom you feel close

Make sure you complete or collect a walker registration form for every walker that you recruit for your team. Register your walkers online, or mail or fax their registration forms to the Walk office so they all are properly registered for the Walk.

Keep your “Look Who’s Walking on Our Team” poster updated as you sign up your walkers. Display this poster in a prominent spot in your home (the refrigerator door is usually a good spot!) so everyone can watch your team grow during the weeks leading up to the Walk.

Make sure all your walkers know why their participation in the Walk is important to you and the millions of other families in the U.S. who are touched by mental illness in some way. Encourage every member of your team to gather as many donations as possible from their own circle of friends, neighbors and colleagues. Keep them as informed as possible about the progress of the team’s fundraising efforts during the months and weeks leading up to the Walk.

Draft and mail (or email) a letter about your family’s participation in the Walk to your holiday card mailing list, your present and past co-workers, and any business associates you and your spouse may have. (See the Letter Writing Packet in your Walk Information Folder.)

Design and order team T-shirts for all the walkers on your team approximately 2 to 4 weeks before the day of the Walk.

Plan to have a special pre-Walk dinner or a post-Walk barbecue at your house to help celebrate the day and thank everyone for their support.

Write (or email) everyone a thank you letter that includes the fundraising results for your team and for the entire Walk. Include pictures from the day if you can.

Relax and be proud of the important role you and your family and friends are playing in the fight for all those dealing with mental illness!