



**Guide to Online Fundraising  
In support of your participation  
In NAMIWALKS**

Revised 3/1/07

## **CREATING A TEAM ONLINE**

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### **STEP ONE – Register as a user of the NAMI website**

*(If you have already created a myNAMI account, go to Step Two.)*

1. If you haven't registered with NAMI's web site, [www.nami.org](http://www.nami.org), click on the thin brown "sign in" button on the upper left hand corner of the homepage. NOTE: if you were registered online last year, then you already have a myNAMI account. If you cannot remember your username and password, then go to the sign in page and click on the phrase "I forgot my password or user name".
2. At the new screen, click on the "Create your free sign-in account now."
3. Fill out all the required information to complete your profile. NOTE: you don't have to join NAMI or make a donation to complete your profile.
4. Write down your username and your password so you don't forget. Click 'Submit.'

### **STEP TWO – Creating a Team**

1. Sign in to the web site if you haven't already.
2. Click on the NAMIWALKS logo on the left hand side of the NAMI.org homepage.
3. When taken to the map, click on your state.
4. If there is more than one walk in your state, you will need to click on your walk location.
5. To organize a Walk Team, click on "Form a Walk Team" in the box on the right hand side of the screen titled "WALK WITH US!" (Note: if you would like to join an existing team, then click on that phrase instead. For further instructions in this guide, read the section below titled "Creating a Personal Fundraising Page Without Being a Team Captain.")
6. You should be taken to a new page. Click on the blue "register online now" button.
7. Verify your account information is correct and then click in the box to indicate so.
8. Fill in the team name in the blank space provided to create a team. It's under the second option below the caption "Your Walk Team."
9. Pick the NAMI affiliate you wish to have credited with your donations.
10. Click on the open box that waives your claims against NAMI if injured at the Walk.
11. Finally, click the yellow "Register and Proceed" button.
12. You will then be taken to the "Create Your Team Page" screen. If you would rather do this later, then scroll down to the button and click the blue phrase "Skip This Step." NOTE: it is highly recommended that you do not skip this step but take the few moments to complete the fields on this page and start your team off right.

### **STEP THREE – Creating your Team Page**

1. If you are already at the "Create Your Team Page" screen, then there only a few things for you to do. (If you chose to skip this step earlier, then you will need to sign in to your myNAMI account, find the box labeled myEvents, click on the correct Walk, and you should be taken to your tools page. Scroll down to your team captain tools and click on the "create a team webpage" option.)
2. Take a moment to decide what your team recruitment and team fundraising goal will be. The system automatically fills in 10 as the walker goal and \$1,000 as the team fundraising goal. Make sure your goal is a sufficient challenge.
3. You'll want to provide people with a relatively simple website address for them to link directly to your team page. To create a customizable link, go to the section called Team Page link.
4. Most of the Team Page link address is already filled out for you based on the year and the site. You can finish it by typing something in the box. Make sure it's something easy to remember. Most people use the team name.

5. Change your team captain's message to make it more personal. Remember too that you can edit this message whenever you like, so feel free to use it to provide updates and encouragement to your team.
6. If you want to add a picture, click browse and choose a picture on your own computer or choose one of the standard pictures provided.
7. Finally, click on the yellow "Create Team Page and Continue" button.
8. You will then be taken to the "Create Your Walker Page" screen.

#### **STEP FOUR – Creating your Personal Fundraising Page**

1. If you are already at the "Create Your Walker Page" screen, then there only a few things for you to do.
2. Set your personal fundraising goal.
3. Create your personal walker page link. Usually, people use some version of their name.
4. Change your personal walker message if you desire to.
5. If you want to add a picture, click browse and choose a picture on your own computer or choose one of the standard pictures provided.
6. If you have collected cash or check donations already, you can total those donations and type the amount in the "offline donations" field. This was designed to allow you to count your check and cash donations toward your online goal and to show the progress that you are making.
7. Finally, click on the yellow "Create my Walker Page and Finish" button.
8. You should be taken to a confirmation screen that says "Registration Complete!" You will also receive an email confirming your registration and the creation of your Walker page.

## CREATING A PERSONAL FUNDRAISING PAGE WITHOUT BEING A TEAM CAPTAIN

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Team Captains aren't the only ones who can create web pages. All walkers that register online, whether they are walking alone or joining an existing team, should create their own personal web page.

#### **STEP ONE – Register as a user of the NAMI website**

*(If you have already created a myNAMI account, go to Step Two.)*

1. If you haven't registered with NAMI's web site, [www.nami.org](http://www.nami.org), click on the thin brown "sign in" button on the upper left hand corner of the homepage. NOTE: if you were registered online last year, then you already have a myNAMI account. If you cannot remember your username and password, then go to the sign in page and click on the phrase "I forgot my password or user name".
2. At the new screen, click on the "Create your free sign-in account now."
3. Fill out all the required information to complete your profile. NOTE: you don't have to join NAMI or make a donation to complete your profile.
4. Write down your username and your password so you don't forget. Click 'Submit.'

#### **STEP TWO – Log in**

1. Click on the NAMIWALKS logo on the left hand side of the NAMI.org homepage.
2. When taken to the map, click on your state.
3. If there is more than one walk in your state, you will need to click on your walk location.

4. Once you are at your site, look at the box on the right hand side of the screen titled "WALK WITH US!" Choose either "Join an Existing Team" or if you would rather not be on a team then you can choose "Walk as an Individual."
5. You should be taken to a new page. Click on the blue "register online now" button.
6. Verify your account information is correct and then click in the box to indicate so.
7. Choose one of the teams from the pull down menu or, to walk alone, click the box that says you will be participating as an individual walker.
8. Pick the NAMI affiliate you wish to have credited with your donations.
9. Click on open box that waives your claims against NAMI if injured at the Walk.
10. Finally, click the yellow "Register and Proceed" button.

### **STEP THREE – Creating your Personal Fundraising Page**

1. Set your personal fundraising goal.
2. Create your personal walker page link. Usually, people use some version of their name.
3. Change your personal walker message if you desire to.
4. If you want to add a picture, click browse and choose a picture on your own computer or choose one of the standard pictures provided.
5. If you have collected cash or check donations already, you can total those donations and type the amount in the "offline donations" field. This was designed to allow you to count your check and cash donations toward your online goal and to show the progress that you are making.
6. Finally, click on the yellow "Create my Walker Page and Finish" button.
7. You should be taken to a confirmation screen that says "Registration Complete!" You will also receive an email confirming your registration and the creation of your Walker page.

## **GETTING PEOPLE TO MAKE A CONTRIBUTION ONLINE**

You want to make it as simple as possible for people to make a contribution to your Walk. This is why you should create a customized letter and mail or e-mail it to as many people as possible. Be sure to include the link to your personal Walker webpage. If you would like to view a draft of the customized letter or want your Walker webpage link, then follow these steps:

1. Login to the NAMI website.
2. You should be taken to your myNAMI homepage.
3. Find the box labeled "myEvents."
4. If you have correctly registered for the Walk, the Walk will be listed in blue text in this box. Click on it.
5. Click on "View customized sample letter" under Walker Tools.
6. Follow the instructions provided at the top of this page.
7. If you have written your letter and you just want your link, scroll down into the text of the letter and copy and paste the link (it should be written in blue text).
8. Before sending your email and/or letter to potential donors, test your link to make sure you have copied it correctly.