

Look Who's Walking on Our Team!

Family Team Captain Team Building Instructions

Names	Supports NAMI's effort to improve the lives of those with mental illness by raising ...	T-shirt Size: S, M, L, XL, XXL
1.	\$	
2.	\$	
3.	\$	
4.	\$	
5.	\$	
6.	\$	
7.	\$	
8.	\$	
9.	\$	
10.	\$	
11.	\$	
12.	\$	
13.	\$	
14.	\$	
15.	\$	
16.	\$	
17.	\$	
18.	\$	
19.	\$	
20.	\$	

For more information on NAMI Mid-Carolina NAMIWALKS, contact:

Team Captain: _____

phone: (_____) _____ e-mail: _____



NAMI Mid-Carolina, P.O. Box 2526, Columbia, SC 29202
 Eileen Schell, phone: (803) 296-5621, email: namimidcarolina@namisc.org

www.nami.org/NAMIWALKS/SC/Columbia



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Works With: NAMI Walk staff and/or Volunteer Walk Committee members in charge of working with family-based Walk teams.

Position Summary: Responsible for recruiting family members and friends to gather pledges and participate in the Walk as a member of a family team. Most family teams dedicate their participation in the Walk to a loved one.

Steps To Success

1. Get a Team Captain's Instruction Folder and follow the team building instructions in it.
2. Select a name for your team and complete and return the Team Registration Form.
3. 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.
4. Attend, with your assistant team captains if possible, the 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 their team at this luncheon.)
5. 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 brochure that all team captains will receive with their Team Captains Instruction Folder or at the kickoff luncheon.)
6. 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.)
7. Consider increasing the size of your team by involving 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.)
8. 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 to the local Walk office.
9. Communicate often with the NAMI staff members 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.
10. 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.
11. 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.
12. 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.



Team Building Strategies For Family Team Captains

1. Set Goals for the number of walkers and total amount you hope your family team will raise
2. Target people you 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
- Former co-workers
- Neighbors
- Anyone else that you feel close to

3. Make sure you complete or collect a walker registration form for every walker you recruit for your team. Register your walkers online, by mail or by faxing their registration forms to the Walk office so they all are properly registered for the Walk. www.nami.org/namiwalks/SC/Columbia
4. 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 so everyone can watch your team grow.
5. 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.

6. 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.)

7. Design and order team T-shirts for all the walkers on your team approximately 2 to 4 weeks before the day of the Walk.
8. Plan a special pre-Walk dinner or a post-Walk barbecue to help celebrate the walk and thank everyone for their support.
9. Mail (or email) everyone a thank you letter that includes the fundraising results for your team and the entire Walk. Include pictures from the day.

Day Of Walk

- Relax and enjoy the walk with your teammates! Be proud of the important role you, your family and friends are playing in the fight for all those dealing with mental illness.
- Team T-shirts should be bright and colorful so that the team wearing them STANDS OUT as much as possible on the day of the Walk.
- The designs, logos and slogans on them should be as creative and unique as possible so that they reflect the personality of the team members that are wearing them. The best family team T-shirts often include the name or a picture of the person that the team is walking for and the NAMIWALKS for the Mind of America logo.
- T-shirt vendors can often assist you in designing a creative shirt. Your local NAMIWALK manager can help put you in touch with a local T-shirt vendor who can also help with the design of your shirt.
- There will be a best team t-shirt contest with the winner selected at the walk! Watch for more info on the prize that will be awarded to the winning team!
- A key point to remember is that team T-shirts are paid for by the team so that every dollar raised in the Walk will go to support NAMI and its programs.

Need help designing or ordering your team T-shirt?

Contact Eileen Schell,
Phone 803-296-5621,
e-mail namimidcarolina@namisc.org