



Team Building Instructions
Team Captains Organizing a Team of
Walkers to Represent
A Family

NAMIWalks For The Mind Of America

Position Description

Position Title: Family Team Captain

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.

Major Responsibilities:

- Get a Team Captain's Instruction Folder and follow the team building instructions in it.
- 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. (Team Captains will receive all the materials and instruction that they will need to organize their team at this luncheon.)
- 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 TEAM BUILDING STRATEGIES **FOR FAMILY TEAM CAPTAINS**

1. Set Goals for the number of walkers and the total amount that you hope your family team will raise.
2. 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 that you feel close to
3. 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.
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 (the refrigerator door is usually a good spot!) so everyone can watch your team grow during the weeks leading up to the Walk.
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 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.
9. 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.
10. 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!



HAVING A TEAM T-SHIRT WILL HELP MAKE YOUR NAMIWALKS TEAM *STAND OUT* AT THE WALK!

More than any other single factor, team T-shirts help build a team prior to a Walk, and unite a team the day of a Walk. Here are some key tips to keep in mind regarding team T-shirts.....

1. 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.
2. 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.
3. A good way to develop a creative and unique design for a T-shirt is to reach out to a family member, friend or co-worker who has some artistic talent and ask for their help in designing your shirt.
4. T-shirt vendors can often assist you in designing a creative shirt. Your local NAMI Walk manager can help put you in touch with a local T-shirt vendor who can also help with the design of your shirt. Or look under “screen printing” in the yellow pages.
5. Good team T-shirt designs almost always include both your family’s name and the *NAMIWalks for the Mind of America* logo.
6. **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!**
7. 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.
8. Giving your walkers a bright, colorful team T-shirt is a great way to thank them for walking in the Walk.
9. Although creative, unique team T-shirts are best, just having a T-shirt is almost always better than having no team T-shirt at all. Most teams usually get better at designing their T-shirts as the years go by. Get started with a team T-shirt this year, and get better at designing it each year!
10. Need help designing or ordering your team T-shirt? Look in the yellow pages under “screen printing” or **contact Deborah Michael at 804-288-0162 or deborahmichael2@verizon.net; or Carol Evans at 757-562-2988 or at carolevans@beldar.com**