

# **NAMIWALKS for The Mind of America**

## **Position Description**

**Position Title:** Business Team Captain

**Works With:** NAMI Walk committee

**Position Summary:** Responsible for recruiting employees and employee family members to represent a company or business in the Walk. Most businesses use their participation in the Walk to publicly demonstrate their strong commitment to the mental health of their employees and their community.

### Major Responsibilities:

- Get a Team Captain's Instruction Folder and follow the team building instructions in it.
- Select a name for your team (the team name is generally the name of the company or business) and return the Team Registration Form that is in the Informational Folder.
- Set walker and fundraising goals for your team. (Business team captains are encouraged to set a walker recruitment goal of between 10 and 20% of the local workforce for the company, with a fundraising average of \$100 per walker).
- Approach the president of the company (or the local senior manager), tell him or her what you are doing (and why you are doing it), and ask for their support.
- Try to recruit a committee of Assistant Team Captains that includes a representative from each department in the company to help you in your walker recruitment campaign. (Ask the president if you can send a memo to department heads asking them to designate a team captain for their area. Stress the fact that some departments may have an employee who is touched by mental illness in some way and that this person may make a good team captain).
- Attend, with as many Assistant Team Captains as possible, the pre-Walk Kick-Off Luncheon that will be held on Sat. March 19, 2005 at noon. Further information on organizing your team will be handed out at this meeting.
- After the Kick-Off 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's participation in the Walk.
  - Recruiting senior managers to sign up for the Walk first then publicizing the fact that they are supporting the event.
  - Holding a series of informational meetings for employees where a NAMI representative speaks and helps you recruit walkers.
  - Distributing walker fundraising pledge brochures to every employee with their paycheck or with a memo encouraging them to take part in the Walk.
  - Having the company offer incentive prizes for the walkers or departments that raise the most money.
  - Giving every walker who signs up for the Walk a company T-Shirt that they can wear the day of the Walk.
- Keep track of all the walkers that sign up for the Walk by collecting their registration forms, maintaining a master list of the employees and family members who will be walking as members of the company team.
- Plan activities (food, games, entertainment, etc.) for the day of the Walk that will make the day a truly special one for the employees and their families.

