

Business Team Captain “To Do” Timeline

7 To 9 Weeks Before the Walk

- Attend the Walk Kickoff Event for Team Captains and get your Team Captains’ instruction folder
- Complete the Team Registration/Goal Form in the team captain’s instruction folder and hand it in at the end of the Kickoff, or mail it in to the local NAMI office after the event. Start working closely with the staff person & volunteers coordinating the Walk to build your team
- Be the first in your company to sign up (register) for the Walk
- Schedule a meeting with the highest level manager you can reach (ideally the president or CEO!) and ask him or her sign up for the team and support your efforts to recruit employees (and their families) to participate in the Walk
- Send a memo to department heads (over the senior executive’s name, if possible) asking them to designate an Assistant Team Captain to work with you on the project.
- Hold a meeting for the Team Captains you recruit and develop a walker recruitment game-plan that includes departmental challenges, incentive prizes for top money raising walkers and departments, and an employee Walk/Mental Illness awareness PR campaign
- Make sure all the Assistant Team Captains you recruit join you in signing up for the Walk

4 To 6 Weeks before the Walk

- Schedule a team building kickoff event for employees and have an NAMI staff person or volunteer join you in presenting the program
- Send an team building announcement memo with a **NAMIWalks for the Mind of America** walker sponsor brochure to all employees
- Get permission from the senior manager who is supporting your efforts to buy team T-shirts for the team
- Sponsor a team a T-shirt design contest and invite all employees to participate
- Begin collecting walker registration forms and mail or fax them to the **NAMIWalks for the Mind of America** headquarters on a regular basis. (You can also register your walkers online.) Keep copies of the registration forms so that you know who has (and who hasn’t) signed up yet
- Begin sending team building progress reports to all your Assistant Team Captains and the employees who have signed up for the Walk

2 To 4 Weeks before the Walk

- Continue to collect and fax in the walker registration forms for your team
- Select the winning team T-shirt design and order enough team T-shirts for all of your walkers (You will probably have to estimate the number of shirts needed since walkers will continue to pre-register even after the shirts are ordered.)
- Continue to promote the Walk through memos, e-mails and newsletters
- Hold a special sign up day in the cafeteria with all employees registering for the Walk getting a free lunch or ice cream sundae

1 To 2 Weeks before the Walk

- Have final recruitment drive
- Continue to collect and send in walker registration forms
- Distribute team T-shirts to your walkers either a day or two before the Walk or at the Walk
- Send final reminder to all your walkers about the Walk
- **RELAX AND ENJOY THE WALK WITH YOUR FAMILY, FRIENDS AND COWORKERS!**