

NAMIWALKS for The Mind of America

Team T-Shirts Make The Team!

More than any other 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. They should be bright and colorful so 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 they are a conversation piece both during and after the Walk. Team T-shirts are (in effect) walking billboards for your company, organization or family team.
3. A great way for a company team of any type to develop a creative and unique design for its team T-shirt is to sponsor a T-shirt design contest for its employees.
4. Another great way is to tap the talents of the company's PR department staff, or the family's "in-house" artist/designer.
5. Good team T-shirt designs almost always include both the company or family's name and the name (**NAMIWalks for the Mind of America**) & logo of the Walk.
6. An especially 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.
7. Another important thing to remember about team T-shirts is that they are a very effective WALKER RECRUITMENT TOOL if publicized and promoted by the team captain prior to the Walk. **PEOPLE LOVE T-SHIRTS, ESPECIALLY COOL ONES!**
8. Although creative, unique team T-shirts are best, having a bland, uncreative 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 good at designing it next year!