

Our Movement. Our **Moment.**

#NAMICON19



**2019 NAMI
National
Convention**
JUNE 19–22 • SEATTLE

Your Event as an Advocacy Tool





What we are going to talk about today:

- How **engaging policymakers and community influencers** in your event can create meaningful *relationships that have lasting impact* for people affected by mental illness.
- Best practices of NAMI State Organizations and NAMI Affiliates who engage elected officials and mental health leaders in events and **gain their support and partnership.**



Why partner with *us/our* **Events**?

- Specific thing/time for partners to rally around
- Provide visibility for them (grow brand awareness)
- Provide audience for their message

Why do we want to partner with *them*?

- They help us further our **Mission**.
- Raise awareness/money.

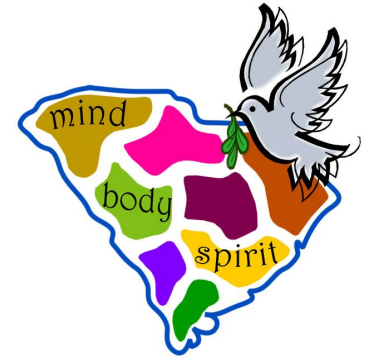
Why *NAMIWalks*?

- Lots of NAMIWalks examples, because this is what we've done for 17 years
- The ideas/themes we talk about will translate to other events.



5 Categories for Relationship Building

- Elected Officials
- Law Enforcement
- Community Partners
- Faith Community
- Media





Pay attention!

- How do we identify potential partners- how did they show up on our radar?
- How do we grow the relationship?



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ELECTED OFFICIALS





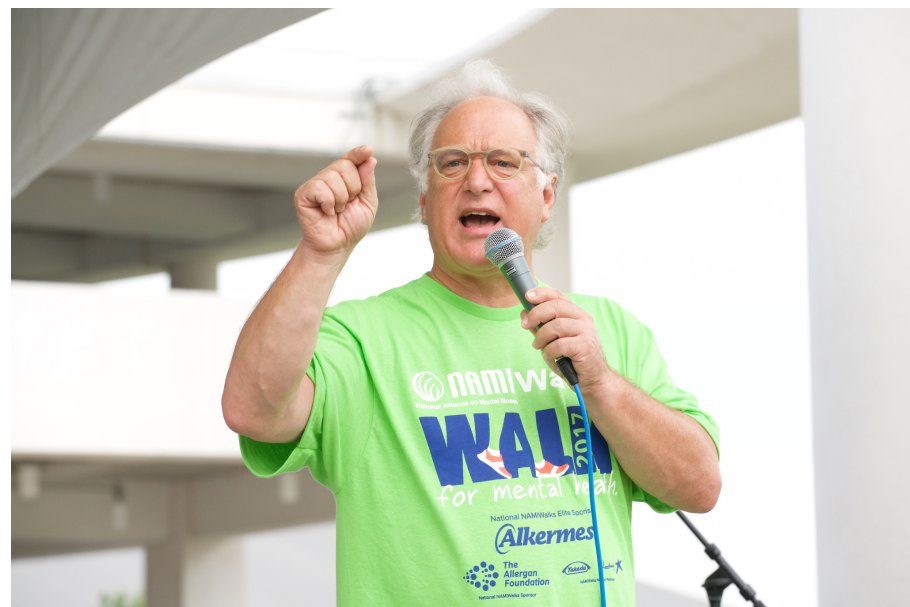
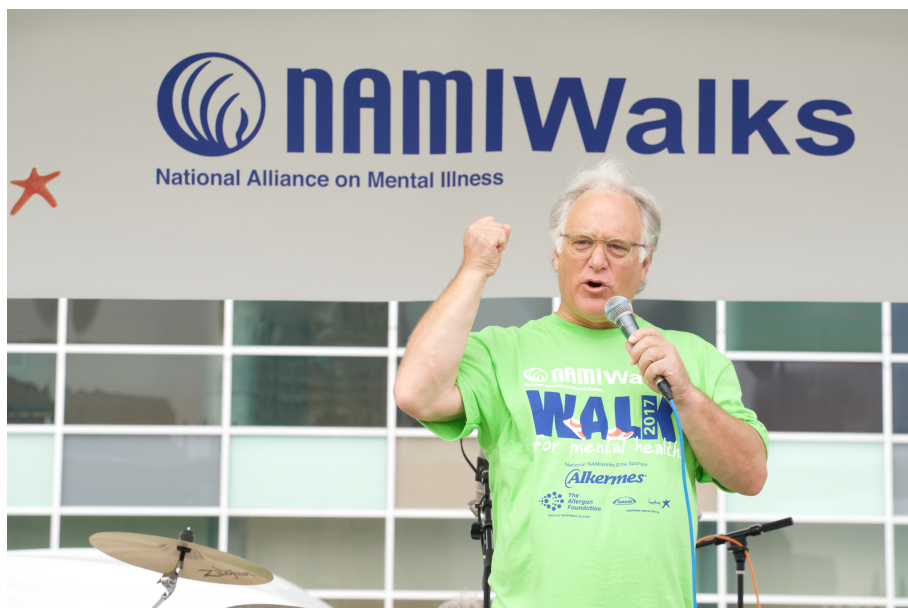
NAMI Los Angeles County

ED Brittney Weissman



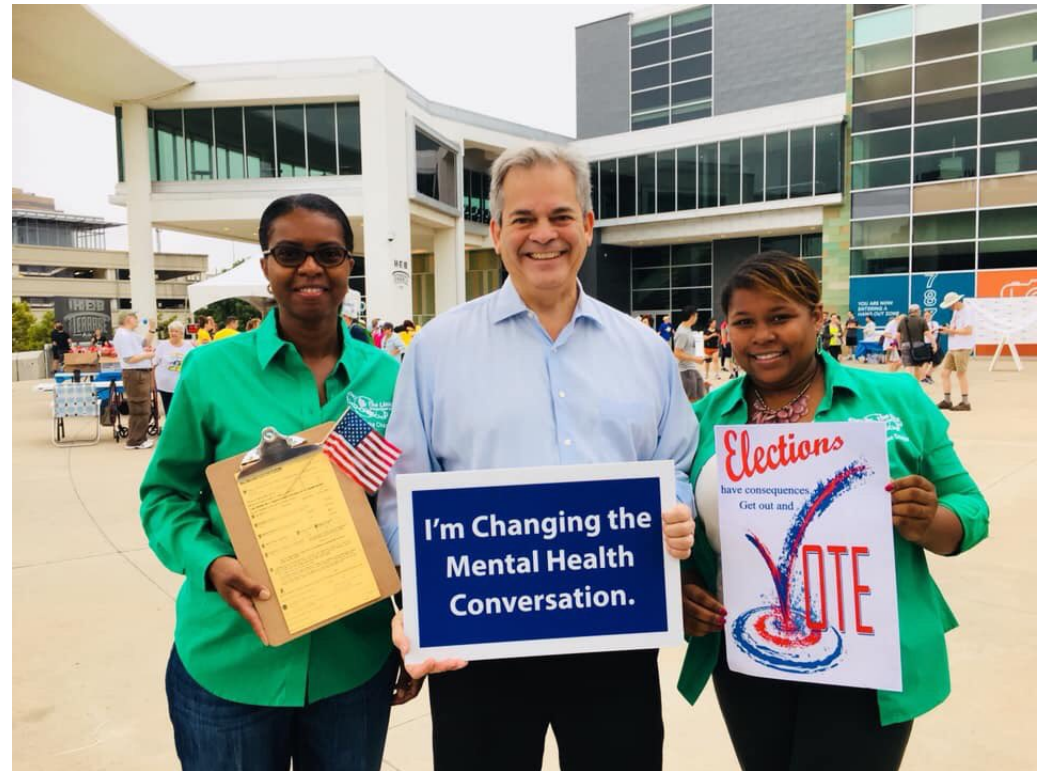


NAMI Central Texas





NAMI Central Texas





NAMI Sacramento



Darrell Steinberg @Mayor_Steinberg · May 4

Beautiful morning for the #NAMIWalk. Fighting the stigma that prevents honest discussion about mental health —one step at a time. @NAMISacramento



NAMI Mercer County

Hon. Dan Schuberth, Councilman

- Started as walk participant
- Spoke at Kick-Off Event
- Joined Board; became Walk Chair





NAMI Mercer County

Launched Team Robbinsville:

50+ team members - \$80K raised





NAMI Mercer County

Hon. Dan Schuberth, Councilman

- Leveraged position on council to:
 - Pass resolutions during MH Month
 - Declare township stigma-free
 - Inspire board to implement town-by-town strategy modeling this work
- And more!





NAMI Mercer County

Jay Redd

- Very connected in local politics
- Serves NAMI Mercer Board
- Creative social media campaigns
 - Orange Tux Jay
 - NAMIShark





NAMI Mercer County

Mercer County Government

- County Executive Brian Hughes endorsed walk; became Honorary Chair
- Built walk team – 11 years
- Announced Stigma Free Campaign at Kick-Off
- Led to council resolutions and mayoral proclamation





NAMI Mercer County

Mercer County Government Bridge lighting





Tips from NAMI Advocacy & Public Policy Team

How to Invite a Policymaker to an Event

- Who should I invite?
- How do I make the invite?
- What do I do at, before, during event?
- How should I engage w/ policymakers?

Being Non-Partisan

- Why does NAMI need to be non-partisan?
- Who must be non-partisan?
- Can I invite a candidate?



Hannah Wesolowski
Acting National Director of
Advocacy & Public Policy

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LAW ENFORCEMENT/ CIT





NAMI Central Texas

- Raised \$30,000 in last 2 years
- \$7,000 from “Beards for Charity”
- Sheriff is “walking billboard” for NAMI





NAMI Palm Beach County



PBSO employees who donate \$100 to NAMIWalks PBC get a day off.
In 2018 = **\$50,000**



NAMI Columbia County, OR

- “How can we help?” approach
- Walk funds help pay for CIT training





NAMI Greater Orlando

- NAMI/Mental Health Police car
- Walk is unifying moment for LEOs
- Walk team raised \$3,000





NAMI Georgia

- Passionate LEO officer challenged others to raise \$\$\$ for CIT
- Via walk teams
- Funds supported CIT trainings & materials
- Officers became NAMI members



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COMMUNITY PARTNERS





NAMI Washington

- Fairfax Behavioral Health
- Walk Title Sponsor (\$25K) & Super Team
- Employee BBQ
- NAMI in the Lobby
- Distribute each other's materials





NAMI Greater Toledo

- Harbor Behavioral Health
- Team with as many as 450 participants
- NAMIWalks Silver/Bronze level sponsor
- Fundraising team- including employees' family members
- Referrals in both directions





NAMI San Diego



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FAITH COMMUNITY





NAMI Central Texas





NAMIWalks Silicon Valley





NAMI Mercer County, NJ





MEDIA





NAMIWalks Johnson County, KS



Kara Day Ponder is with Ann Konz.

April 22

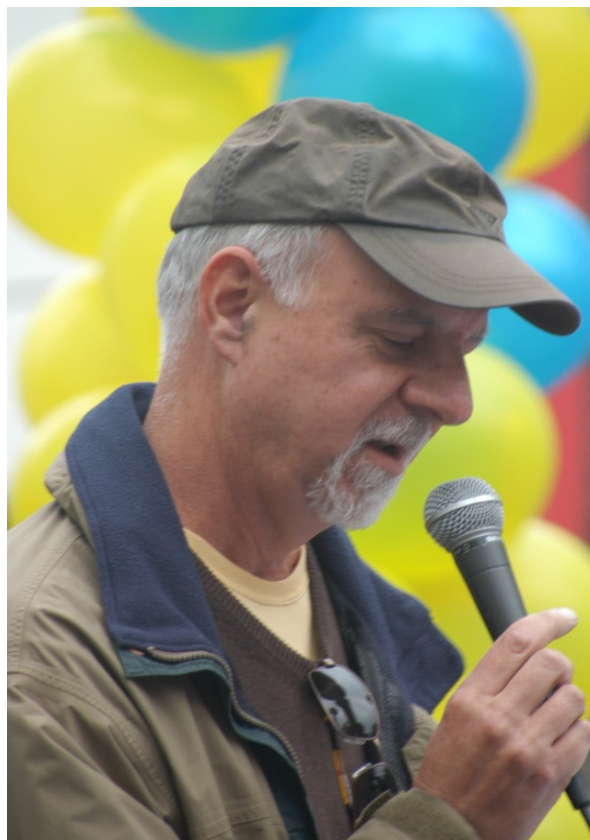
NAMI Johnson County, KS was on the news today in Kansas City! We have surpassed our goal from \$15,000 to \$30,660 and raising more than just money also awareness! #namijoco #curestigma



1 Comment Seen by 50



Steve Lopez- “The Soloist” & NAMIWalks Los Angeles County





NAMI Keystone PA

Michelle Wright, WTAE News

- Popular news anchor in Pittsburgh
- Emceed first walk
- Built relationship after that



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NAMI Keystone PA

Michelle Wright, WTAE News

- Brought media to pre-walk events
- News covered walk day
- Enabled us to educate her (+500K viewers) on mental illness



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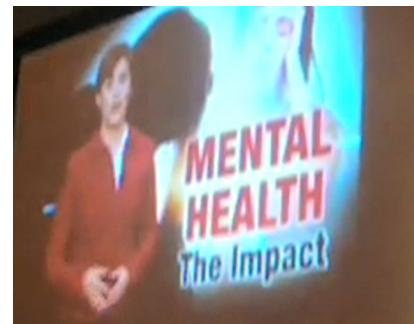
NAMI Keystone PA

Results

- Increased visibility for walk
- Produced First-ever 5-part series in Pittsburgh
- Connected us to other local reporters
- Produced a mini-documentary on mental illness and poverty



Only on 4: One on One with Brandon Marshall



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And The Award Goes To...





5 Categories for Relationship Building

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Please take a few minutes to give us your feedback about this session

There are **two ways** you can give us your feedback:

1. Download the NAMI Convention App and rate the session in real time:

App Download Instructions

Visit your App Store and search for the “Aventri Events” app. Download the app and enter Access Code: 778151 or scan the following QR Code:



2. You can also evaluate the session on your computer. Go to: www.nami.org/sessioneval, select the session and click “Rate This Session.”