

NAMI DIY Fundraising

DIY and Peer to Peer Fundraising Toolkit



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Welcome

Thank you for your interest in fundraising for NAMI, the National Alliance on Mental Illness. NAMI is the nation's largest grassroots mental health organization dedicated to building better lives for the millions of Americans affected by mental illness.

What started as a small group of families gathered around a kitchen table in 1979 has blossomed into the nation's leading voice on mental health. Today, we are an alliance of hundreds of local affiliates, state organizations and volunteers who work in your community to raise awareness and provide support and education.

Our Vision

NAMI envisions a world where all people affected by mental illness live healthy, fulfilling lives supported by a community that cares.

Our Mission

NAMI provides advocacy, education, support and public awareness to improve the lives of all individuals and families affected by mental illness.

Our Values

- **Hope:** We believe in the possibility of recovery and the ability to lead a fulfilling life.
- **Inclusion:** We embrace diverse backgrounds, cultures and perspectives.
- **Empowerment:** We promote confidence, self-efficacy and service to our mission.
- **Compassion:** We practice respect, kindness and empathy.
- **Fairness:** We fight for equity and justice.



Learn more about NAMI and our work at nami.org/About-NAMI.

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Fundraising for NAMI

NAMI is excited and honored you have chosen to help raise funds for our national office (EIN: 43-1201653). Creating a NAMI DIY (do-it-yourself) fundraiser is a fun, interactive way to support NAMI's mission. You can use your own unique skills, interests and creativity to raise donations for NAMI while encouraging friends and family to learn more about our mission and the importance of mental health.

With unique NAMI fundraisers across the nation, we can bring NAMI's mission and values to more people and communities. Together, we can make a difference.

Why Fundraise?

You may be thinking "I know why supporting NAMI is meaningful to me, but how do I communicate to others why supporting NAMI is so important?" Simply put, NAMI's work is important because mental health affects us all. Here are some facts to share:

- 1 in 5 U.S. adults will experience a mental health condition each year.
- Even though mental health conditions are extremely common, less than 44% of U.S. adults with a condition will receive treatment each year, and the average delay between the first symptoms of a mental illness and receiving treatment is 11 years.
- Suicide is the tenth leading cause of death in the U.S. and the second leading cause of death for people aged 10–34; the overall suicide rate across the nation has increased by 35% since 1999.

NAMI is working to improve these stats through education and support, public awareness and advocacy, but we need your support to continue our vital work.

Through your DIY fundraiser, you can fight stigma in your network and community. By speaking up, sharing your story, supporting a loved one and sharing why NAMI's cause is important to you, you drive the conversation forward and lead by example. Encourage friends and family to learn about the stigma against people living with mental health conditions and the warning signs and symptoms. With your support, we can help to change the conversation around mental health.



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How to Create a NAMI DIY Fundraiser

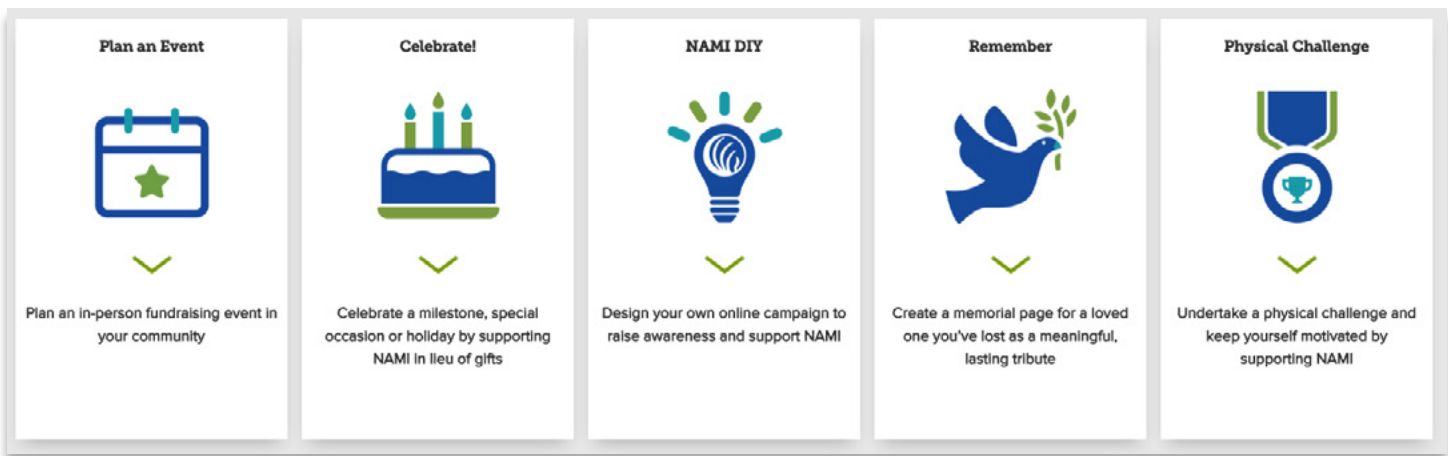
Step 1: Decide How You Will Fundraise

- Plan an event like a bake sale, concert, art show or party.
- Challenge yourself with hiking, biking, running or any other physical activity.
- Request donations to NAMI to celebrate important life milestones, like birthdays, graduations and weddings.
- Fundraise online using a [personal fundraising page](#).
- Donate proceeds of sales from your business (skip ahead to [page 11](#) for more information).
- Host a livestreaming fundraiser on social media (skip ahead to [page 11](#) for more information).
- Or anything else! You're in the driver's seat when you fundraise for NAMI. Contact us at donorservices@nami.org if you aren't sure where your idea fits in.

Step 2: Set Up Your Fundraising Page

The easiest way to fundraise for NAMI is with a personal fundraising page. You can set one up at nami.org/fundraise. With this page, you can collect donations that go straight to NAMI. Your donors will be pleased knowing that their gifts are tax deductible, and you'll get to rest easy knowing that there will be no work on your end to collect and send donations.

To get started, first select the type of page that will work best for you.



To make it as easy as possible, NAMI provides personal fundraising pages through our fundraising platform, Classy. Classy provides detailed support articles for all fundraising related topics [on their website](#), including all the information you need to [edit your fundraising page](#). Below we have included the basics to help you get started.

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Step 2a: Create Your Account

Create your page using your Facebook account or email and a password.

Getting a message that says you already have an account? Try the “reset password” link. If you continue to have issues creating and logging in to your account, reach out to us at donorservices@nami.org.

• •

Create an account

f Continue with Facebook

Or use your email

Email *

Enter your email address

Create password *

Create your password Show

8 characters 1 number
 1 letter 1 special character

By clicking I agree to the [Terms](#) and [Privacy Policy](#)

NEXT

[Log into your account](#)

POWERED BY *Classy*

Step 2b: Create Your Page

Set a goal. You can always change it later.

Add a headline (this is the title of your fundraiser).

Create a custom URL. This will make it easier for you to promote your page and for your supporters to find it.

Create your page

Set your fundraising goal *

USD \$ 500.00

Your Page's Headline *

My Fundraiser for NAMI 22/255

Set your Fundraising Page's Short URL (optional)

<https://donate.nami.org/MyFundraiser>

MyFundraiser|

It's okay to contact me in the future.

NEXT

[Oh wait, I've done this already](#)

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Step 2c: Customize Your Page

Before sharing your page, you can customize it to tell the story of why you're supporting NAMI.

Once you've created your page, you can log in at any time to make edits, share your page, thank your donors and track your progress. To edit your page, make sure you are logged in, and then click "Manage" in the upper right corner.



You will make your edits through your fundraiser dashboard:

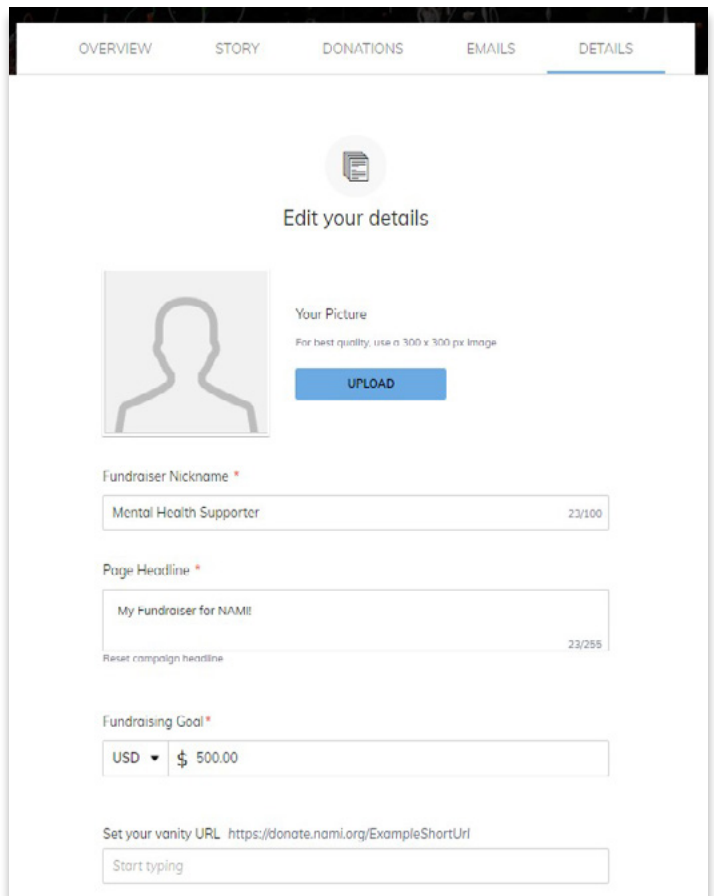
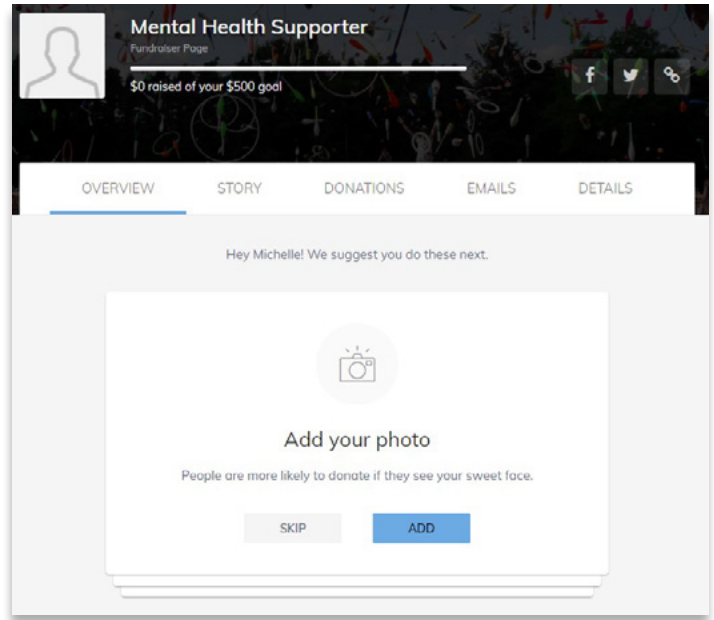
Story: Edit your story to share why you are fundraising for NAMI. Why is mental health important to you? What inspired you to support NAMI? This is your opportunity to share why your supporters should give to your fundraiser.

Donations: View a list of people who have donated to your fundraiser. You can even thank them right here on your dashboard.

Emails: Download sample messages you can use to ask for donations and thank your supporters after they donate.

Details: Make sure you check out the "Details" tab before sharing your page. This is where you can edit your photo, page title, fundraiser name, goal, communication preferences and change your custom URL.

[Click here](#) for more information about editing and customizing your page.



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Step 3: Share Your Page

Once you have customized your page, it's time to start fundraising!

Use the messages in the “Emails” tab of your dashboard to make it easy to draft emails, texts and posts linking to your fundraiser, or you can draft your own. Promote your fundraiser on social media to get the word out and share why you are supporting NAMI. Make sure your posts include a request to donate and to share your page.

Check out [this link](#) for more information about how to share your page.

When sharing your page on your social media accounts, be sure to tag [@NAMI on Facebook](#) and [@NAMICommunicate on Twitter](#) and [Instagram](#).

Connect Your Fundraiser to Facebook

Once you have created your fundraising page, you can use Classy for Facebook to duplicate your page on Facebook to reach a wider audience. From your fundraiser dashboard, click the “Facebook” tab to get started.

Once you have duplicated the page, and shared it on Facebook, your supporters will be able to give without leaving Facebook. The donations made on Facebook will be added to your fundraising page in real time. You can learn more about using [Classy for Facebook here](#).

Step 4: Thank Your Donors!

Once someone has donated to your page, it is important to thank them for their support.

Classy makes it easy to thank your donors:

- Comment on their donation in the activity feed of your fundraising page.
- Comment on their donation in your fundraiser dashboard.
- Use our default thank you message to quickly email your supporters from your personal email account.

Check out [this link](#) for more information about how to thank your supporters.

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Step 5: Wrapping Up Your Fundraiser

If you collected checks or cash donation offline, you must send them to NAMI for processing. Checks should be made out to NAMI or the National Alliance on Mental Illness. If you receive checks made out to you personally, write in the signature section on the back of the check, “endorsed to NAMI,” and sign your name. Cash can either be mailed as is or converted to a money order. If people who donated cash need a receipt for their contribution, please provide NAMI with the name and address of the donor(s) and amount donated by each person.



All donations by mail should be sent to:

NAMI
PO Box 49104
Baltimore, MD 21297

Step 6: Share the Story of Your Fundraiser

Your story is powerful. Your fundraiser could inspire countless of other people to fundraise for NAMI. Share your story with NAMI and the NAMI community in a variety of ways:

- [Submit your story](#) to NAMI’s Blog or Advocate magazine
- [Submit your story](#) to NAMI’s donor newsletter, NAMI Voice
- Share your story on social media and tag NAMI with [@NAMICommunicate](#), [#StigmaFree](#) and [#YouAreNotAlone](#)
- [Send photos](#) of your fundraiser to NAMI
- [Email us](#) and tell us how it went

“NAMI’s mission is so important to me as I travel along on my mental health journey.”

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Tips to Make Your Fundraiser a Success

Make the First Donation

Show your supporters your commitment to NAMI's mission by making the first donation yourself. Even a small donation shows how much you care. Donations of all amounts make a difference to NAMI.

Get the Word Out

Share your page with friends and family via multiple channels — social media, email, texting and calls — to make sure they see your message. Do anything you can to build awareness and share why supporting NAMI is important to you.

Personalize the Link to Your Fundraising Page

When you set up your page, be sure to set up a custom URL to make it easier for your supporters to find and remember your page. You can also update the URL at any time through your fundraiser dashboard.

Make It Personal

Tell your supporters why you are supporting NAMI. Whether you were inspired by disheartening statistics or you have lived experience, sharing why you are supporting NAMI will make a huge difference in motivating your supporters to give.

Integrate Your Fundraising Page with Facebook Fundraisers

This will allow your supporters to donate directly through Facebook without leaving the site, while still counting toward your overall fundraising goal. Follow the link above on [page 8](#) to learn how to set this up and start sharing.



More Ways to Fundraise

Donating Proceeds from Your Business

NAMI is honored to receive support from businesses who want to make sure their customers know that mental health is a priority for them.

Whether you wish to donate a portion of your overall profits annually, or hope to sell an item and donate part of each purchase to NAMI, there are just a few simple guidelines to follow, including:

- Refrain from saying that you are “partnering” or “working” with NAMI. We ask that you say you are “supporting” NAMI.
- Refrain from using NAMI’s official logo anywhere on your site or marketing materials. If you need a logo, you can download one of [these logos designed for our fundraisers](#).
- To the best of your ability, disclose to your customers the exact percentage or dollar amount of their purchase that is being donated to NAMI. For example, if you intend to donate \$1 for every \$20 purchase, be specific. Refrain from using vague language like “net proceeds/profits are donated to NAMI.”

Livestream Fundraisers

NAMI partners with Tiltify to make live-stream fundraising easy and fun. Tiltify integrates with Twitch and provides great tools for live-stream fundraising — like incentives, on screen alerts and team fundraising — all to help motivate your viewers to support NAMI. Check out [NAMI’s page on Tiltify](#) and set up a fundraiser today.



NAMI DIY Frequently Asked Questions

Why Is This Activity DIY and Not a NAMI Event?

NAMI officially hosts a few signature events throughout the year, such as NAMIWalks. DIY events are intended to give you support and resources to host your own independent effort. You may create an event that fits your personality, community and capacity. When you are promoting your event, you may title it “[Event], benefiting NAMI, the National Alliance on Mental Illness” to let people know that your event supports us. Refrain from using language that indicates you are “partnering” or “working” with NAMI on your event.



May I Use NAMI’s Logo and Information?

You may not use NAMI’s official logo to promote your own event. However, NAMI provides a DIY logo and guidance for giving your event that NAMI look. You can download the [logos here](#).

Is There Certain Language I Should Use When I Talk About Mental Illness?

Do not define anyone by a diagnosis or condition. Instead, use person-first language, such as, “a person with a mental illness.” It is important for us to fight to reduce stigma and maintain a positive, supportive tone. For more tips on how to write about NAMI, please see [NAMI’s Identity Guide](#).

Will NAMI Pay for Any Part of Our Event?

NAMI does not reimburse individuals for any expenses related to your NAMI DIY event. NAMI is not financially responsible for any staging or other event expenses.

When Do Funds from a NAMI DIY Event Need to Be Given to NAMI?

If you did not use a Classy fundraising page to collect your donations, please donate the proceeds from your event to NAMI within 30 days of the event. You can donate by mail at:

NAMI
PO Box 49104
Baltimore, MD 21297

Checks should be made out to NAMI.

You may also donate with a credit card at nami.org/donate or by calling 888-999-NAMI (6264).

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Are Donations Tax-Deductible?

Yes. Funds donated to NAMI are tax-deductible to the fullest extent of the law. NAMI is a 501(c)(3) non-profit organization. Be careful when securing your donations to make sure that the credit for that donation is correctly identified. For example, a payment will be deductible for income tax purposes to the individual or organization who wrote the check. If donations are made to an independent organization that then pays NAMI, then only the independent organization qualifies as the donor. Also, when checks are made to NAMI, they may not be used later for any DIY event expenses; NAMI will not pay back funds to cover the costs of your event.

Will NAMI Help Publicize My Event?








NAMI is unable to publicize your DIY events, but we do provide graphics, tools and resources to help you promote your event in your own way.

What Information Should I Include About NAMI?

Here is some information to let people who are unfamiliar with NAMI know who we are:

About NAMI

NAMI, the National Alliance on Mental Illness, is the nation's largest grassroots mental health organization dedicated to building better lives for the millions of Americans affected by mental illness.

-  Website: nami.org
-  NAMI HelpLine: nami.org/helpline or 800-950-NAMI (6264)
-  Twitter: [@NAMICommunicate](https://twitter.com/NAMICommunicate)
-  Facebook: facebook.com/nami
-  Instagram: [@NAMICommunicate](https://instagram.com/NAMICommunicate)
-  TikTok: tiktok.com/@nami?lang=en
-  YouTube: youtube.com/NAMIVideo

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Thank You So Much!

Your fundraiser helps NAMI continue our mission of providing education and support, awareness and advocacy so that we can build better lives for people affected by mental illness. NAMI's work is dependent on the support of individuals like you who fundraise, donate and raise awareness about mental health. From all of us at NAMI, thank you for all you are doing to support our mission!

Please view [a personal message from our CEO](#) thanking you for your support.



If you have any other questions about fundraising for NAMI, check out nami.org/fundraise or email us at donorservices@nami.org. We are here to help.