

Walker recruitment email:

Subject: Stepping Towards Hope & Wellness

Walkers unite. NAMI Connecticut Walk season is here and this year will be the 17th Annual Walk. The event will take place May 16th at Bushnell Park in Hartford. [or insert Sherwood Island in Westport]

We have a great reason to walk: the funds raised will help continue NAMI Connecticut's life-changing, no-cost support and education services for people and to work towards a stigma free society.

As you may know, 1 in 5 people are affected by mental illness. The Walk is a chance to help raise awareness about the need for mental health services and to address the stigma and discrimination associated with mental illness.

Our Team goal is to raise [\$xxxxx]. The overall Walk goal is \$180,000.

To reach that goal, we need you to join our Team [xxxxx] to fundraise and walk.

Can we count you in?

To register and join our Team, go to [team page link]

[NAME]

[Team Name]

[Email]