



I'm signed up to be a Team Captain...Now what do I do?

- ✓ Give a walk event brochure to as many co-workers, family members, neighbors and friends as possible to help spread the word about this important event. Encourage them to register online at <http://bit.ly/walks2020> . For those who choose not to register online they can fill out the brochure to hand in with their donations. Make sure they sign the waiver!
- ✓ If you have a workplace team, try to send a memo or email about the WALK to every employee in your company or organization. The memo should come from the highest level senior management that you can persuade to sign the memo (Don't be shy it's for a good cause!).
- ✓ Create your team T-shirt to help your team stand out and build unity on Walk day. There will be a contest and a prize awarded for best Team t-shirt.
- ✓ Emphasize to your walkers the importance of personal fundraising. Let them know that the most effective way to raise money for the Walk is through a letter-writing or email campaign to everyone they know. Give them examples, including your own letter.
- ✓ If you can, offer incentives (prizes, etc.) to encourage people to sign up and raise money for the Walk. Workplace Team Captains should especially try to do this since businesses often have the financial resources to offer such incentives.
- ✓ Communicate regularly with your Walk Team, letting them know what Team members are doing, who the top fundraisers are, who wrangled a fantastic in-kind donation, etc.
- ✓ Do all you can to show your Walkers how much their support is appreciated and to make the Walk FUN! This might include things like having a pre or post Walk dinner, party or barbeque.
- ✓ Ask the NAMI Connecticut office for Team building and fundraising advice, encouragement, and support. We are here to help.
- ✓ After the Walk, share with your Walkers how much your Team and the Walk overall raised for NAMI Connecticut. This information may be sent with a card, a letter, a Team photo taken the day of the event, or anything that clearly says to the Walker their fundraising success was appreciated and helped raised the necessary funds to support NAMI Connecticut's programs and initiatives.