Welcome Team Captains!

Thank you for joining the 2020 Virtual NAMI Connecticut Walk!

You make it happen and we can't thank you enough.

Because we care about the health and well-being of our community, to limit possible exposure to communicable diseases, such as COVID-19, our 2020 NAMI Connecticut Walk will become a virtual event.

Virtual events happen all the time and you will be supporting our cause to help those in our community and bring awareness about mental illness. With your help this will be a fun and interactive online event but will also keep us safe through social distance not social isolation...Socialize and communicate via the net.

If you haven't already started, today is the day to create your team, grow your team, and solicit donations. Use your personal or team pages, social media and email to encourage family, friends, co-workers and neighbors to sponsor you no matter where they live.

You can simply walk, run, treadmill, hoola-hoop, jump, bike in or around your home, anything one person can do by themselves or that a family can do together.

Our programs and support rely on funding we receive through the Walk and you and others like you make the Walk a success. We hope this "tool kit" will help make your efforts as easy and successful as possible! People's lives are changed by what you do.

You can always contact your Walk manager, Iris Alamo, in the NAMI Connecticut office at: 860-882-0236, or ialamo@namict.org to help you directly with any questions or concerns you may have.

Here are some fast facts:

- Average Walk Team has at least 5 members
- Average Walk Team raises $1,159
- Every dollar raised funds our education programs and trainings

This kit is designed to provide you with tools to make your team's experience fun, successful and rewarding. Whether you're joining us as a Captain or a team member, you'll be playing an important role in making this year's Walk exceed all expectations!

<u>**Team Captains:**</u>
One of our main responsibilities is to support you in your efforts as a Team Captain. We're here to do everything we can so you and your team are successful. Because when you're successful, people's lives can be changed.

As a Team Captain, your main responsibility is to motivate and encourage others to join your team and ask for donations. There are no limitations regarding who can join your team, so be sure to invite friends, family, neighbors, co-workers… anyone who cares about mental health and helping people in the community. Once your team is in place, you will then act as a key liaison between your team members and the Walk managers.

Step 1: Register

We've worked to make the registration process as simple and quick as possible. Give us your feedback!

Register online and create your team by visiting http://bit.ly/walks2020
For questions about registration or team creation contact either Iris at ialamo@namict.org.

Step 2: Set Goals and Fundraise

Fast facts:

- Those Team Captains who set a fundraising goal do better than those who don't
- The goal should be something you think you can reach but is still a stretch. And remember we're here to make you successful!

During the registration process, you will be asked to set a team goal. We encourage Team Captains to set a dollar goal for your team. Share your goal along with your enthusiasm and excitement with your team so you can work together to reach your fundraising goal.

Step 3: Recruit Team Members
Once you have registered, use your personal walk page as well as the team page on your dashboard to recruit team members.

One important thing to remember, whether you are recruiting team members or fundraising, is to TELL PEOPLE WHY YOU'RE A TEAM CAPTAIN – IT'S IMPORTANT THAT PEOPLE KNOW YOUR STORY. Use your reason as part of the invitation to recruit additional members. There is a section on your personal page and team page where you can tell your story.

Then, JUST ASK! Recruit your family, friends, co-workers and neighbors to join your team. When you find new team members, encourage them to invite their own family, friends, co-workers and neighbors. There is no limit as to how many people can join your team, and you will be surprised at how quickly your team can grow!

Initiate Online/Digital Fundraising

You have registered online and created your team by visiting http://bit.ly/walks2020 . Now you have access to your Fundraising Dashboard. Your dashboard provides all of the tools necessary to recruit and fundraise. Once you log into your account after you register, you will be directed to your dashboard. Here you will be able to navigate and customize your preferences. You will see tabs down the left hand side that say:
- Share Event – Share via email, Instagram, Facebook or Twitter
- My Donations – View your total raised online and offline (entered by staff), update goal
- Resources – Download toolkit and sample emails
- My Registration – Update profile, change permissions, view earned badges
- Our Team – View Team stats, update goal, ask others to join.

You will also see an "Edit My Page" and "Edit My Team Page". Set up your unique personal Walk web page within your dashboard. Follow instructions on your page to personalize your information including why you are walking and what it means to you. People want to be inspired. So share stories that inspire people to support your cause, and share them as widely as possible with your networks.

During this Walk campaign, you will be able to earn participant and team badges to show your supporters your progress and enjoy some friendly competition with other teams!

Participant Badges:
Fundraising Achieved: Awarded to anyone who reaches 100% of their goal
Top Fundraiser: Awarded to anyone who raises the most funds for their event.
Profile Completed: Awarded to anyone completes their profile.

<u>Team Fundraising Leader Award</u>: Awarded when a Team Member raises the most funds for their team.

<u>Most Donors</u>: Awarded when anyone gets the highest number of donations.

Team Badges:

<u>Team: Fundraising Achieved</u>: Awarded when a Team reaches 100% of goal.

<u>Team: Top Fundraiser</u>: Awarded when a Team raises the most funds for their event.

<u>Team: Most Donors</u>: Awarded when a Team gets the highest number of donations.

In the next section of this tool kit, you will see snap shots of what your dashboard will look like. The main header photo will remain the same for everyone, but you will be able to add your own profile photo.
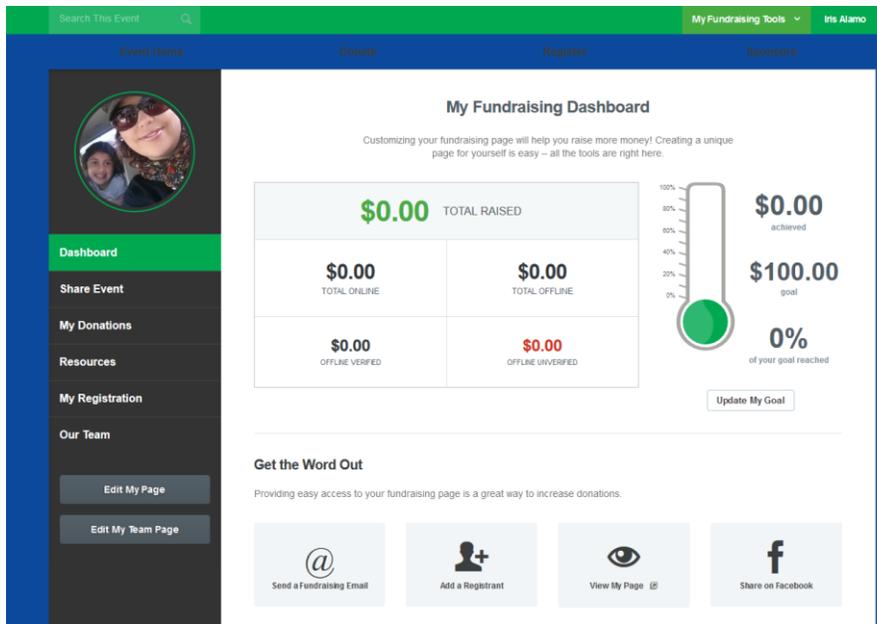
The first area on the left contains your guide to view your progress, share your page, edit your page or your team's page, review/edit your registration and check on team stats.

You can also send emails, recruit team members and share on social media.
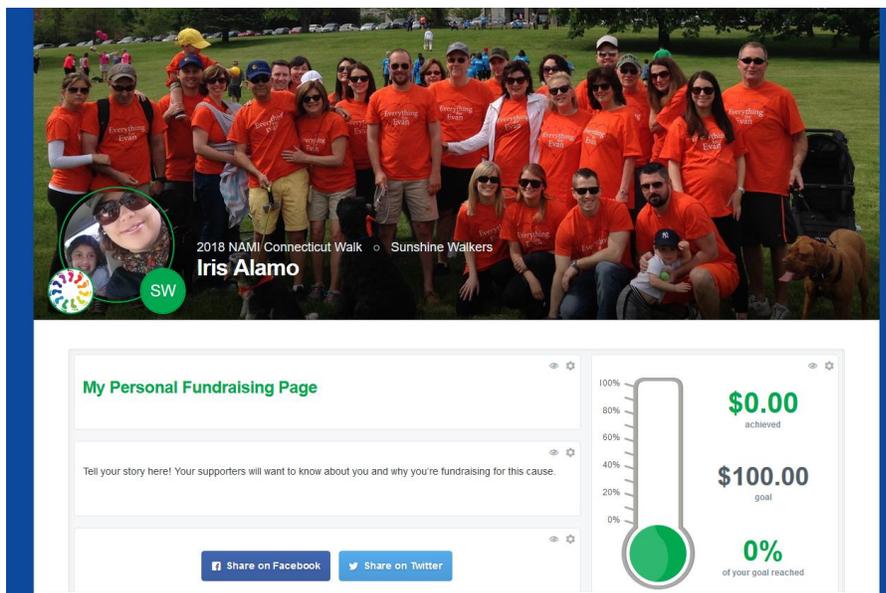
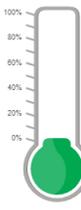Click on Edit My page to add your personal story and your avatar image associated with your fundraising page.

As a Team Captain, you're able to edit your personal page and your Team's page with text and images.

Sunshine Walkers [Change Team Name]

$20.00 TOTAL RAISED

$20.00	**$0.00**
TOTAL ONLINE	TOTAL OFFLINE

$0.00	**$0.00**
OFFLINE VERIFIED	OFFLINE UNVERIFIED

$20.00 achieved

$1,000.00 goal

2% of your goal reached

[Update My Team's Goal]

Your Team's Recruitment Goal

Set a goal to recruit new fundraisers to your team. Recruiting more people can help you raise more money so you can reach your fundraising goal faster!

1 registered

0 goal

0%

[Update Our Recruitment Goal]

SW

[View Team Page] [Ask Others To Join]

[Change Teams] [Leave Team]

Sidebar navigation:
- Dashboard
- Share Event
- My Donations
- Resources
- My Registration
- Our Team
- Edit My Page
- Edit My Team Page

Team Information | **Team Badges**

My Team Donations | My Team Members

From	Date	Type	Amount	Payment	Status	
Iris Nazario	12/06/17 6:42 pm	Online	$20.00	Visa	Verified	✉

The "Our Team" tab allows you to view, edit and ask others to join in one click…

It also has team information and team badges earned from updating your profile to fundraising progress.

Send an Email

Email Management

1. ⊗ Send a Custom Fundraising Email

2. **Email Information**

Email Title *required*

This will help you organize your fundraising emails; recipients will not see this title

Start with an existing template?

Choose Template ▾

Subject *required*

Your Message *required*

[editor toolbar: Source | B I U S x₂ x² | Format Font Size A A]

From:
Iris Alamo (iris777@cox.net)

To:

Send to These Addresses   Separate addresses by comma

This email will be sent to **0** people.

Need a custom list? Manage Email Lists

Select Mailing Lists

Select list(s)...

Import Additional Addresses

☐ Add my email address as a recipient

When Should We Send This Email?

◉ Immediately

○ Goal Percentage Reached

○ Send on specific date

○ Periodically

Save & Preview Email   Save As Draft   Cancel

Navigate to the Share Event tab to create a personalized email to send to your friends, family, co-workers, team members, and potential donors – near and far, ANYONE! Use this email center to recruit!

Dashboard
Share Event
My Donations
Resources
My Registration
Our Team
Edit My Page
Edit My Team Page

Looking for even more tips? Here are a few easy recruiting ideas to get your team building efforts off the ground:

- **Make a List of possible team members –** Invite anyone and everyone to join your team. Once they have signed up, ask them to invite others to join as well. There is no limit to the size of your team and you can keep growing your team right up until Walk Day!

- **Spread the Word** – Create a virtual team (or walk where you are without one) Email, text, or call family, friends, co-workers, and neighbors to ask them to donate to you or your team. Click here for a sample email. Share a link to your walker or team page on social media using #NAMICTWALK2020. The weekend of May 15 to 17, share photos and videos of your walk on social media. Use the #NAMICTWALK2020 and we will share your photos and videos on our social media too.

- **Kickoff Party –** Host a virtual party or family gathering using an online service like Zoom, Webex, Google Hangouts or Facebook Messenger, to name a few—to sign up team members! This a great way to share information about the Walk and your reasons for participating. (Did you or a family member/friend benefit from a support group or NAMI Education program or training?) With everyone in the room, it will be easier to ramp up the excitement and get people registered right then and there.

- **Enjoy! –** Remember, your most powerful resource when recruiting team members is your reason for joining the Walk as a Team Captain and your enthusiasm for helping other people in need. If you're excited to get started then others will be ready and eager to join you.

MORE TIPS to help build your team...

• Encourage your team members to register online using the link provided to them in the recruitment email that you will send out from your dashboard on your team page. As a Team Captain you can also add registered team members through your dashboard by clicking on the "add a registrant tab".

• Distribute copies of the Sample Fundraising Letter and Email to team members and encourage them to send it out to their family and friends. Copies of the samples can be found in your dashboard under the Resources Tab. Email is fast, inexpensive and an easy way to get the word out and raise dollars!

• Motivate and inspire your team by forwarding the email updates you get from NAMI Connecticut or make weekly phone calls with the latest event information, fundraising ideas or team success stories. Keep your team in the loop; let members know how the fundraising is going.

• Work with NAMI Connecticut to challenge another team to see who can recruit the most members or raise the most money. Friendly competition is always a fun way to help keep your team motivated!

How to Raise $250 in a Week
All you have to do is ASK!

Day 1	Sponsor Yourself	$30
Day 2	Ask 3 Relatives for $20	$60
Day 3	Ask 6 Friends for $10	$60
Day 4	Ask 5 Co-workers for $10	$50
Day 5	Ask 5 Neighbors for $5	$25
Day 6	Ask your Spouse or Partner	$25
Day 7	CELEBRATE YOUR SUCCESS!	$250

Plus, don't forget to use the online fundraising tools to increase your chances of success!