

## How to Recruit NAMIWALK Team Captains

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First, Don't Panic! Just think for a moment what a difference it will make someday when people start treating Mental Illness like any other major disease. When we can talk openly about Bi-Polar and Schizophrenia like we do all the various types of cancer. That is what the NAMIWalk is all about, getting rid of the Stigma surrounding Mental Illness.

To do that though, we need your commitment as a NAMIWalk Committee Member. So here are some helpful hints for getting you started:

- ☑ Set goals for the number of Team Captains you want to get for your Affiliate and the total amount that you want to raise. Make sure everyone on the Committee writes it down in big letters and places it on their refrigerator or some other location where they can't miss it.
- ☑ Brainstorm a list of people that you would like to ask to be Team Captains.
  - NAMI Family-to-Family Graduates
  - Supportive Community & Business Leaders
  - Mental Health Workers
  - In Our Own Voice Presenters
  - Peer-to-Peer Instructors
  - Family Members and Close Acquaintances Who are Familiar with NAMI
- ☑ Write down a couple of sentences, in your own words, for what you want to say to people when you make your first pitch for them to be Team Captains.
- ☑ Work your way down the commitment ladder. If someone doesn't want to be a Team Captain, ask them to be a Walker on your team to raise money, or see if they would just be willing to walk in the event to show their support. If they can't do that, then ask them if they would be willing to donate to the NAMIWalk.
- ☑ Schedule meetings with your Team Captains to help them with their efforts. Discuss ideas for how to recruit Walkers and the different ways to raise funds.
- ☑ Remind them to come up with a Team Name and T-Shirt Design. This can be a lot of fun and they could win a prize.
- ☑ Don't wait until the last minute. Pace yourself. Dedicate and schedule a few minutes each day to make calls and visit with people about becoming a Team Captain.
- ☑ Keep good records for who you are signing up as Team Captains, getting names, addresses, phone numbers and email addresses so fundraising kits and other information can be sent out to them.
- ☑ Plan for a Pre-Walk luncheon/dinner to get as many Team Captains together as possible to share ideas and provide encouragement.

**And most importantly – HAVE FUN!!!!**

**Fight the Stigma → Build Recovery**