



# Team Captain Instructions

So, you “Volunteered” or were talked into being a Team Captain. Congratulations! Now what do you do?

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 Team Captain. So here are some helpful hints for getting you started:

- Set goals for the number of Walkers you want to get on your Team and the total amount that you hope your team will raise. Write it down in big letters and place it on the refrigerator or some other location where you can't miss it.
- Target the people that you definitely would like to ask to be on your team.
  - You and your spouse or significant other
  - Your children
  - Parents & grandparents
  - Brothers and sisters and brothers & sisters-in-law
  - Cousins, aunts & uncles
  - Your closest friends
  - Neighbors
- 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 Walkers on your team.
- Work your way down the commitment ladder. If someone doesn't want to be on your team as a Walker to raise money, 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 Walkers to discuss ideas for your Team Name and Team T-Shirt Design. This can be a lot of fun and you could win a prize!
- Discuss fund raising efforts when you get together, what is working, what isn't and who you have been approaching.
- Don't wait until the last minute. Pace yourself. Dedicate and schedule a few minutes each day to make calls, write letters, send emails and keep your efforts moving forward.
- Keep good records for who you are signing up as Walkers or for donations, getting names, addresses, phone numbers and email addresses.
- Be sure to remind your Walkers that to qualify for the NAMI **\$100 Hero** T-Shirts given out on the day of the NAMIWalk, they must raise at least \$100.
- Plan for a Pre-Walk dinner to give out your Team T-Shirts before the Walk and check how everyone is doing. Plan a Post-Walk BBQ or other event to celebrate your successes.

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

**Fight the Stigma → Build Recovery**