



# Step Forward for Mental Health Walk **Team Captain Guide**



# Step Forward for Mental Health Walk 2017

Saturday, August 12  
Harbor Lawn at Waterfront Park



## Team Captain How-To Guide

Congratulations and thank you for Stepping Forward for Mental Health!

The commitment you just made will help more families and their loved ones feel supported during their darkest hours. The funds you help raise will directly result in more education, advocacy, and support about mental health issues. And, we cannot do without you.

This kit is designed to help you lead a successful fundraising team.

**Your role as a team captain is simple:**

**To recruit people** – friends, family, co-workers and associates – **who will join** your Walk team and help raise money for NAMI Louisville. You will also serve as a liaison between the Walk's staff and your team participants. You will receive frequent communication, tips and tools you can use to accomplish your goals.

### Step 1: Register Online/Set Goals/Create a Team

The first step is to register online at [www.namilouisville.org](http://www.namilouisville.org). Once on our site, click on the Step Forward for Mental Health button. Click Register or start a team. It will take you to the Registration page, where you will select the Adult Walker or Student & Kid registration button on the Ticket step. (Kids and students can also be captains, with their parents' permission.) Then, follow the registration prompts.

On the Registration step, mid-way through the page, you will be asked if you want to Create or Find a Team. As a Team Captain, you want to select Create a Team. A pop-up box will come up and that is where you can create your team name. Right then and there, you can invite friends and families to join your team, but you can do that later, as well. (See Step 2 for additional recruitment tips.)

On the Registration Complete page, you will see a box that says View My Page. Click that to access your portal. Here you will be prompted with some options to add a profile picture, a story, making your own first donation, sharing to social media and so forth.

**Pro Tip:** Consider choosing a team name that honors or celebrates a friend or loved one with mental illness. If you are a Team Captain at a company, consider a team name that is a fun representation of your department, maybe even boastful to inspire some friendly competition against another team at your company.

### Team Captain Steps at-a-Glance

*Step 1: Register Online/Set Goals/Create a Team*

*Step 2: Recruit Team Members*

*Step 3: Communicate*

*Step 4: Fundraise*

*Step 5: Celebrate!*



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**Please note:** registering to walk for the event and donating are two separate actions. You will also be prompted to make a donation, and to ask others for a donation.

**Pro Tip:** It is usually a good idea for the Team Captain to demonstrate how important NAMI Louisville is by making the first personal donation for the team. It inspires the team members to follow suit.

Each of your team members will have the opportunity when they register to also create their personal fundraising page and send the link to their friends, family and co-workers, too.

## *Team Fundraising Example*

*The funds that your team members raise contribute not only to their personal goals (they set a personal goal, too) but also to your overall team goal.*

*In other words, let's say you set a Team Fundraising Goal of \$1000.*

*You may have also set a personal fundraising goal of \$250.*

*Then you recruit 10 team members (in addition to yourself) who each set a \$250 fundraising goal also.*

*They are donating themselves or raising from friends and families.*

*Together, your team will have raised \$2750, far surpassing (yea!) your team goal of \$1000.*



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## Step 2: Recruit Team Members

You will need to be inside your page to recruit more team members, after your initial set-up.

Once you have created your page, there are a few ways to access it again. You will receive an e-mail from Everyday Hero, the software platform, with a link to your account. Click that, then click on your fundraising team. (If you have ever done another fundraiser with Everyday Hero and used the same e-mail address for your account, it will show up there, too – make sure to click the correct one.) Or, you can click back to the Registration Page for the Walk, and go to the bottom where you will see the My Registration button – you can sign in there.

On the right hand side of your page, underneath your story (if you put one in there), it will ask you to Visit Team. Click that and it will take you to your team page. On that page, you can click the brown button that says Invite Friends. It will prompt you to invite your friends and send them a personal message with the invitation. Personal messages really increase the chance that your friend will join.

If you prefer to send an e-mail through your e-mail program, and not through the website, simply cut and paste the link into your e-mail and send the note from there. To get the link, copy the url address in the search bar at the top of your screen, and paste it into your e-mail.

Once you have recruited 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 how quickly your team can grow. All you have to do is ASK and the worst that can happen, is that they would say no.

You will get an e-mail notification when someone joins your team.

You will see all the people on your team when you are on your Team Page.

**Pro Tip:** People love to feel appreciated. When someone joins your team, personally and publicly acknowledge them in some way. Even better, tag them on your social media.

### *Who Makes a Good Team Member*

- *Friends*
- *Family*
- *Co-workers*
- *Neighbors*
- *Contacts who you've supported in the past*



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## Step 3: Communicate

- Motivate and inspire your team by sending weekly e-mail updates or making weekly phone calls with the latest event information, fundraising ideas or team success stories.
- 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!
- Host Your Own Kickoff Party – Host a party or family gathering to sign up team members! This is a great way to share information about the event and your reasons for participating.
- Tell Your Personal Story – The friends and other folks you have recruited to join your team joined because they like you and they want to help you. They will be even more motivated when they understand why NAMI Louisville is so important to you personally. Share your story and share often.

## Step 4: Fundraise

To recruit donations, you will need to be on Your Page on the back-end, where you had to sign in using your user name and password. Click the blue SHARE button at the bottom of the banner photo. This will give you an option to share via social media, your e-mail, cutting and pasting your link and so forth. Donors can make a gift right to your page via their credit card.

If for some reason, you collect offline donations – meaning someone physically hands you cash or a check and doesn't do it through the link from your page – you can enter them on your page to count towards your total. Once on your actual page, on the right hand side of your page, you will see a section called Offline Donations. Underneath that in blue is Add Offline Donations. Click that to enter cash and check donations for each gift. You will need to mail those gifts to the NAMI Louisville office at 708 W. Magazine Street, Suite 144, Louisville, KY 40203. Checks should be made payable to NAMI Louisville.

### Here are some other pro tips

- Use the "Raise \$250 in One Week" chart to raise funds for your own goal, and encourage your team members to use the same chart.
- Find out if your corporation has a matching gift program. Matching gifts are a quick and easy way to double or even triple your donations. Encourage your donors and team members to check with their company policies as well.
- Hold a fundraising event to benefit your team. The sky is the limit when it comes to creativity and can include events such as: garage sales, dog washes, car washes or bake sales.
- See the Top Nine Fundraising Ideas document on the NAMI Walk homepage for more ideas on how to fundraise.



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## Step 5: Celebrate!

Everyone loves to celebrate their accomplishments. Be creative and help celebrate your team's success. Maybe offer to take everyone out for dessert, or offer to do something funny (wear a hula skirt for a day?) if your teams reaches the goal. **The key is to have fun with all of this.**

## How Each Team Member Can Raise \$250 in One Week

<b>DAY 1</b>	<b>SPONSOR YOURSELF</b>	<b>\$30</b>
<b>DAY 2</b>	<b>ASK THREE RELATIVES FOR \$20</b>	<b>\$60</b>
<b>DAY 3</b>	<b>ASK SIX FRIENDS FOR \$10</b>	<b>\$60</b>
<b>DAY 4</b>	<b>ASK FIVE COWORKERS FOR \$10</b>	<b>\$50</b>
<b>DAY 5</b>	<b>ASK FIVE NEIGHBORS FOR \$5</b>	<b>\$25</b>
<b>DAY 6</b>	<b>ASK YOUR SPOUSE OR PARTNER</b>	<b>\$25</b>
<b>DAY 7</b>	<b>CELEBRATE YOUR SUCCESS!</b>	<b>\$250</b>