



# Step Forward for Mental Health Walk 2017

Saturday, August 12  
Harbor Lawn at Waterfront Park



## Walk at Your Own Pace Virtual Fundraising Program

### Virtual Walker/Fundraiser

A Virtual Walker/Fundraiser is somebody who wants to fundraise for NAMI Louisville but won't actually be present for the Step Forward for Mental Health walk itself. Virtual Walkers/Fundraisers want to use their talents and passions to raise awareness and funds in their own ways, but use the walk software as a vehicle to do so. The donations they collect contribute to the overall success of the Walk fundraiser event.

### Introducing the "Walk at Your Own Pace" Virtual Fundraising Program

#### Getting Started

To "Walk at Your Own Pace", simply go to the NAMI Louisville walk site at [www.namilouisville.org/stepforward](http://www.namilouisville.org/stepforward). Click on Register or Start a Team. Then click the registration button for the Fundraiser Only option. From there, you will be asked to sign-up with an app or your e-mail and agree to the terms. You will be prompted for additional information during the next steps. On the Registration Complete page, you will see a box that says View My Page. Click that to access your personal portal. Here you will be prompted with some options to add a profile picture, a story, make your own first donation, share to social media and so forth.

To recruit donations, 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.

#### Walk at Your Own Pace Ideas

There are several of ways to "walk at your own pace." And, in fact, the more fun and unique, the better. You can set a specific day or time for your project or event, or you can do it over a longer period of time.



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It will all depend on what you want to do. Please let the NAMI Louisville office know what you plan to do by e-mailing [namilou@namilouisville.org](mailto:namilou@namilouisville.org) and cc'ing our Walk Manager at [miller@pepperltd.com](mailto:miller@pepperltd.com).

Please share pictures with us or post directly on our NAMI Louisville Facebook page. Everybody will be excited to see what you are doing.

Below is a list of ideas to get you started, but please, feel free to create a fundraising idea that works for you.

## Workplace Fundraising Ideas

- Donate to earn Casual Friday
- Chili Cook-Off
- Bake Sale
- Penny Wars between departments
- "Pay" for office coffee
- Potluck Lunch
- Auction
- Office Garage sale
- Car Wash
- Karaoke at Lunch?
- Pay to Win a Day-Off, Premiere Parking, Etc.
- Office Carnival with Minute-to-Win It Games (Buy tickets)
- Offer Clients A Discount Who Donate or Start a Walk Team
- Donate 10% of your sales one day

## Friends and Family Fundraising Ideas

- Donate Mary Kay, Avon, Thirty-One, Norwex, Nerium, etc. proceeds
- Garage Sale proceeds
- Forego daily specialty coffee and donate money saved for a week
- Empty your change jar
- Instead of birthday or anniversary gifts, have friends donate to your team
- Reward Jar for accomplishing other goals – i.e. donate \$5 for every pound you lose
- "Naughty" Jar – i.e. donate \$5 for every cuss word you use
- Make it a family affair – ask your child to donate their allowance one week