



Team Captain Handbook

NAMIWalks NYC
May 8th, 2010 --- South Street Seaport



Who: *You and your team!*
What: *Walking in NAMIWalks NYC*
When: *May 8th, 2010, 9 am*
Where: *South Street Seaport, NYC*
Why: *to help put an end to the stigma surrounding mental illness!*

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Millions of Americans are affected by mental illness, yet remain untreated or under-treated for their conditions. Learn the facts about mental illness.

Mental Illness: *Facts and Figures*

One in four adults—approximately 57.7 million Americans— experience a mental health disorder in a given year. One in seventeen lives with a serious mental illness, such as schizophrenia, major depression or bipolar disorder 1, and about one in ten children have a serious mental or emotional disorder.

About 2.4 million Americans, or 1.1 percent of the adult population, lives with schizophrenia.

Bipolar disorder affects 5.7 million American adults, approximately 2.6 percent of the adult population per year.

Anxiety disorders, which include panic disorder, obsessive-compulsive disorder (OCD), post-traumatic stress disorder (PTSD), generalized anxiety disorder, and phobias, affect about 18.1 percent of adults, an estimated 40 million individuals.

Half of all lifetime cases of mental illness begin by age 14, three-quarters by age 24. Despite effective treatments, there are long delays—sometimes decades—between first onset of symptoms and when people seek and receive treatment.

Fewer than one-third of adults and half of children with a diagnosable mental disorder receive any mental health services in a given year.

Racial and ethnic minorities are less likely to have access to mental health services and often receive a poorer quality of care.

At NAMI NYC Metro, we are working to provide information, education and support to mental health consumers and their families in the New York City area.



505 Eighth Avenue, Suite 1103
New York, NY 10018
212.684.3365 | 212.684.3264 Helpline
www.naminycmetro.org
www.nycnetworkofcare.org
www.namiwalksnyc.org

NAMI–NYC Metro: 30 Years as Your Community’s Voice on Mental illness

The National Alliance on Mental Illness of New York City, Inc. (NAMI-NYC Metro) is a grassroots organization that provides support, education, and advocacy for families and individuals of all ethnic and socio-economic backgrounds who live with mental illness. As one of the largest affiliates of the National Alliance on Mental Illness, we work collaboratively with our state and national affiliates, and with other stakeholders in the community, to educate the public, advocate for legislation, reduce stigma, and improve the mental health system.

We provide information...

Helpline – Our telephone Helpline provides information and resources on mental illnesses and navigating New York City’s mental health system. The Helpline also offers information about all NAMI-NYC Metro’s programs, services, and educational events. Call **212.684.3264**.

Psychoeducation Courses – Our three signature courses are offered all year long:

- **Family-to-Family** is a 12-week course that teaches family members about mental illnesses and their treatments, and provides skills that help them cope more effectively. [In English & Spanish]
- **NAMI Basics** is a new six-week education program for parents and other caregivers of children and adolescents with behavioral and undiagnosed emotional issues.
- **Peer-to-Peer** is a nine-week experiential learning program for people with serious mental illness who are interested in establishing and maintaining their wellness and recovery. [In English & Spanish]

We offer support...

Support Programs for Parents

- **The Parent Matching Program** – This telephone-based service matches experienced parents to those with a child who has been recently diagnosed with a mental illness. By providing support, sharing stories, answering questions, and offering resources, families are able to help one another.
- **Monthly conference calls** – “Your Child’s Mental Health” is an hour-long series offered each month. The program includes a presentation on a mental health diagnosis or community resource and is followed by a Q&A session with an expert. Calls are co-sponsored by the Association of Hispanic Mental Health Professionals.

And we educate the public...

Public Programs and Events – Every other month, our public educational meetings and events bring together panels of experts, as well as family members and consumers, to present information and lead discussions on a broad range of mental health issues.

Network of Care – A website with a comprehensive database of New York City mental health programs and services, information on housing and health insurance, and tools to advocate for an improved mental health system. www.nycnetworkofcare.org



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DATE: May 8 **LOCATION:** South Street Seaport/Brooklyn Bridge
WALKER CHECK-IN TIME: 9 a.m.
OFFICIAL WALK START TIME: 10 a.m.
DISTANCE: 5 kilometers

- **NAMIWalks NYC** is a part of a nationwide fundraising and mental health awareness program being held in over 50 cities around the country in 2010. **NAMIWalks NYC** aims to have 4,000 participants and raise over \$350,000 this year.
- There is no walker registration fee for the Walk. Participants are encouraged to collect donations from family members, friends, co-workers, and business associates in support of their participation in **NAMIWalks NYC**. Walkers can register at www.namiwalksnyc.org
- All proceeds from **NAMIWalks NYC** are used to fund our **free** support, education, and advocacy programs for families and individuals who live with mental illness in New York City.
- Walkers who raise \$100 or more will receive a **NAMIWalks NYC** event T-shirt.
- Companies, organizations, and families are encouraged to organize teams of walkers made up of employees, organization members, relatives and friends to take part in the Walk.
- Teambuilding and fundraising materials will be distributed to team captains at a special kickoff event to be held approximately eight weeks before the Walk.
- **NAMIWalks NYC** is a rain or shine event! The walk route is also kid/stroller friendly, dog friendly, and handicap accessible! We have a shortened Walk for those unable to walk the entire 5k route.
- There are a wide range of corporate sponsorship opportunities for **NAMIWalks NYC** available to local companies and businesses. For information on how companies or organizations can sponsor the Walk, contact Sarah Sheahan at the NAMI-NYC Metro office at 212.684.3365 or ssheahan@naminyc.org.

www.namiwalksnyc.org

If you would like to have an information meeting held at your business, community organization, or for your friends and family, please contact Amanda Campese at 212.684.3365 or walk@naminyc.org

NAMI Walks
Position Description

Position Title: Team Captain

Work With: NAMI Walks Manager, Sarah Sheahan and Walk Assistant, Amanda Campese

Position Summary: Responsible for recruiting walkers (family members, friends, employees, business associates, NAMI members, etc.) to represent a company, service provider, mental health agency organization or family to participate in a NAMI Walks NYC 2010.

Major Responsibilities:

- Get your copy of the NAMI Walks 2010 Team Captain Folder.
- Select a name for your team and return the **Team Commitment Form** that will be in the Team Captain Folder or register your team online at www.namiwalksnyc.org
- Set walker and fundraising goals for your team.
- Approach the president of the company (or leader of the agency, organization or affiliate) and ask for his/her strong support.
- Try to recruit a committee of assistant team captains
- Attend, with as many assistant team captains as possible, the pre-Walk Team Captains' kickoff luncheon that will be held approximately 8 weeks prior to the WALK. (Team captains will receive all the materials and instruction that they will need to organize a team at this luncheon.)
- After the kickoff luncheon, meet with your assistant team captains and develop a walker recruitment campaign plan.
- Keep track of all the walkers who sign up for the WALK by collecting their registration forms (these forms are part the walker/donor brochure) and maintaining a master list of your walkers.
- Plan activities and incentives for your walk team as the walk approaches. Design and order a special Team T-shirt that all your walkers can wear the day of the WALK. It is a great way for team captains to thank walkers for their support and to have the team stand out in the crowd the day of the WALK.

Strategies for Family Team Captains

Setting your Goals

- Set Goals for the number of walkers and the total amount that you hope your family team will raise.
- Fundraising goal should be based on a \$100 per-walker average

Recruiting Walkers

- Target the people that you definitely would like to ask to walk on your team. Your top prospects should include...
 - You and your spouse or significant other
 - Your children
 - Parents and grandparents
 - Brothers and sisters, and brothers and sisters-in-laws
 - Cousins
 - Aunts and Uncles
 - Your closest friends from work and from outside of work
 - Former co-workers
 - Neighbors
 - Anyone else that you feel close to
- Recruit assistant team captains (maybe a brother-in-law or sister-in-law from both sides of the family) who can help you organize your team.
- Consider increasing the size of your team by trying to involve your church, employer or a civic organization in the effort. (These groups can participate in the Walk in support of a family team or by organizing their own team.)
- Keep your “Look Who’s Walking on Our Team” poster updated as you sign up your walkers. Display this poster in a prominent spot in your home (the refrigerator door is usually a good spot!) so everyone can watch your team grow during the weeks leading up to the WALK.
- Make sure all your walkers know why their participation in the WALK is important to you and the millions of other families in the U.S. who are touched by mental illness in some way.
- Encourage every member of your team to gather as many donations as possible from their own circle of friends, neighbors and colleagues. Keep them as informed as possible about the progress of the team’s fundraising efforts during the months and weeks leading up to the WALK. Give them a copy of the Spheres of Influence form to generate some prospects.

Team Building and Incentives

- Design and order a special Team T-shirt that all your walkers can wear the day of the WALK. It is a great way for a team to stand out in the crowd the day of the WALK.
- Plan to have a special pre-Walk Pasta dinner or a post-Walk barbecue at your house to help celebrate the day and thank everyone for their support.
- Get together to make signs for Walk Day! This creative activity can help bring your team closer together and show your spirit on Walk Day!
- Relax and be proud of the important role you and your family and friends are playing in the fight for all those dealing with mental illness!

Strategies for Company and Organizational Teams

Setting your Goals

- Team captains are encouraged to set a walker recruitment goal of between 10 and 20% of the workforce or membership of the company, agency, organization or affiliate that they will be organizing a team to represent.
- Walker recruitment goal should include family and friends as well as company employees or organization members
- Fundraising goal should be based on a \$100 per-walker average

Recruiting Assistant Captains and Walkers

- Team captains should try to recruit assistant team captains, or organization a Walk committee to help them with the walker recruitment effort. (Remember, all team captains should be walkers also!)
- Team captains organizing a company based team should try to use a “top down approach” to teambuilding whenever possible. Draft a memo from the president or other top manager (or affiliate leader) to all department heads (key members) asking them to appoint a team captain for their department or area
- Hold a meeting for these team captains where you can show the NAMIWalks video, pass out Walk materials and explain how the program works. A representative from NAMI NYC Metro would be happy to make a presentation tailored to your company. Contact walk@naminyc.org if interested.
- Send a memo from the president of the company or head of the organization to all employees/members telling them about the WALK and encouraging them to join the team or to sponsor a co-worker.
- Have the President/CEO record voice messages discussing the upcoming walk and encouraging staff members to contact the Team Captain to sign up!
- Include information about NAMIWALKS 2010 in the company/organization’s newsletter

- Always try to “make the Walk personal” by highlighting the fact that many employees/members are touched by mental illness in some meaningful way and will benefit from the Walk

Team Building & Incentives

- Host a Walk Presentation!
 - Arrange for 15 to 30 minute presentation on the WALK at a regularly scheduled meeting. If possible, try to schedule a **special presentation** about the WALK to as many employees/members as possible
 - Always have a team captain or NAMI volunteer touched by mental illness who is committed to supporting the walk speak at these presentations
 - Try to meet with the NAMIWalks NYC coordinator before or after the Team Captains’ Kickoff Luncheon to get their advice on how to recruit walkers for your team
 - Always distribute NAMI literature and WALK materials such as walker/donor brochures and posters as part of any WALK related meetings you have with employees and team captains
 - Always try to sign walkers up at the conclusion of any presentation you do for NAMIWALKS NYC.
- As you get closer to Walk Day, hold a pep rally to get everyone excited about NAMIWALKS NYC 2010!
- A team T-shirt (designed and paid for by the company/agency/affiliate) for every walker
- Incentive prizes (selected and paid for by the company) for top walkers and/or departments
- Start friendly competitions between divisions, departments, sites or branches of the company
- Provide special recognition (plaques, letter of commendation in personnel file, lunch with the CEO, etc) for top performing walkers or team captains
- Offer a full or half day off for walkers that raise \$250 or \$500 or more
- Offer use of the CEO’s parking space for a month to the top fundraiser
- Publish a “thank you” list of all the walkers who raise \$100 or more in the company/organization newsletter

TEAM CAPTAIN “TO DO” TIMELINE

7 TO 9 WEEKS BEFORE THE WALK- March 6th- March 20th

- Attend the Team Captains’ Kickoff Luncheon and get your team captains’ instruction folder and all the other materials you will need to publicize the WALK and recruit walkers for your team
- Complete the **Team Commitment/Goal Form** in the team captain’s instruction folder and hand it in at the end of the luncheon, or mail it in to the local NAMI office after the event.
- Start to work closely with the staff person & volunteers coordinating the WALK to build your team
- **Be a leader! Be the first person to register for your team and do all the things that you are encouraging others to do!**
- Schedule a meeting with the highest level manager you can reach (ideally the top manager or official of your company or organization!) and ask him or her to sign up for the team and support your efforts to recruit employees/members (and their families) to participate in the WALK.
- Try to recruit assistant team captains or organize a volunteer committee to help you build your team
- Hold a meeting for your assistant team captains or the planning committee you recruit. Develop a walker recruitment game-plan that includes things like publicizing the WALK within your company or organization, distributing walk materials to all your fellow employees/members, developing incentive prizes for top money raising walkers and groups/departments and arranging for a NAMI representative to give a talk to potential supporters about the organization’s mission and the WALK.
- **Make sure all the assistant team captains you recruit join you in signing up for the WALK.**

4 TO 6 WEEKS BEFORE THE WALK March 27th- April 10th

- Schedule a team building kickoff event for your company or organization employees/members and have an NAMI staff person or volunteer join you in presenting the program
- Send an team building announcement memo with a NAMI Walks walker/sponsor brochure to all employees/members
- Get permission from a senior manager or your organization’s treasurer to buy team T-shirts for the team
- Sponsor a team T-shirt design contest amongst your employees/members
- Begin collecting walker registration forms and mail or fax them to the WALK headquarters on a regular basis. (You can also register your walkers online.) Make copies of the registration forms you send in so that you know who has (and who hasn’t) signed up yet
- Begin sending team building progress reports about the WALK to everyone on your team

2 TO 4 WEEKS BEFORE THE WALK- April 10th – April 24th

- Continue to collect and mail or fax in the walker registration forms for your team and keep an updated list of your walkers
- Select the winning team T-shirt design and order enough team T-shirts for all of your walkers. (You will probably have to estimate the number of shirts needed since walkers will continue to pre-register even after the shirts are ordered.)
- Continue to promote the WALK through memos, e-mails and newsletter articles
- Hold a special sign up day at work (or at a meeting of your club or organization) to recruit more walkers and raise awareness about the WALK

1 TO 2 WEEKS BEFORE THE WALK- April 24- May 1st

- Make final big push to recruit as many walkers as possible
- Continue to collect and mail or fax in walker registration forms for all your walkers
- Distribute team T-shirts to your walkers either a day or two before the WALK at the WALK it self
- Send final reminder to all your walkers about the WALK

DAY OF WALK- May 8th, 2010
***RELAX AND ENJOY THE WALK
WITH YOUR TEAMMATES!***



What do I do with the donations I collect?
No need to wait until Walk Day. You can turn in donations as you receive them.

Please send to NAMI NYC Metro as soon as you receive them—NAMI NYC Metro, 505 8th Avenue, Suite 1103, New York, NY

Please write your name & team name on the memo line of checks or enclose a note.

How to Write a Successful Fundraising Letter

One of the most powerful and effective ways to fight the stigma that surrounds serious mental illness and to educate the public about the prevalence, cause and treatment of the illness is telling your personal story of why you are involved in NAMI. Many of misconceptions disappear when people talk about how a mental illness has affected themselves, their family and their friends.

Patrick Corrigan, Professor of Psychiatry at the Illinois Institute of Technology is the principal investigator at the Chicago Consortium for Stigma Research. Dr. Corrigan, a leading authority on the stigma related to mental illness has stated in his findings that the most effective method to combat these erroneous beliefs is to expose people directly to an individual that is successfully coping with a serious mental illness, either directly or through their support system of family and friends. It is this personal contact, according to the Consortium's research, that allows the public to see mental illness for what it is – a disorder of the brain that strikes indiscriminately.

The foundation of NAMIWALKS is the process that encourages NAMI members and supporters to write letters and send emails to everyone in their personal and professional networks to educate them on mental illness and NAMI. This personal communication also is the way to ask that the reader to join and/or support the NAMIWALK in their community. It is through this letter and email campaign that we can begin to have a meaningful impact on the stigma related to this issue and successfully reach out to the segment of the community that could benefit from knowing about NAMI programs.

Key Elements to Include in your Letter: To write a 5 paragraph letter, follow the outline below.

1. Tell people that you are walking in NAMIWalks NYC on May 8, 2010.
2. Make it personal! Why are you walking? Try answering the following questions:
 - a. How has NAMI helped me?
 - b. Why is this cause "my" cause?
3. Tell people about NAMI and the services they provide.
4. Ask (You cannot forget this part!) them to support your fundraising with a donation. Include your personal/team goals.
*Include the link to your walker website where they can make a secure donation online.
5. Remember to say Thank you for supporting you and NAMIWalks.

Sample Fundraising Letter

Dear _____,

I am writing you today to tell you about an upcoming event that I am participating in that is both very important and very exciting to me. It is NAMIWalks for the Mind of America, NAMI's signature walkathon event that is being held in New York, NY at South Street Seaport on May 8, 2010.

[**Insert a paragraph here about why you're walking (i.e. for a family member, friend, for your company etc.).****]

I would like to ask you to come and walk with me or to donate to support my participation in this great event. Visit my personal walker page to sign up: <http://www.nami.org/namiwalks10/NYC>. It features a link to my team's page where you can see who else is walking with me. There is also a link so you can donate directly to me online. Donating online is fast and secure, and I'll get immediate notification via e-mail of your donation.

NAMI, the National Alliance on Mental Illness, is the largest education, support and advocacy organization that serves the needs of all those whose lives are touched by these illnesses. This includes persons with mental illness, their families, friends, employers, the law enforcement community and policy makers. The NAMI organization is composed of approximately 1100 local affiliates, 50 state offices and a national office.

The goals of the NAMIWalks program are: to fight the stigma that surrounds mental illness, to build awareness of the fact that the mental health system in this country needs to be improved, and to raise funds for NAMI so that they can continue their mission.

NAMI is a 501(c)3 charity and any donation you make to support my participation in this event is tax deductible. NAMI has been rated by Worth magazine as among the top 100 charities "most likely to save the world" and has been given an "A" rating by The American Institute of Philanthropy for efficient and effective use of charitable dollars.

Thank you in advance for your support.

Sincerely,

You have finished your fundraising letter, now what's next?

Mail it to family members, friends, co-workers and business associates (try using your holiday card mailing list!) 3 to 10 weeks before Walk.

Create an email list of everyone you want to tell about NAMIWalks, send them a copy of your fundraising letter and periodic updates about your progress towards your goals. After the walk, email them over a picture of Walk Day with a Thank you note!

Consider enclosing a copy of your walker pledge sheet with your personal pledge on it so everyone knows that you are personally contributing to the cause you are asking them to support.

Be sure to say that all donations are tax-deductible and that checks should be made payable to **NAMI NYC Metro**.

Remember to include on your mailing list any vendors, consultants and business people with whom you or your spouse may work. These people tend to make larger donations since they often will make them from their business checking account rather than from a personal checking account.

Don't forget to send **Thank You** notes after the Walk to everyone who sponsors you.

Remember that the more people you reach out to, the more money you will raise for NAMI and the support, education, advocacy and research programs it supports.

More Fundraising Tips

-Host a "Dress Down" Day at work with the proceeds going to NAMIWalks. Have employees pay \$1 to wear casual clothes or hats on a given day.

-Use upcoming events such as holidays/ birthdays/parties as a place to tell people about your participation in NAMIWalks! Bring a few flyers with you to hand out!

-Pick up the phone and call your friends and family: Writing letters isn't the only way to communicate- Talk it up!

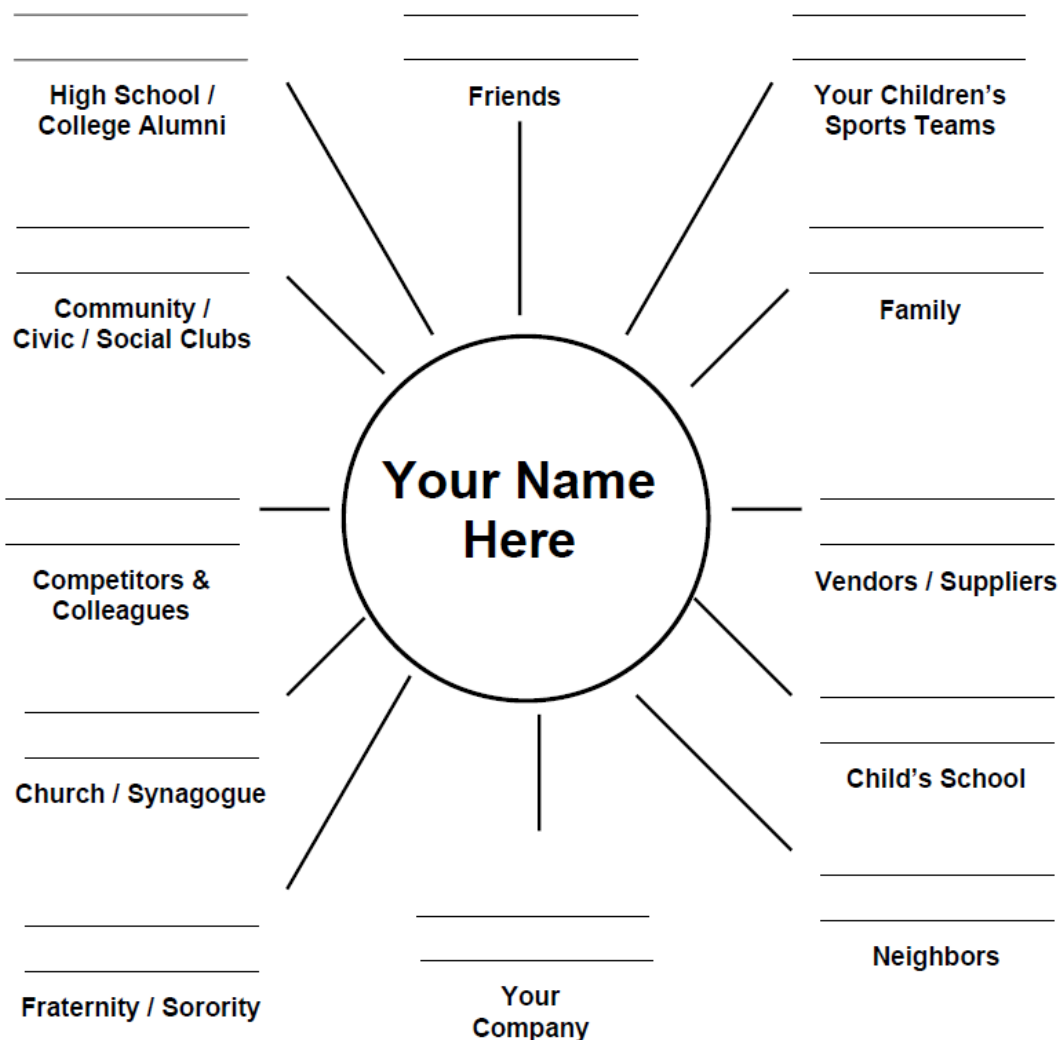
-Look into your company's Matching Gift policy, many employers have programs that will match the donations you make to charity! You can double your money for just a little bit of extra work!

Who do you know?

The key to building a walk team and the key to a successful fund-raising campaign both depend on asking people you know for support. Think about everyone whose lives you touch and ask him or her to join your team or make a donation.

Your list can be overwhelming so use this chart to help you identify people that you know and organize them into categories. Start with the easiest people to reach-- your family and friends. Next, ask acquaintances and service providers.

Before you know it you will have a complete list of people that you know!



30 Second Elevator Speeches about NAMI Walks

Use these sound bytes to break the ice with people about NAMIWalks!

I'm walking on May 8th in NAMIWalks NYC. Run by the National Alliance on Mental Illness, NAMI Walks helps raise funds in support of people with mental illness and their families. Would you be willing to donate today?

I'm Team Captain of (your NAMIWalks team). We are walking on May 8th, 2010 to show support for those with mental illness. Would you be interested in walking with us?

NAMIWalks NYC is a 5k walk event held on May 8th, 2010. We are walking to stomp out the stigma of mental illness and to raise funds for NAMI's educational and support programs that help over 30,000 New Yorkers annually. Can I count on you to join us?

I'm taking part in NAMIWalks NYC 2010. I'm walking for my (friend/family members/self) who is affected by mental illness. Would you be interested in sponsoring me?

NAMI NYC Metro has guided me through the struggles of coping with a family member who has a mental illness. NAMI has empowered me to shed light on the stigma on mental illnesses and advocate. One way I do that is by walking in NAMI Walks NYC. This year's event is being held on May 8th, 2010. My goal is to raise (\$1,000- or your goal amount) Would you be willing to make a donation?

I am a member of NAMI: National Alliance of Mental Illness. We are families helping families and we offer advocacy, support, and information. My family is proud to be a recipient of all services NAMI has to offer. That's why I'm walking in NAMIWalks NYC on May 8th. We are working to raise money so NAMI NYC Metro can expand its programs and continue to provide services free of charge.

NAMI is the National Alliance on Mental Illness and we provide support, information and advocacy for people living with mental illness. The guiding principle for all of our programs is families helping families. My family is walking in the NAMIWalks NYC event on May 8th. Would you help us support other families by sponsoring our team, (insert team name)?

My company has a team (insert team name) walking in NAMIWalks NYC on May 8th, 2010. Would you be interested in supporting us? NAMI NYC is part of a national grass roots movement and organization providing support, education, and advocacy for those affected by mental illness. This cause is very important for our company.

I am a member of NAMI: National Alliance of Mental Illness. I'm a proud to be a recipient of services NAMI has to offer. That's why I'm taking part in NAMIWalks NYC event on May 8th, 2010. Would you be interested in making a donation to help our team reach it's goal of \$4,000? (insert your goal amount)

A How To Guide: Walker Web Pages!

Your Team and Walker web pages are one of the most effective ways to bring in donations for your NAMIWalks team. Experience has shown that Team and Walker websites can help you raise up to 30% more! Websites also provide a place where donors can keep up to date on your progress as the walk gets closer.

Tips and tricks for personalizing your websites

Get your Team Page started with a story

What brings you together to walk? Share the group's story.

Try answering these questions to get you started:

Why is mental illness important to your company/organization?

What motivated your group to walk in NAMI Walks 2010?

Is this your first year participating in the walk? Have you walked before?

Make your Walker Page stand out from the crowd!

Add your picture! *This should be the first step!*

Make it Personal! Tell people why **YOU** are walking!

- *Try answering these questions to get you started:*
 - *How has NAMI helped me?*
 - *Why is this cause "my" cause?*
 - *Why should other people donate to NAMI?*

- **Share your favorite Walk Day experience**
 - *Maybe you loved taking part in the free yoga classes, hearing the speaker, enjoyed the free snacks and drinks, wearing your team tee shirt, or counting down to the start!*
 - *This will help people remember how fun Walk Day is or explain to those who haven't participated in NAMIWalks what we do*

Let people know how their donation helps!

- *Spotlight our programs/services on your web page. Feel free to use the information below.*

NAMI NYC Metro provides information, support and public education all free of charge to the NYC community!

Helpline – Our telephone Helpline provides information and resources on mental illnesses and navigating New York City’s mental health system.

Psychoeducation Courses – Our three signature courses are offered all year long:

- **Family-to-Family** is a 12-week course that teaches family members about mental illnesses and their treatments, and provides skills that help them cope more effectively. [In English & Spanish]
- **NAMI Basics** is a new six-week education program for parents and other caregivers of children and adolescents with behavioral and undiagnosed emotional issues.
- **Peer-to-Peer** is a nine-week experiential learning program for people with serious mental illness who are interested in establishing and maintaining their wellness and recovery. [In English & Spanish]

Support Programs for Parents

- **The Parent Matching Program** – This telephone-based service matches experienced parents to those with a child who has been recently diagnosed with a mental illness. By providing support, sharing stories, answering questions, and offering resources, families are able to help one another.
- **Monthly conference calls** – “Your Child’s Mental Health” is an hour-long series offered each month. The program includes a presentation on a mental health diagnosis or community resource and is followed by a Q&A session with an expert. Calls are co-sponsored by the Association of Hispanic Mental Health Professionals.

Public Programs and Events – Every other month, our public educational meetings and events bring together panels of experts, as well as family members and consumers, to present information and lead discussions on a broad range of mental health issues.

Other Tips

- *Send regular emails to update your sponsors and supporters of your goal and how close you are to reaching it!*
- *Update your page frequently to keep people checking back!*
- *Add a link to your NAMIWalks page in your email or on your Facebook, Twitter or Myspace.*

If you have any questions or require assistance updating your websites, feel free to contact Amanda Campese–Walk Assistant at walk@naminyc.org.

HAVING A TEAM T-SHIRT WILL HELP MAKE YOUR TEAM STAND OUT!

More than any other single factor, team T-shirts help build a team prior to the WALK and unite a team the day of a WALK. Here are some key tips to keep in mind regarding team T-shirts.....

1. They should be **bright and colorful** so that the team wearing them **STANDS OUT** as much as possible on the day of the WALK.
2. The designs, logos and slogans on them should be as creative and unique as possible so they are a conversation piece both during and after the WALK. Team T-shirts are (in effect) walking billboards for your company, organization or family team
3. A great way for a company team of any type to develop creative and unique designs for its team T-shirt is to sponsor a T-shirt design contest for its employees or team members.
4. Another great way is to tap the talents of the company's PR department staff, or the company's in-house "artist".
5. Good team T-shirt designs almost always include the company, organization or affiliate's name and the NAMIWalks logo.
6. **THERE WILL BE A BEST TEAM T-SHIRT CONTEST WITH THE WINNER SELECTED AT THE WALK! WATCH FOR MORE INFO ON THE PRIZE THAT WILL BE AWARDED TO THE WINNING TEAM!**
7. A key point to remember is that team T-shirts are paid for by the team so that every dollar raised in the WALK will go to support NAMI and its programs.
8. Another important thing to remember about team T-shirts is that they are a very effective WALKER RECRUITMENT TOOL if publicized and promoted by the team captain prior to the WALK. **PEOPLE LOVE T-SHIRTS, ESPECIALLY COOL ONES!**



9. Need help designing or ordering your team T-shirt? Here are a few websites to try: www.customink.com, www.cafepress.com, and vistaprint.com Contact Amanda Campese, Walk Assistant at the NAMI office at walk@naminyc.org or 212-684-3365 for additional assistance!

**Everyone likes wearing a Team T-Shirt!
Dogs do too!**