



## NAMI Walks NYC + Mental Health Street Fest Fundraising Toolkit 2024

Sunday, May 19, 2024 at 11 AM (ET)

[www.namiwalksnyc.org](http://www.namiwalksnyc.org)

Thank you for supporting the **2024 NAMI Walks NYC + Mental Health Street Fest!** In this toolkit, we've included fundraising strategies, as well as email templates, social media graphics, and other tools to help you reach your fundraising goal.

**If you have questions, feel free to contact:**

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### Fundraising Tips and Tricks

- Let everyone know why you're fundraising and how NAMI-NYC impacts you. Sharing your connection/story is extremely effective. *What programs have you participated in? How has NAMI-NYC changed your life or your family's life?*
- ALWAYS link back to your unique fundraising page or team page when communicating about the event, so people know exactly how to support your NAMI Walks NYC efforts.
- Repetition is GOOD! It takes an average of five emails for people to act on something. Don't be afraid to reach out to your friends regularly to remind them of the awesome work you're doing. Texting is also an effective way to fundraise.
- Sign up for the 2024 NAMI Walks NYC Walk Talk Session. This session, on **Monday, April 15**, will provide you with hands-on fundraising strategies and guidance from NAMI-NYC's Event Manager, Emma Schorr. [Sign up here!](#)



## How to Raise \$500+ in 7 Days!

**Total: \$500**

**\$25.00** Sponsor yourself with a self-donation, if you haven't already.

**\$25.00** Ask your doctor, dentist, or care provider for a donation.

**\$125.00** Ask 5 family members to sponsor you for \$25 each.

**\$100.00** Ask 5 co-workers to contribute \$20 each.

**\$125.00** Ask 5 friends to contribute \$25 each.

**\$100.00** Ask 5 neighbors to sponsor you for \$20.

Total:

**\$500** Find the tactics that work best for you and continue your outreach!

## Mental Health Statistics

- 90% of U.S. adults believe that the country is facing a mental health crisis.
- 1 in 5 U.S. adults experience a mental illness. The other 4 are their family, friends, colleagues, and neighbors.
- Over half of adults with mental illness do not receive treatment, totaling over 28 million individuals.
- 50% of young adults reported anxiety and depression symptoms in 2023, associated with the closure of universities, transition to remote work, and loss of income or employment
- 12+ million U.S. adults have serious thoughts of suicide.
- Suicide was the second leading cause of death for young people (ages 10-14 and 20-34).

## Our Impact

**Last year, NAMIWalks NYC fundraising allowed NAMI-NYC to serve thousands of families and individuals affected by mental illness. Here's how your generous donation provides FREE mental health programs and community to New Yorkers:**

- We taught **45 evidence-based classes** helping 643 family members and individuals better understand mental illness and how to navigate their unique circumstances, including Basics, Peer-to-Peer, Family-to-Family, and Family & Friends.
- We had **4,978 attendees in 40 support and social groups** for various age groups, diagnoses, and social interests. Some of our new groups include Family & Friends of People Living with Thoughts of Suicide, crafting, and Community Run.



- We convened **1,420 participants for 6 public education events** and created conversation around mental health topics of special interest to our community.
- Our Helpline offered someone to talk to, resources and referrals, and more information on NAMI-NYC's programs to over **5,400 people**.
- Through our Ending the Silence program, we made presentations **to 4,721 middle and high school students**, their parents and caregivers, and school faculty and staff about mental health and how to access support.
- We facilitated **725 Family Match Calls**. Mentees are connected to other family members who have had similar experiences as caregivers and can provide emotional support and resources.
- Through our Rapid Referral program, we received **543 referrals from healthcare providers and connected new participants** to resources and information.
- Through our Workplace Mental Health Initiative, we reached **3,657 people with practices on how to create supportive, healthy work environments** and reduce stigma in the workplace.
- We have **over 140 Advocacy Ambassadors**, representing almost every NYC Council, NYS Senate and Assembly District, advocating for accessible, higher quality mental health care for all New Yorkers.

## Email Templates

### Email #1: Ask People to Join Your Team

Subject Line: Join My NAMIWalks NYC Team!

Dear Friend,

This year, I will be participating in NAMIWalks NYC, the largest mental health event in the nation. For over 40 years, the [National Alliance on Mental Illness of New York City \(NAMI-NYC\)](#) has helped families and individuals affected by mental illness build better lives. For the last 2 years, NAMIWalks NYC has raised over \$1 million to provide free programs to families and individuals. I can't wait to be a part of that effort again.

I would love for you to join me as part of (insert your team name) on **Sunday, May 19 at The Seaport** to promote awareness and raise much needed funds to ensure mental health support is available to all. [Watch the video from last year's event!](#)

Even if you are unable to join me, please contribute to my fundraising goal of \$\_\_\_\_\_. Thanks to your gift, we will be one step closer to reaching our goal of mental health for all. Join me! (Insert your fundraising page link)



Thank you for your support,  
Your Name

**Email #2: Asking for Donations**

Subject: Your support means a lot to me!

Dear Friend,

This year, I will be participating in NAMIWalks NYC, the largest mental health event in the nation. For over 40 years, the [National Alliance on Mental Illness of New York City \(NAMI-NYC\)](#) has helped families and individuals affected by mental illness build better lives. For the past 2 years, NAMIWalks NYC has raised over \$1 million to provide free programs to families and individuals. I can't wait to be a part of that effort again. [Watch the video from last year's event!](#)

Mental health needs are greater than ever before and I am asking that you support me in raising funds to ensure mental health support is available to all New Yorkers. You can make a secure online donation to NAMI-NYC on my personal fundraising page or even join me as a member on our team! (Insert your fundraising page link) Either way, your support means a lot to me.

Thanks so much and be well,  
Your Name

## Email Signature

You can be an advocate for NAMI-NYC and support NAMIWalks NYC every time you send an email! Add this message to your email signature:

**NAMI-NYC's free mental health programs changed my life! Walk with me on Sunday, May 19 at The Seaport and help me reach my fundraising goal. Make a difference. *Hyperlink to your Walk fundraising page.***

You can also add this email banner graphic to your email signature.

**Download graphics here: <https://bit.ly/47xXiHS>.**

Be sure to add this to your personal email account, as companies have different policies about fundraising in the workplace. **Download graphics here: <https://bit.ly/47xXiHS>**



## Social Media

- Below you will find suggested language for social posts.
- **Download graphics here:** <https://bit.ly/47xXiHS>
- Our Instagram handle is @naminyc\_metro; Twitter & Facebook is @naminycmetro.
- If you are posting to Instagram, you will note “Link in Bio” and add your unique fundraising link to your profile.
- Bitly.com is an easy-to-use link shortener.

### Social Post 1:

Thank you to everyone who has opened their hearts for my NAMIWalks NYC fundraiser! I am so close to my goal of \$\_\_\_\_. Every donation received will support NAMI-NYC’s free programs, raise mental health awareness, and build an ever-stronger, more vibrant community. I appreciate your support! #Together4MH Add your fundraising page link

### Social Post 2:

This year, I’m all in for NAMIWalks NYC! It’s a new day for mental health, and a special day for me. I’d be honored if you showed your support by donating or sharing my fundraising page with your network. Thank you for supporting #MentalHealth4All. Add your fundraising page link

### Social Post 3:

#MentalHealthMatters more than ever before! I’m thrilled to be fundraising for NAMIWalks NYC, supporting free programs for families and individuals affected by mental illness. Donate today and join me on Sunday, May 19! Add your fundraising page link #MentalHealthForAll

### Social Post 4:

I’m raising \$\_\_\_\_ for NAMIWalks NYC, which supports free NAMI-NYC programs for families and individuals affected by mental health challenges. (Share your participation in NAMI-NYC's programs.) Help me reach my goal! Add your fundraising page link.

### Social Post 5:

NAMI-NYC provided my loved ones and I with resources and community that were life-changing. This is why I am joining NAMIWalks NYC again this year! Will you support my fundraising? Add your fundraising page link.

### Social Post 6:



Last year's Walk and Mental Health Street Fest were incredible! We walked, saw live mural paintings, and snagged free swag and resources. It was a wonderful day and I hope you join me on Sunday, May 19 and help me reach my fundraising goal of \$\_\_\_\_! Add your fundraising page link. (Share photos of yourself, family, and friends at the Walk.)