



National Alliance on Mental Illness

Walks

NAMI-NYC Walk Talk 2024





Welcome

Emma Schorr

Manager of Events

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NAMIWalks NYC + Mental Health Street Fest

- **Date:** Sunday May 19, 2024
- **Time:** 11 am – 2 pm
- **Location:** The Seaport (Pier 16 and Pier 17)
- 3K walk along the East River Promenade heading downtown and back to The Seaport
- Mental Health Street Fest



2023 By The Numbers

- NAMIWalks NYC is the **#1 NAMIWalks in the Country, AGAIN!**
- Raised **\$1,084,900.10**

Earn your Shirt! - \$100



**MENTALHEALTH
STREETFEST**





namiWalks

MENTAL
HEALTH
for
all

2024 RECOGNITION PROGRAM

	\$100 Event T-Shirt	
	\$250 Belt Bag or Long Sleeve Tee	
	\$500 Performance Tee or Picnic Blanket	
	\$1,000 Duffel Bag or HydroFlask Mug	
	\$1,500 Stanley Tumbler or Alarm Clock	
	\$2,000 Tote Back Pack or Stormtech Quarter Zip Pullover	
	\$3,500 Stormtech Softshell Jacket or Backpack Cooler	
	\$5,000 Robot Vacuum, LCD Projector or Air Pods	

NAMIWalks recognition gifts \$250+ are based on the participant's donations turned in by the deadline (four weeks post-event). Recognition gifts are not cumulative; however, all participants who raise \$100 or more will receive a NAMIWalks T-shirt. NAMI reserves the right to substitute a gift of equal or greater value or to change the recognition program at any time. Redemption certificates must be redeemed within four weeks of receipt.

Recognition Program



Walk Star: \$1,000

- Commemorative Walk Star T-Shirt
- VIP area at NAMIWalks NYC
- Special Gift Bag

Let's Talk Fundraising!





Why Is Fundraising Important?

- NAMI-NYC provides free of charge programs and services to our community
- Last year NAMI-NYC served thousands of families and individuals affected by mental illness
- NAMI-NYC offers both virtual and in-person programming making mental health services accessible for all



How to Get Started with Fundraising


- Register! (namiwalksnyc.org)
- Customize your fundraising page
- Donate to yourself
- Check out our fundraising toolkit
- Reach for an incentive
- Check out our walker resources



Digital and In-Person Fundraising Strategies



Create a Facebook Fundraiser





FUNDRAISER SEARCH  | LOGIN 

HOME | RAISE FUNDS, EARN A GIFT! | NAMI-NYC WEBSITE | FUNDRAISING TOOLKIT

38 DAYS UNTIL
NAMIWalks NYC
[REGISTER](#) [DONATE](#)

\$216,027 RAISED


GOAL \$1,200,000

18% of Goal!

LOGIN


[FORGOT PASSWORD?](#)

Create a Facebook Fundraiser



Dashboard
NAMIWalks NYC
Event Date: 05/19/2024 New York, NY / Team: [#IWillListen](#) Captain: [Emma Schorr](#)

[Your Fundraising](#) [Your Team Fundraising](#)



Fundraise on Facebook

Facebook Fundraisers are a fast and simple way to expand your fundraising through your Facebook page.

[CREATE A FACEBOOK FUNDRAISER](#)

Your Fundraising

- [View Your Page](#)
- [Make a Donation](#)
- [View Donations Received](#)
- [Register Another Participant](#)
- [Create a Facebook Fundraiser](#)

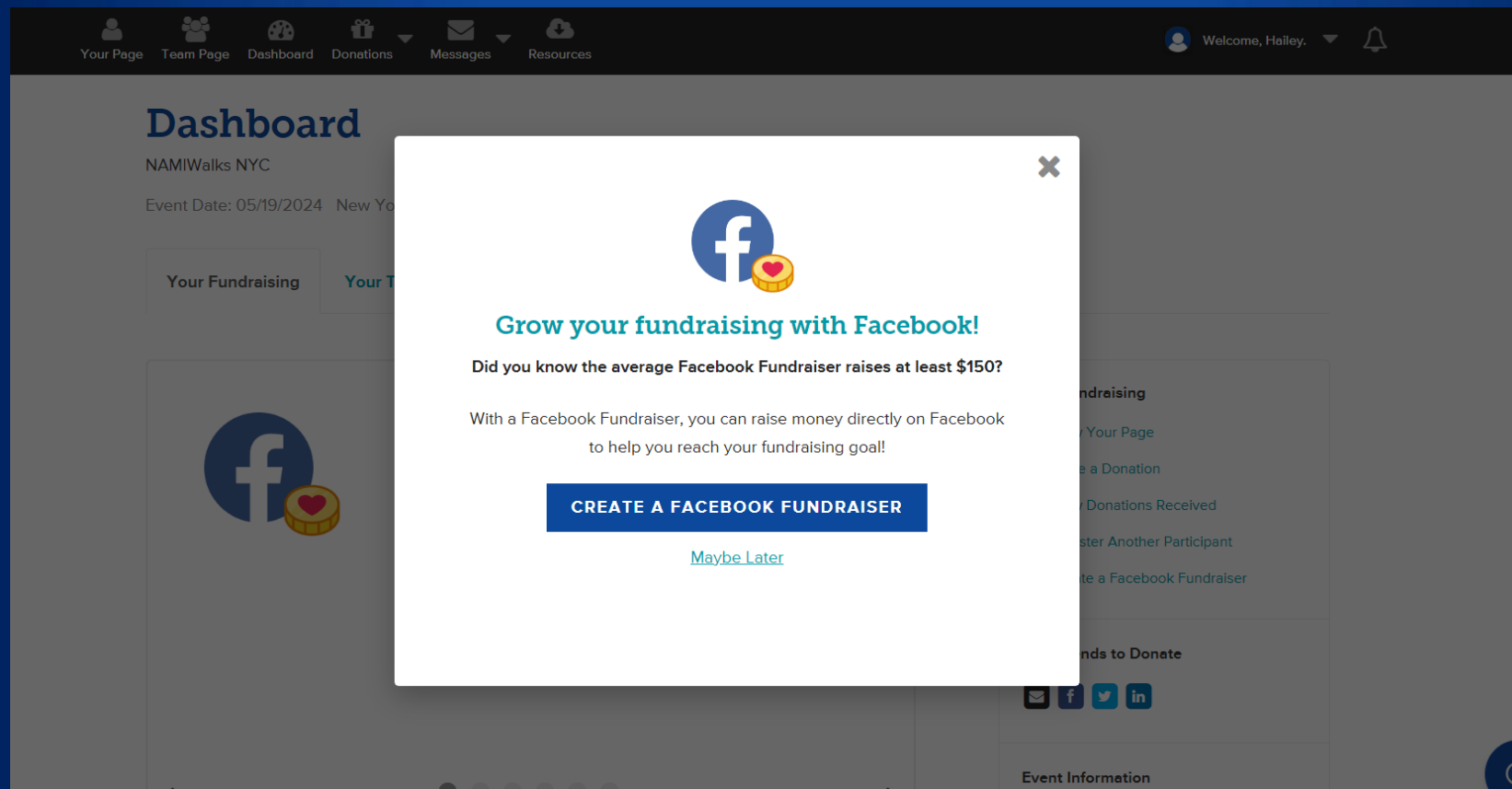
Ask Friends to Donate

[Email](#) [Facebook](#) [Twitter](#) [LinkedIn](#)

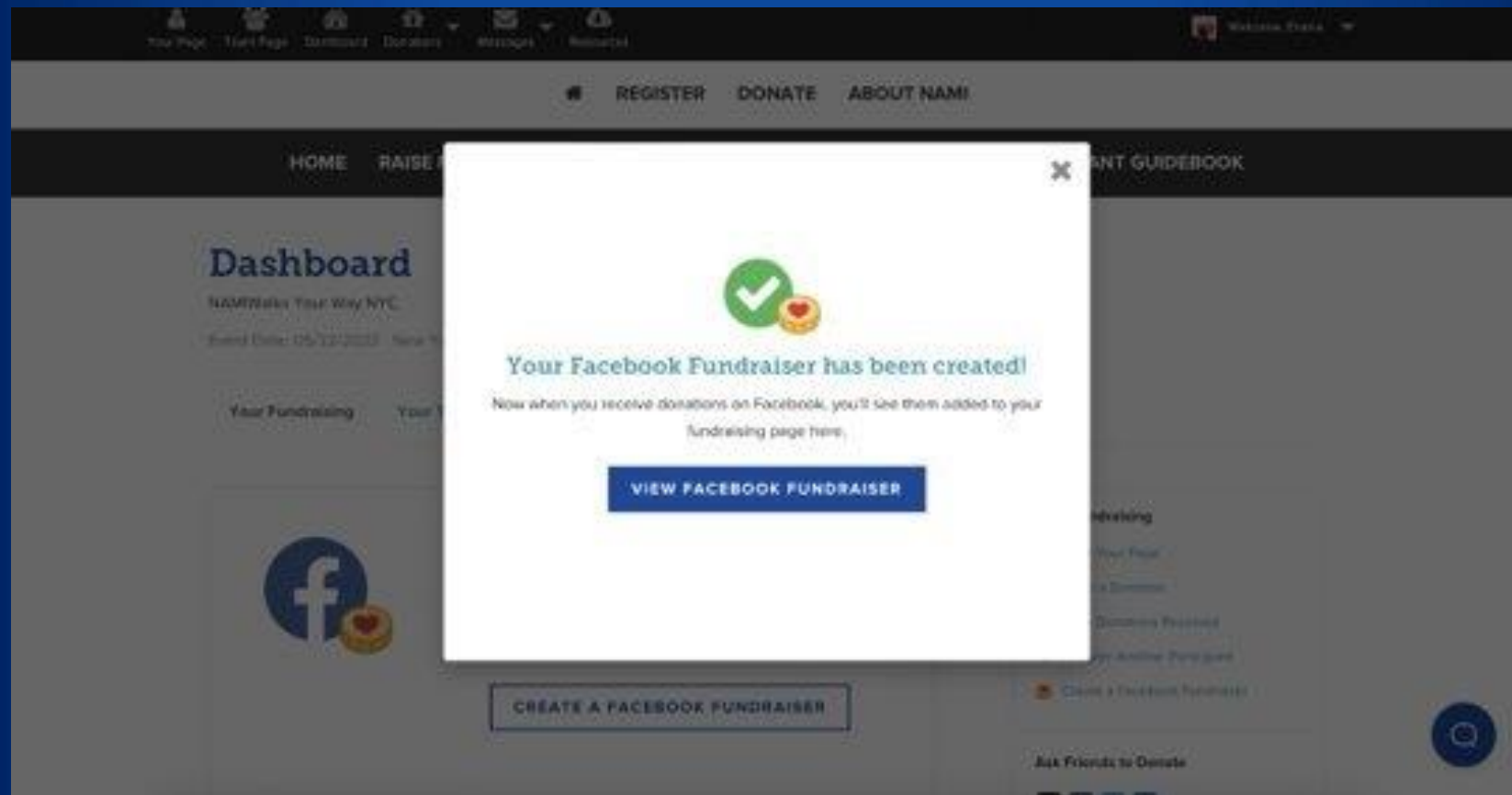
Event Information
[View Event Page](#)

[Welcome, Hailey.](#)

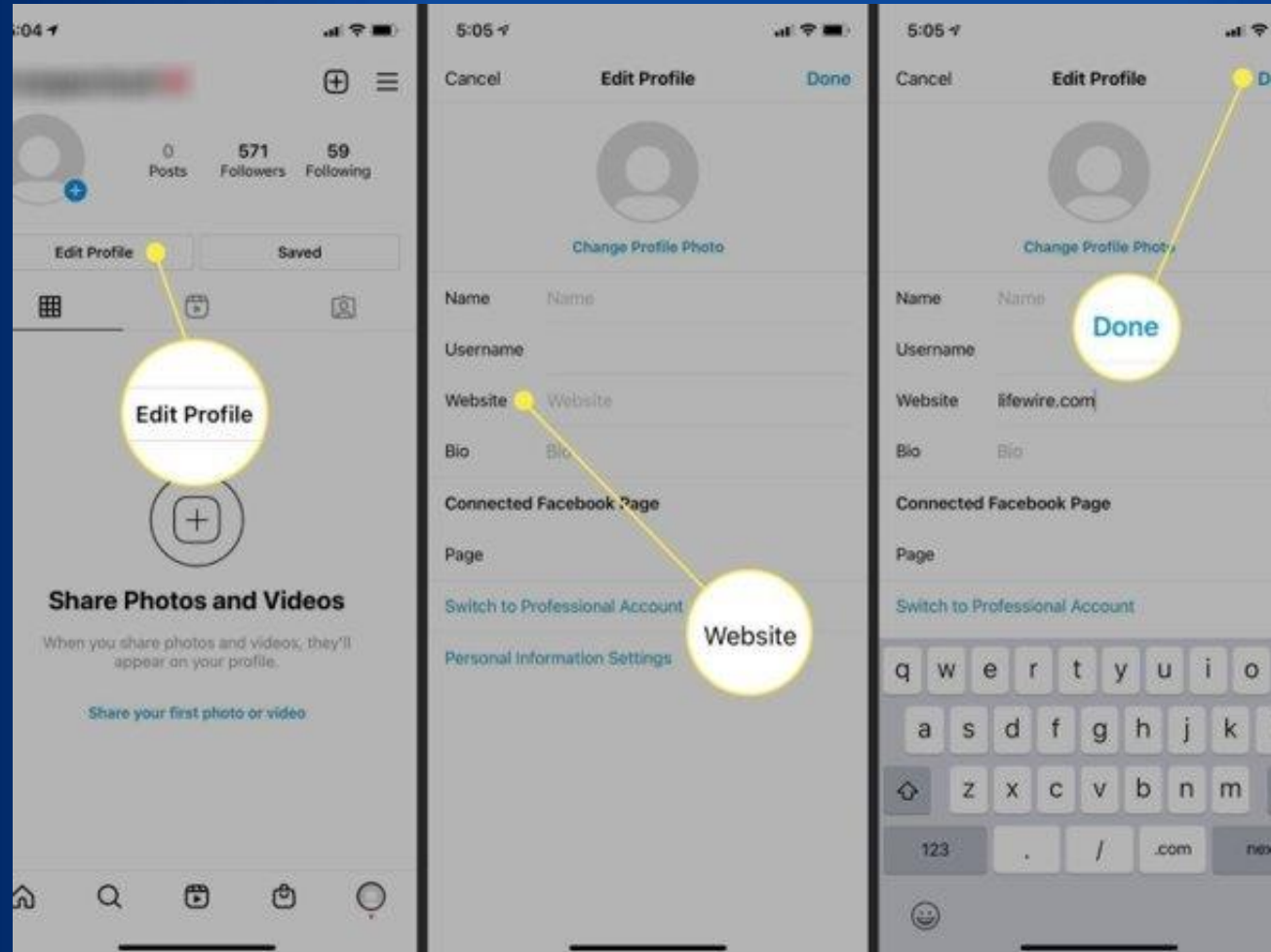
Create a Facebook Fundraiser



Create a Facebook Fundraiser



Fundraising on Instagram



Fundraising on Instagram

1. Click on the blue plus sign on your Instagram profile.
2. Take or select the photo you would like to share.



Fundraising on Instagram

3. Click on the post-it with the smiley face at the top right corner of your screen.



Fundraising on Instagram

4. On the menu that pops up, scroll down and click on the icon that says Link.



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Fundraising on Instagram

5. Enter your personal fundraising page URL link.
6. Click done and post your photo. This will allow anyone who sees your post to click on the link sticker and be directed to your personal fundraising page.



Fundraising on LinkedIn

- LinkedIn has grown to be one of the best platforms for peer-to-peer fundraising success
- Repost NAMI-NYC content
- Add your voice/perspective
- Don't forget to include your fundraising page link!

Fundraising on LinkedIn



Manager of Events, NAMI-NYC (National Alliance on Mental Illness of N...
2w •

1 in 5 U.S. adults experience mental illness – that is why I walk. Join me for NAMIWalks NYC, the largest mental health event in the nation, and help me reach my fundraising goal in an effort to provide Mental Health for ...see more



NAMI-NYC

3,103 followers

1mo • Edited •

Be an advocate for #MentalHealthForAll! Join us on Sunday, May 19 for #NAMIWalksNYC. www.namiwalksnyc.org



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Digital Tips and Tricks

- Consistency is key
- Keep it short and to the point
- Respond back to anyone who engages with your content
- Be creative



In-Person Fundraising

- Take advantage of upcoming holidays
- Tell your story
- Use your talents in exchange for a donation (music lessons, baking, etc.)
- Host a dinner party
- Reach out to your local gym, coffee shop, bodega, etc.

How to Share Your Story for Impactful Fundraising





What is sharing your story?

Speaking on your connection with:

- NAMI-NYC programs
- NAMIWalks NYC
- Experience with mental illness
- Anything that you feel represents your 'why'



Why is sharing your story so important?

- You are an advocate for NAMI-NYC and the community
- Breaking the stigma
- Creating points of connection
- Providing support for those who you may be unaware needs it
- Positively impacts your fundraising



Brainstorming Exercise...

- I am walking because...
- I am walking for...
- I want to support NAMI-NYC because...
- I appreciate that NAMI-NYC offers....because...
- I am a...
- I want...



Tips and Tricks

- Do what makes you feel comfortable
- Speak on what you know
- Be yourself
- Short is key
- Create an open conversation



Where to Share Your Story

- In person
- On social media
- Your personal fundraising page

Questions & Open Discussion

