



NAMIWalks NYC + Mental Health Street Fest

Fundraising Toolkit 2025

Sunday, May 18, 2025 at 11 AM

www.namiwalksnyc.org

Thank you for supporting the **2025 NAMIWalks NYC + Mental Health Street Fest!** In this toolkit, we've included fundraising strategies, content, 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

- Use our new Fundraise4NAMI app to become a Walk Star, raising \$1,000 and beyond. [Review our instructions](#) to get started.
- 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 NAMIWalks 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. Texting is also an effective way to fundraise.
- Sign up for the 2025 NAMIWalks NYC Walk Talk Session. On **Monday, April 14**, we'll provide you with hands-on fundraising strategies and guidance from NAMI-NYC's Associate Director of Events, Emma Chesed.

[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

- [1 in 5 U.S. adults](#) experience a mental illness. The Other 4™ are their family, friends, colleagues, and neighbors.
- [1 in 3 Americans](#) feel lonely every week.
- [43% of adults](#) say they feel more anxious, including anxiety about current events.
- [1 in 4 adults](#) with frequent mental distress could not see a doctor due to cost.
- [1 in 5 youth](#) had at least one major depressive episode in the past year.
- [13.2 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 **48 evidence-based classes** helping **3,094 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 **1,707** 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 **545 participants for 7 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 **8,501 people**.
- Through our Ending the Silence program, we made presentations to **4,188 middle and high school students**, their parents and caregivers, and school faculty and staff about mental health and how to access support.
- We facilitated **874 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 community outreach presentations, we shared our resources and information with **6,032 people**.
- Through our Workplace Mental Health Initiative, we reached **3,435 people with practices on how to create supportive, healthy work environments** and reduce stigma in the workplace.
- We have **over 170 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. The [National Alliance on Mental Illness of New York City \(NAMI-NYC\)](#) provides free, life-changing programs to families and individuals affected by mental illness. From their one-of-a-kind family support programs to their new innovative teen mental health programs, NAMI-NYC



is leading the way in serving New Yorkers and addressing the City's urgent mental health crisis. I can't wait to support their work again this year.

I would love for you to join me as part of (insert your team name) on **Sunday, May 18 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!](#) When you show up on Walk day, you are raising mental health awareness, opening the conversation, and creating community. Enjoy music, wellness activities, snacks, and games – all in the name of breaking the stigma.

Even if you can't join me, please help me reach my fundraising goal of \$_____. Thanks to your generous gift, we will be one step closer to reaching our goal of raising over \$1 million to ensure mental health support is accessible to 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. The [National Alliance on Mental Illness of New York City \(NAMI-NYC\)](#) has committed to providing free of charge programs and services to both families and individuals affected by mental illness. 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. Please make a donation in any amount 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. Help me and NAMI-NYC raise over \$1 million for free mental health support!

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 18 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](#)

Be sure to add this to your personal email account, as companies have different policies about fundraising in the workplace.

Social Media

Below you will find suggested language for social posts.

- [Download graphics here](#)
- 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 18! 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 18 and help me reach my fundraising goal of \$___! Add your fundraising page link. (Share photos of yourself, family, and friends at the Walk.)