



nAMIWalks

10 TIPS FOR RECRUITING CO-WORKERS

- 1 Start early.** Begin recruiting team members as soon as you register your team. The earlier you build your team, the more time you'll have to raise awareness and funds for NAMIWalks.
- 2 Host a recruitment Rally.** Select a date to present at a company or team meeting, or consider hosting an internal Company NAMIWalks Rally. This is a great opportunity to share why the company is walking, and show co-workers how easy it is to get activated.
- 3 Time to be social.** Download and use the Walk backgrounds for Zoom. Share in meetings why you're participating and ask others to join you. Provide a link to your team's registration page in your work email signature.
- 4 Include "Why We're Walking" in your company newsletter.** Send out an internal communication announcing company involvement and outline how employees can register.
- 5 Involve leadership.** Secure CEO or upper management support as an Executive Champion that will help spread the word to employees. Ask the Executive Champion to challenge other Executives to match their fundraising efforts.
- 6 Incentivize joining the team.** Encourage colleagues to register by offering prizes to the first people who register, or those that top the fundraising leaderboard.
- 7 Spread the word.** Ensure that all departments are excited to participate. Consider designating a team lead for each department, and engage in some friendly competition. Let them know their friends and family members are welcome to join, too!
- 8 Set your team up for success.** Set up a table in a high traffic area and attract attention by offering candy or giveaways. Offer the opportunity to register for the company team, display a QR code for those passing by, or have copies of your team marketing materials on hand to distribute.
- 9 Get moving.** Consider utilizing your participation in NAMIWalks as a way to initiate a health and fitness challenge for your corporation. You can host a steps challenge or encourage activity tracking to keep your colleagues engaged leading up to Walk day.
- 10 Put the FUN in fundraising!** Celebrate your fundraising milestones and offer fun prizes and incentives for your teammates. Providing regular updates to your colleagues will boost team morale and motivate others to join in to help reach your company fundraising goal!

Visit namiwalks.org and log into your Participant Center for more tips.