



IAM NAMI

National Alliance on Mental Illness

Walks



2024 PARTICIPANT GUIDEBOOK

YOU are NAMIWalks

If you've been on the fundraising road with NAMIWalks before, then you know — and if you're a lucky first-timer, you're about to find out: the rumors are true. It's the most inspirational, optimistic, meaningful event in town.

What's all the excitement about? Let's start with the important dollars generated for NAMI as the funds you raise power our community's mental health organization with its ongoing free programs, outstanding education and far-reaching advocacy.

Oh, and it's no secret. NAMIWalks is good exercise, for your body *and* your spirit.

But most of all, it's about the remarkable people. It's about you. Each one of you — together - as you take a stand on the road to make community matter and see your commitment through to "Mental Health for All."

THREE pillars to support ONE goal:



To promote awareness of mental health and reduce stigma



To raise funds for NAMI's free, top-rated mental health programs



To build community and let people know they are not alone



Set YOUR goals!



Previous Amount Raised

Goal for Total Amount Raised

Goal Achieved?



Previous # of Donations

Goal for Total # of Donations

Goal Achieved?



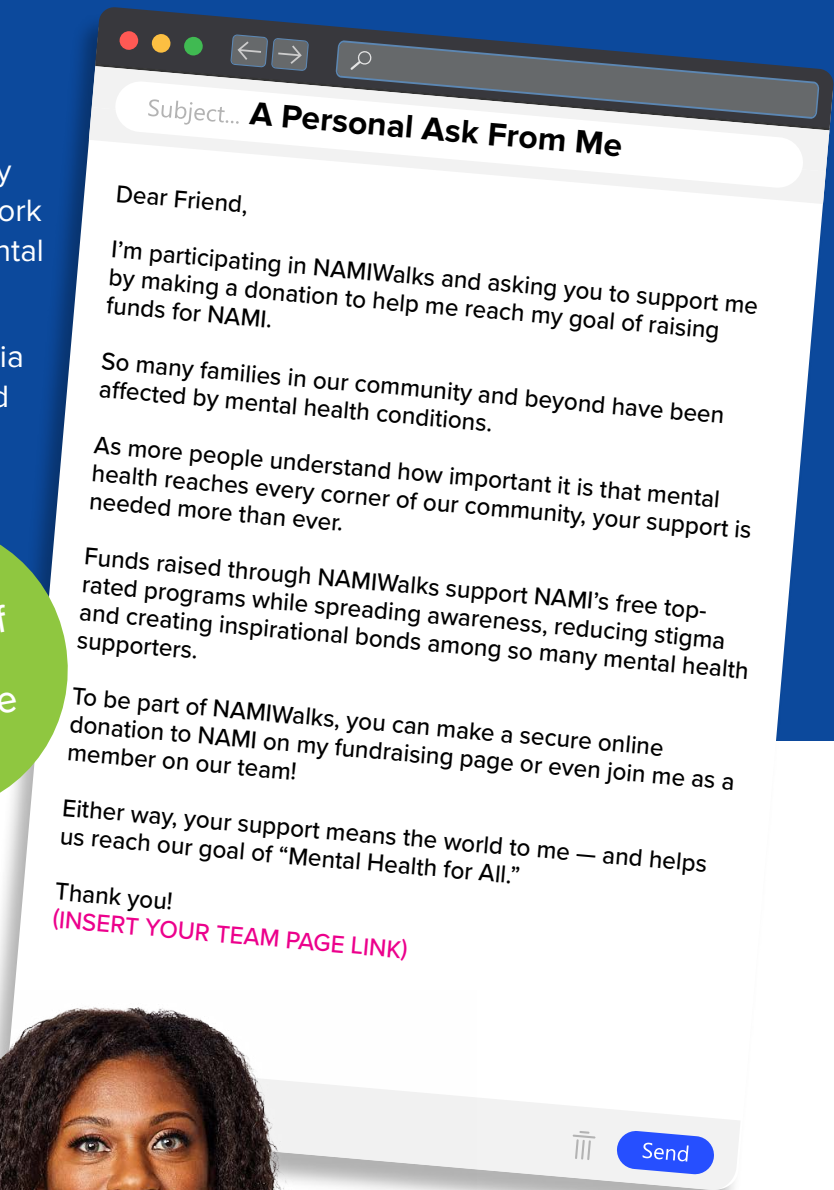
Let's get LOUD!

We don't just walk the walk. We *are* the walk. By utilizing email and social media to let your network know you are NAMIWalks, our rallying call, "Mental Health for All" will be closer than ever before.

Find participant sample emails and social media posts at namiwalks.org/participantsamples and graphics at namiwalks.org/socialmediaguide.



It takes an average of 5 emails for people to act.



Let everyone know YOU are NAMIWalks!






Did you know that when you raise \$100+, you will receive the official NAMIWalks T-shirt on Walk Day? T-shirts are limited to one per qualifying participant and sizing is based on availability, although we do our best to have a wide variety of sizes.



Complement your walk day outfit with our Walk Star Pin! Raise \$1,000+ and you'll be among the NAMIWalks elite as an official "Walk Star" and receive the 2024 Walk Star Pin!



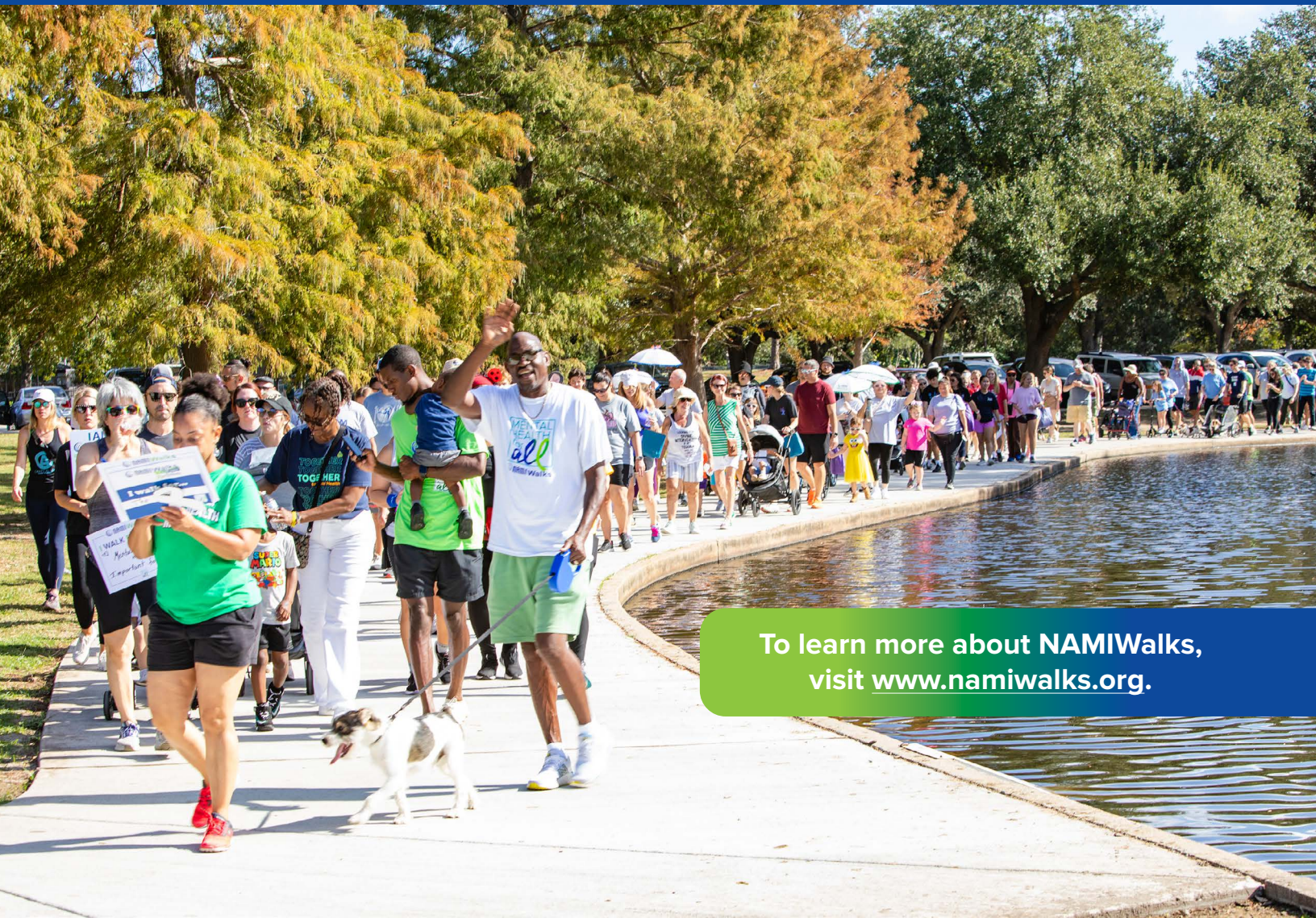
Raise \$100 in 5 days!

DAY 1	DAY 2	DAY 3	DAY 4	DAY 5
 Make a \$25 self-donation to get started!	 Get social and start a Facebook Fundraiser!	 Ask a friend for a \$20 donation.	 Skip your usual coffee order and donate \$10.	 Ask a family member for a \$25 donation.

Tools for Participants

Did you know there are a variety of tools provided to NAMIWalks Participants to amplify your social media, fundraising and awareness-spreading efforts starting this very moment and continuing through event day?

Please visit www.namiwalks.org/participanttools to view the wonderful resources just for you!



To learn more about NAMIWalks, visit www.namiwalks.org.