

Have You Created Your Team Page?

The most successful teams are those who register online!



Team Name: _____

Team Fundraising Goal: \$ _____


Team Participants Goal: # _____

Register yourself and/or your walk team at the link below:

www.namiwalks.org/southernarizona

TEAM SHIRTS!

Create a Sense of Pride!

- ◆ Make them bright and colorful so that they stand out.
- ◆ **Team t-shirts are in effect** walking billboards for your company, organization, and personal team. 
- ◆ Team t-shirts should always include the Team Name, Organization Name (if applicable), and NAMIWalks logo.
- ◆ Remember that Team t-shirts are worn throughout the year!
- ◆ There will be a **BEST TEAM T-SHIRT CONTEST** for both **Family and Business team categories**. The winners will be selected after the Walk and announced at the Awards Ceremony!

NAMIWalks

National Alliance on Mental Illness

Complimentary Food!

SATURDAY, APRIL 6, 2019

John F. Kennedy Park, Fiesta Area

Family Fun!

Music!

3359 S La Cholla Blvd

5k, 3k, and 1k Walk

Stomp Stigma!

Registration Begins: 7:30 a.m. • Program: 8:00 –11 a.m. • Walk: 9:00 a.m.

No Walker Registration Fee Required;

however, you must sign a liability waiver on Walk Day if not pre-registered online

- ◆ Wheelchair Accessible
- ◆ Dogs welcome on leash
- ◆ Walk Day—Rain or Shine!
- ◆ Every walker raising \$100 or more will earn **one** NAMIWalks T-shirt.

There is no requirement to walk.

Bring your lawn chair or blanket and enjoy the day!

Bus Routes that stop within 1/2 mile:

Bus # 23 (Mission/Ajo) North/South
Bus #50 (Mission/Ajo) East/West
www.suntran.com/routes.php

Who should be on your personal team?

Your top prospects should include:

- You and Spouse/Significant Other
- Your Children
- Parents & Grandparents
- Brothers & Sisters, including their families
- Aunts, Uncles, Cousins
- Your closest friends
- Co-Workers
- Neighbors
- Friends from other organizations, church, etc.
- Anyone else that you feel close to



Sponsorship Campaign

Have you asked:

- Employer
- Bank
- Insurance Agency
- Gym/Fitness Facility
- Doctor/Dentist
- College/University
- Accountant
- Car Dealership
- Civic Organizations
- Professional Groups
- Faith-Based Communities
- Fraternities/Sororities
- Barber Shop/Salon
- Restaurants
- Small Businesses or Other Businesses you Frequent...



Fundraising Tips

Setting your fundraising goal is the key to success! We suggest you speak with your *Walk Manager* about your specific goals. **Here are a few ideas:**

Develop your webpage online at namiwalks.org/southernarizona

Tell your story, people give to people! Put together a YouTube video to ask people you know to support you.

Use the Internet and Social Media

Do you have a webpage or access to e-mail? Use the internet to recruit walkers and sponsors! It's easy and inexpensive. You can also use social media such as Facebook and Twitter to post Walk information.

Letter and E-mail Writing Campaign

Send letters and/or E-mails (*Samples available*)

Corporate Sponsors

Ask your company to sponsor the Walk, and ask your family and friends to ask their companies to sponsor the Walk. Matching funds are a great way to raise additional funds!

Have a NAMI Garage Sale

Need to clean out the garage, attic or backyard? Consider having a sale with proceeds benefiting NAMI of Southern Arizona.

Impulse Change Drop

Put a container for spare change on your desk at work or ask a business you usually frequent to leave a change jar. Label the jar as "Impulse Change Drop—For NAMI!"

Restaurant Fundraisers

Many local restaurants will give a portion of the sales to benefit nonprofits, ask them and invite your friends.



Each walker that raises \$100 or more will earn 1 2019 NAMIWalks T-Shirt.

Get Your Free NAMIWalks T-Shirt!

Why are we walking?

NAMIWalks has two main goals:

- 1) **Raising Funds** for NAMI's programs and services.
Fundraising goal: \$140,000
- 2) **Raising Awareness** - drawing attention to the prevalence of mental illness and replacing stigma with understanding.

Why are you walking?

(State why this is important to you).



What is NAMIWalks?

NAMIWalks is a nationwide fundraising and mental health awareness program that is being held in more than 80 communities around the country, including right here in Tucson, AZ.

The NAMIWalks program benefits NAMI Southern Arizona allowing us to maintain and enhance our support and services to the thousands of individuals and families in our community who are affected by serious mental illness.

Other Reasons We Are Walking...

- ◆ **1 in 5** adults experiences a mental health disorder in any given year.
- ◆ **More than 200,000** adults in Pima County alone have mental disorders.
- ◆ **Recovery is Possible** - With Treatment 72% can recover!
- ◆ There is HOPE!

NAMIWalks benefits NAMI Southern Arizona's no-cost programs and services. 90% of all money raised stays in our local community.



Changing Minds... One Step at a Time!

Walk Pocket Guide

Guide to helping you succeed!

KENNEDY PARK, FIESTA AREA
3359 S. La Cholla Blvd
Saturday, April 6, 2019
13th Annual Walk



Get Involved!

(Check off how you will help)

- Create your own Walk Team
- Create a Corporate Team
- Walk as an individual, or virtual walker
- Recruit Sponsorships
- Volunteer



Fill out your TIMELINE:

- ✓ I will create my **Walk Team** online by: _____
- ✓ I will create a **Corporate Team** by: _____
- ✓ I will recruit **Sponsorships** by: _____
- ✓ I will find out about **Volunteering** for the walk by: _____



NEED HELP?

The Walk Staff can help you with:

- ◆ Creating your team online
- ◆ Your fundraising efforts
- ◆ Providing support throughout the Walk process
- ◆ Answering your questions
- ◆ Gaining support for your team by presenting at your workplace, civic group, etc.

And much more!



Need more information or have questions?

Contact the NAMIWalks Staff at:

(520) 622-5582 or by email at namiwalks@namisa.org

NAMI Office:

6122 E. 22nd St.

Tucson, AZ 85711

Or Visit Us Online at:

namiwalksaz.org



NAMI is a non-profit 501(c)3 agency providing no-cost support, education and advocacy to all those affected by mental illness.