



NAMI Connecticut Walk

Stepping Towards Hope & Wellness

How to Get your Team Started!

1. Create a Team name.

2. To Register and Create Your Team page: Go to www.classy.org/namictWalk2015. Click on Create a Team and follow the step by step directions to register and creating your Team. **IF YOU HAVE ANY QUESTIONS FEEL FREE TO CALL THE OFFICE AT 800-215-3021 AND ASK TO SPEAK WITH JANICE OR IRIS AND THEY WILL GLADLY WALK YOU THROUGH THE PROCESS.**

3. Email Friends, Family, Business Contacts, Civic & Social Group Members, Co-Workers Past and Present, Area Stakeholders, Political Representatives at all levels.

Write and send a personalized email message to your friends, family and co-workers telling them about your cause and your team. Your heartfelt appeal in asking them to make a pledge can have a real impact in meeting your fundraising goal. Add the link to your personal team page, share and social media links are on each page. Assure your recipient that no donation is too small and state your goal. You may want to mention that Double Donate for corporate matches is integrated into the pledge pages for ease of use. Share the info-graphic that illustrates the impact their donations will have.

By clicking on Import from my address book, you can import your address book from your Yahoo, Gmail, Hotmail, AOL, Plaxo, or Outlook account. Alternately, enter the email addresses for those that you wish to send your personal website. Enter one email address per line, using this method.

Enter your Subject: NAMI WALK TEAM

4. Sharing Team Page on Social Media (if you use Social Media).

TIPS: FOR GATHERING DONATIONS & PLEDGES

Now that you are registered and have built your personal webpage it is time to start gathering pledges. Email friends and family with a link to your webpage. Ask neighbors and people in your

community. Let people see your excitement. ***People love to support causes, especially when they can see how much it means to you.***

For many fundraisers, it can be difficult to ask personal friends, family members and acquaintances for financial support. Start with those you know will be willing to support you and use this to build momentum. It's always easier to hear a "no" after you have hearing "yes" a few times.

Here is a list of common members of our community to consider asking. Some employers have policies against soliciting donations or selling items during working hours. This usually means that it is okay to ask, but just not while working. Use your best judgment, check and follow whatever policies are in place in your particular situation.

- Mom and/or Dad
- Grandparents
- Adult sisters and brothers
- Aunts and uncles
- Adult cousins
- Neighbors
- Family friends
- Close friends of your extended family (i.e. Grandma's best friend)
- Coaches and extracurricular activity leaders
- Bosses and co-workers
- Families you work for (i.e. babysitting or lawn mowing)
- Your favorite teacher from a previous school year
- Businesses with whom you do frequent business
- Hair stylist
- Tutors
- Babysitters

Some people are more familiar with using the Internet than others. Keep copies of offline pledge forms with you for those who would prefer to pledge offline. You can then go into your participant site and enter their pledge for them! This way the funds you have raised will post toward your totals, and accurately show the progress you have made toward your goal.

Tips from DoJiggy.com, edited. 2015