

## **Become a NAMI Northern Virginia 2019 Annual Walk Team Captain!**

**Get started at: [www.naminovawalk.org](http://www.naminovawalk.org)**

A Team Captain is a person who creates a Walk team. A Team Captain's team consists of walkers that may include family, friends, neighbors and co-workers! As a Team Captain, you can customize your team's webpage and send emails and messages to your team members.

### **Register your Team**

- Ask your family and friends to join your team to walk with you and help raise support.
- Donate – get the donations started by making your own contribution, of any size.
- Raise money and awareness by reaching out to let others know that they can support you and our community.

### **Successful Team Captains**

- Communicate regularly with their team members – at least once a week!
- Are enthusiastic “coaches” and passionate about mental health and supporting wellness.
- Establish, set and meet fundraising goals and help their team members reach their goals.
- Fundraise with a personal email or letter. People give to people, especially people they have a personal connection to.

### **Fundraise Online**

- Create your team at [www.naminovawalk.org](http://www.naminovawalk.org)  
You will have a personal walker webpage and a team page for your team. It's easy to customize them with photos and personalized messages!
- Set goals, invite people to join your team, and post on social media. People who use social media tend to raise more money. Even if you don't raise funds, you are raising awareness!
- Email the link to your personal walker page to family and friends.
- Let corporate sponsors know about the opportunity to be a part of the walk!  
Sponsorships begin as low as \$250. Consider asking businesses you frequent to donate.

### **Set Fundraising Goals!**

- If each team has 10 members and they each raise \$100, you can reach a team goal of \$1,000--or more! People like to help, and you are giving them an easy and fun way to make a big difference in our community.