

## Team Captain's Checklist

### 1. You're Here: Let's Get Started!

- 📍 If you haven't already done so, Sign up as a Team Captain: [www.namiwalks.org/maryland](http://www.namiwalks.org/maryland)
- 📍 Email your NAMIWalks Manager, Danielle, at [connection@namimd.org](mailto:connection@namimd.org) for all your fundraising materials
- 📍 Download your NAMIWalks Maryland Fundraising Passport and make sure to join your local NAMIWalks Maryland Kick-Off events for all the materials you need.

### 2. Recruit: Build Your Team

- 📍 Use the Participant Portal's 'Team Tools' tab to 'Recruit Team Members'
- 📍 Invite your co-workers, vendors, clients, friends, and family to join your team (template is drafted within walk website, see below for email invite examples)

### 3. Manage: Motivate

- 📍 Add members!
- 📍 Motivate and communicate through emails – our NAMIWalks Manager will be in contact starting in March with sample emails you can customize and send to your teammates.
- 📍 Fund raise, fund raise, and fund raise!!
- 📍 Print/request event fliers and ask your team to help distribute in your communities

### 4. Inspire: Show Your Flair

- 📍 Design/make team shirts or come up with a team theme so you stand out on Walk Day
- 📍 Plan for food and drinks – picnic lunch, food vendors, and area restaurants

### 5. Final: Celebrate Your Hard Work!

- 📍 Attend the NAMIWalks Maryland on Walk Day, June 1<sup>st</sup> at the Rash Field, Inner Harbor in Baltimore!

## Registration Guide

- 📍 Recruit: *Build Your Team*: [Register your other participants!](#)
- 📍 [Customize your fundraising page](#) and your [team page!](#)
- 📍 Use the [Team Captain Manual](#) and encourage your team to use the [Fundraising Manual](#) to help answer any questions and ensure your team's success!
- 📍 Use this how-to guide to [find and use team pages](#).
- 📍 Connect to your social media and subscribe to text alerts and email lists [here](#).



## Email Communications & Important Information

*(The below emails can be added to the template emails within the NAMIWalks website)  
In addition to these emails, you should communicate regularly and encouragingly with your team. Keep an eye out for important information and updates from your Walk Manager to pass along!*

### **Email #1: Team Captain Introduction (for Team Captains) Grow Your Team!**

Subject: Sign Up for the NAMIWalks Maryland

Dear Friends,

My name is \_\_\_\_\_ and I'll be your team captain for the 2019 NAMIWalks Maryland! I'm here to get you signed up and ready to participate in this exciting, one-of-a-kind opportunity. I'm also here to answer all of your questions about the walk and to give you everything you need to recruit your friends, family members and co-workers to be a part of our team. As we get closer to June 1st, 2019, I'll be your source for information about the event. From T-shirts to walk day specifics, meet-up locations and parking information, I'll give you everything you need to make it happen. If you have any questions along the way, please feel free to drop me an e-mail. In the meantime, tell all of your co-workers, friends and family about the 2019 NAMIWalks Maryland. It truly is a one-of-a-kind walk with no fee to participate that's full of fun, camaraderie, and hope!

Thank you,

Name

Phone Number

Email

### **Email #2: Pitch to Recruit Team Members (for Team Captains)**

Subject: Sign Up for the 2019 NAMIWalks Maryland

Dear Friends,

Hi, my name is \_\_\_\_\_ and I'm your team captain for the 2019 NAMIWalks Maryland. If you haven't already done so, I encourage you to sign up for this event as soon as possible in order to take advantage of all the information and offers.

Why should you sign up?

1. Registration is FREE!
2. You'll receive entry into the 2019 NAMIWalks Maryland to participate in a great day of food, fun, entertainment, and friends! Visit the NAMIWalks Maryland website to learn more about our event day features: [www.namiwalks.org/maryland](http://www.namiwalks.org/maryland)
3. You'll receive a NAMIWalks t-shirt if you raise \$100 or more!

Visit the NAMIWalks Maryland website today at: [www.namiwalks.org/maryland](http://www.namiwalks.org/maryland) to get started and be a part of our team. Register now so you can walk alongside your family, friends, and colleagues. You don't want to miss out on the fun and the walk will be here before we know it!

Thank you,

Name

Phone Number

Email