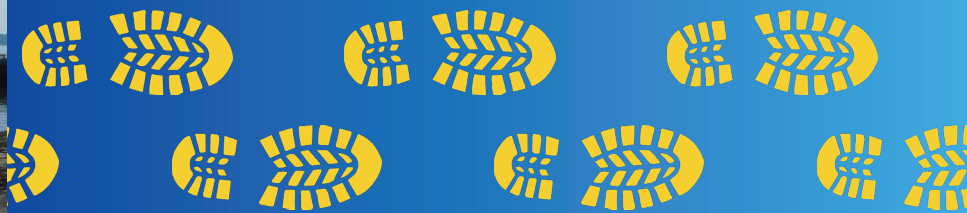




VIRTUAL WALK PARTICIPANT GUIDE



#namimewalk

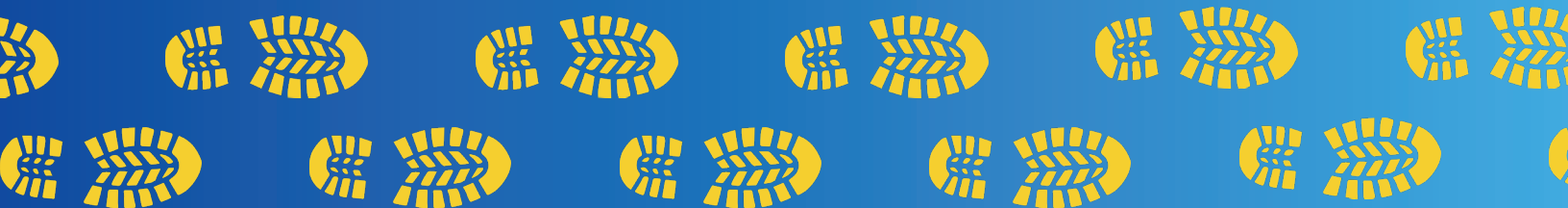
www.namimaine.org/walk



LET'S WALK!

Just like you, the NAMI Maine community is resilient, creative, and unstoppable! We've shifted our 2020 NAMI Maine Walks on the Capitol event to be a virtual experience to keep the momentum of our incredible walk teams going while maintaining everyone's safety on Saturday, September 12th.

Check out this guide book for fundraising ideas, resources to help spread the word, and details on our day of raising mental health awareness.



[#namimewalk](https://www.instagram.com/namimewalk)

www.namimaine.org/walk



Save the Date!

Saturday, September 12th

NAMI Maine Walks on the Capitol

SPREAD THE WORD

To register your team for NAMI Maine Walks on the Capitol, go to:

www.namimaine.org/walk

Join our event and then get the word out about your team!

Having trouble registering?

Contact NAMI Maine's Strategic Partnerships Manager, Diana Jagde, at diana@namimaine.org or (207) 622 - 5767, ext. 2301.



REGISTER

Create your team, customize your page, start fundraising, and make your first donation at:
www.namimaine.org/walk

SHARE

Spread the word about your team's fundraiser on social media.
Use #namimewalk!

TEXT

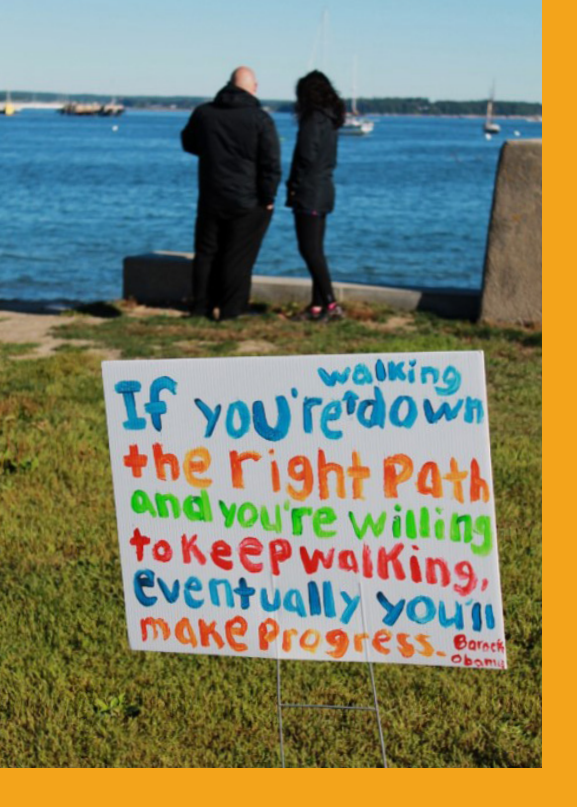
Send the link to your page to your contacts

EMAIL

Share your fundraiser with friends, family, and coworkers to invite them to support your team

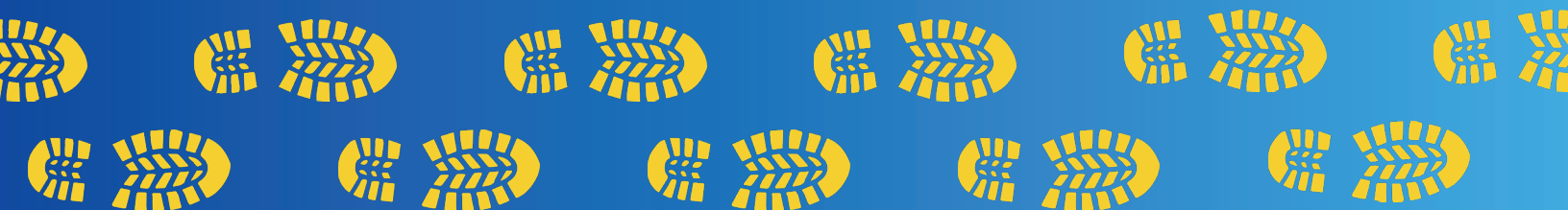


FUNDRAISING IDEAS



Despite COVID-19, there are still tons of fun ways to get the word out about your walk team and to encourage folks to support NAMI Maine! Here are a few creative places to start:

- Invite coworkers, family, neighbors, and friends to support your walk team, then invite them to share your info and spread the word. [Click here for a sample email.](#)
- Host a virtual yard/garage sale with proceeds to benefit your team
- Throw a Zoom dinner party and invite guests to make a donation to attend
- Ask a local business or restaurant to partner with you for a day
- Share a skill by teaching a class via Zoom and invite folks to donate to attend
- Do a concert over Facebook live and invite folks to give
- Get crafty! Sell handmade items like masks or pottery to benefit your team
- Remember the ice bucket challenge? Create a challenge where if you raise a certain amount of money, you'll sing a song, do a silly dance, etc. if your fundraising goal is met
- Host a virtual game/trivia night and invite folks to donate to join
- Put your returnables deposits towards the walk and invite others to do the same



GET SOCIAL

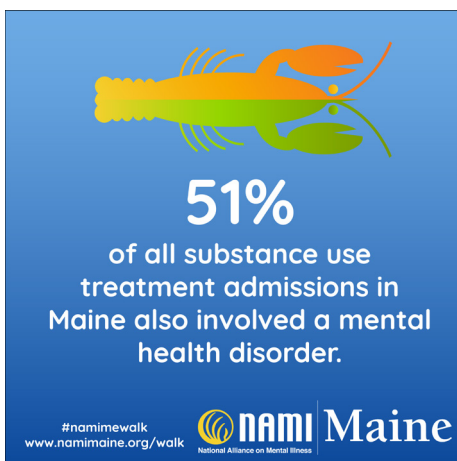
Here are some tools and graphics to amplify the virtual walk and mental health awareness on social media.



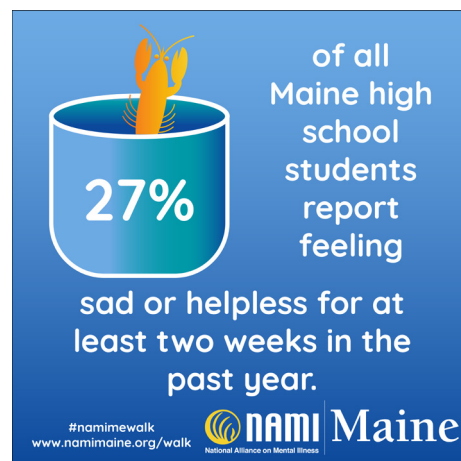
[Click here to add your own selfie and share](#)



[Click here to share the NAMI Maine Walk Spotify Playlist](#)



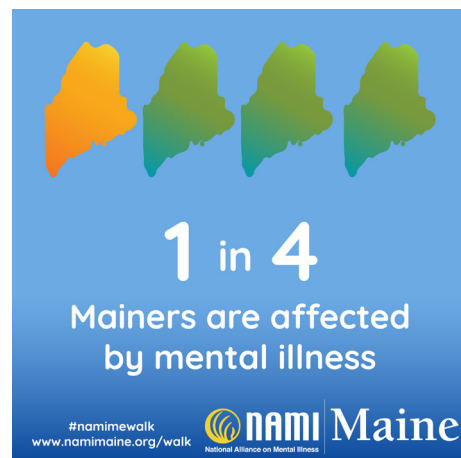
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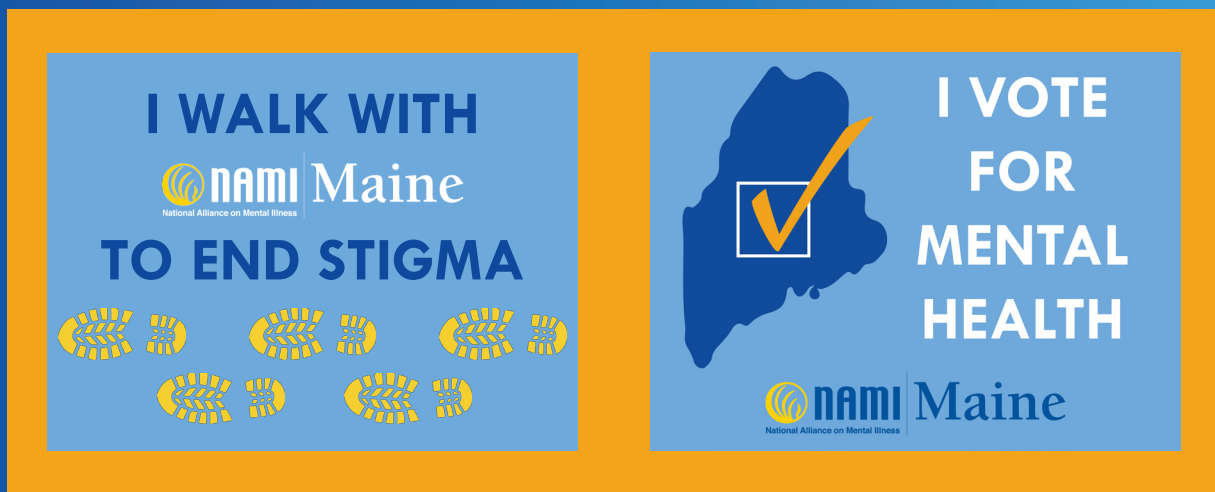
Post with hashtag **#namimewalk**

TUNE IN

Tune into the official NAMI Maine Walks on the Capitol playlist!

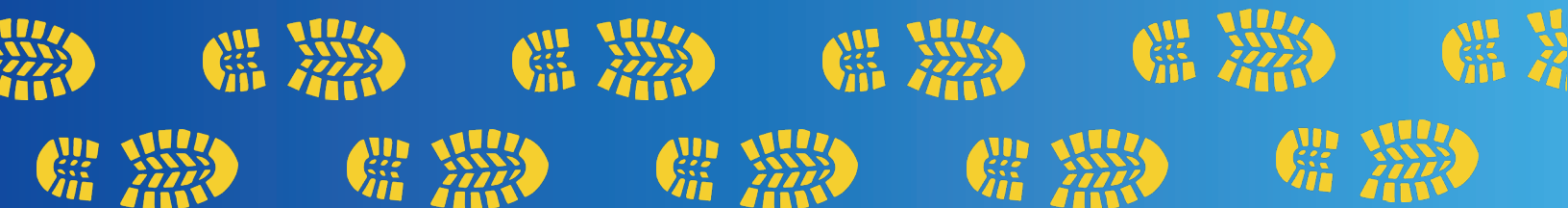
These upbeat songs will keep you motivated and walking all year long.

Want to make a request? Just fill out this form to recommend a song to add to the playlist!



SHOW YOUR SUPPORT

Display your support for NAMI Maine and mental health advocacy with one of our yard signs! Teams who raise at least \$100 can receive a yard sign from NAMI Maine.





THE DAY OF THE WALK

Cross the finish line strong with us on Saturday September 12, 2020! We'll be hosting a virtual event the day of the walk where we recognize our top fundraising teams and rally for mental health remotely. Don't miss out! For details, visit www.namimaine.org/walk.

You can also raise awareness the day of by sharing your connection to mental health via social media, providing information on your walk team, and encouraging folks to donate. Be sure to use the walk hashtag [#namimewalk](https://twitter.com/namimewalk) and tag NAMI Maine to increase your visibility!

Follow NAMI Maine:



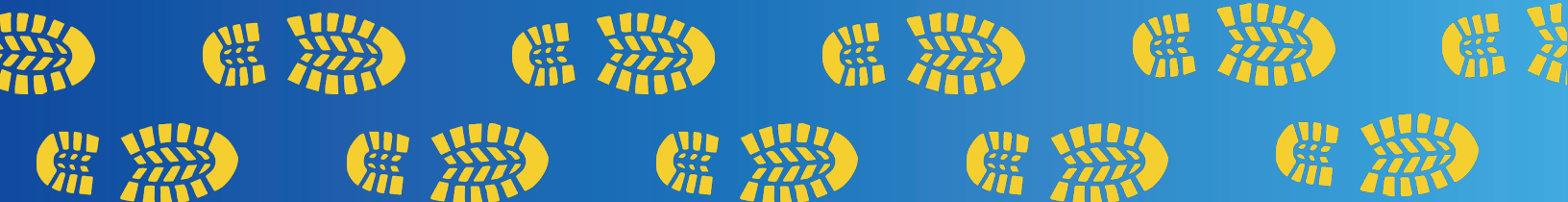
[@NAMIMaine.org](https://www.namimaine.org)



[@NAMIMaine](https://www.instagram.com/NAMIMaine)



[@NAMIMaine](https://twitter.com/NAMIMaine)





says

THANK YOU TO OUR SPONSORS!

We are so grateful to these businesses for showing their support of our community and NAMI Maine Walks on the Capitol!



MaineGeneral Health





NONE OF US WALK ALONE

We are here for you for every step of the NAMI Maine Walks on the Capitol and your mental health journey. If you need support, please contact us!

Walk Teams & Sponsorships

Strategic Partnerships Manager
Diana Jagde
diana@namimaine.org
(207) 622 - 5767, ext. 2301

Events & Walk Logistics

Public Relations Manager
Alicia Hynes
events@namimaine.org
(207) 622 - 5767, ext. 2308

NAMI Maine Helpline

Community Support Manager
Fred Bean
helpline@namimaine.org
(800) 464 - 5767, ext. 1



National Alliance on Mental Illness

(800) 464 - 5767

www.namimaine.org

52 Water Street Hallowell, ME 04347

