

Set Walker & Fundraising Goals for the Team

- Recommended Team building goal: 10 - 20% of total number of employees.
- The Team goal should include family and friends as well as employees.
- The fundraising goal should be based on a \$100 per-walker average. (Be sure to emphasize the fundraising effectiveness of writing letters and e-mails to family, friends and co-workers.)

Recruit as many Team Captains as Possible

- Start by helping the company identify or appoint an overall Team captain to lead the Team building effort. This person will serve as the main liaison with the NAMI staff and volunteers running the program. This person will often have a particular interest in mental illness for some reason.
- **Super Teams** – the NAMIWALKS website now has the capability to support a large business team with multiple departments, divisions, etc. This allows these “Super Teams” to promote this WALK in greater ways while creating competition and momentum within their own company. An overall Team captain is identified and can view the complete Super Team website to see which teams have registered under their umbrella company, what their fundraising efforts are and to monitor all other team activity. Individual Team captains for various departments or divisions will register and have the ability to view their Team Pages and recruit Walkers for their specific teams. If your WALK site has a company or companies that might like to consider establishing a Super Team, contact your Regional Walk Manager to discuss this possibility.
- Encourage (and help!) this Team captain to recruit assistant Team captains in every department or on every floor (use the United Way model and see Team captain recruitment strategy below).
- Have as many Team captains as possible attend the pre-WALK Team Captains’ Kick-Off Luncheon that will be held approximately 8 weeks prior to the WALK.

Recruiting Team Captains and Walkers

- Try to use a “top down approach” to teambuilding whenever possible. Draft a memo from the president or other top executive to all department heads asking them to appoint a Team captain for their department or area and organize a meeting for these team captains.
- Always try to “make the WALK personal” by highlighting the fact that many employees are probably touched by mental illness in some meaningful way and will benefit from the company’s participation in the WALK.

Internal Team Building Meetings

- Arrange for 10 to 15 minute presentation on the WALK at a regular management staff meeting.
- Try to schedule a special presentation about the WALK to as many employees as possible. Always have a Team Captain or volunteer touched by mental illness speak at these presentations.

- Meet with Team Captains before or after the Kick-Off Luncheon to help them develop a team building game-plan.
- Always distribute NAMI literature as part of any WALK related meetings you have with employees, Team Captains and senior managers. Always try to sign walkers up at the conclusion of any presentation on the WALK.

Effective Internal Team Building Incentives:

- A team T-shirt (designed and paid for by the company) for every walker,
- Incentive prizes (selected and paid for by the company) for top walkers and/or departments,
- Competitions between divisions, departments, sites or branches of the company,
- Special recognition (plaques, letter of commendation in personnel file, lunch with the CEO, etc) for top performing walkers or Team Captains,
- Offering a full or half day off for walkers that raise \$250 or \$500 or more,
- Offering use of the CEO's parking space for a month to the top fundraiser,
- Publishing a "thank you" list of all the walkers who raise \$100 or more in the company newsletter, or in a special thank memo to employees.