

1. Set a GOAL for the number of walkers and the total amount that you hope your Team will raise. Communicate this goal with the members of your Team and help your Walkers set their own goals.
2. Target the people that you definitely would like to ask to WALK on your Team. Your top prospects should include...
 - You and your spouse or significant other
 - Your children
 - Parents and grandparents
 - Brothers and sisters, and brothers and sisters-in-laws
 - Cousins
 - Aunts and Uncles
 - Your closest friends from work and from outside of work
 - Former co-workers
 - Neighbors
 - Anyone else that you feel close to.
3. Make sure you complete or collect a walker registration form for every walker that you recruit for your Team. Register your walkers online, or mail or fax your registration forms to your local NAMI office so they all are properly registered for the WALK. If your Walkers register online, they do not need to complete the walker registration form.
4. Keep you Team Roster Poster (Look Who's Walking) updated as you sign up your walkers, and display it in a prominent spot in your home (the refrigerator door is usually a good spot!) so you and your family can see your Team grow during the weeks leading up to the WALK.
5. Make sure all your walkers know why their participation in the WALK is important to you and the many other families in your community who are touched by mental illness in some way. Encourage every member of your Team to gather as many donations as possible from their own circle of friends, neighbors and colleagues. Keep them as informed as possible about the progress of the Team's fundraising efforts during the months and weeks leading up to the WALK.
6. Draft and mail (or email) a letter about your family's participation in the WALK to your holiday card mailing list, your present and past co-workers, and any business associates you and your spouse may have. Send this to everyone in your email address book. (See the Letter Writing Packet in your WALK Information Folder.)
7. Design and order Team T-shirts for all the walkers on your Team approximately 2 to 3 weeks before the day of the WALK.
8. Plan to have a special pre-WALK dinner or a post-WALK barbecue at your house to help celebrate the day and thank everyone for their support.
9. Write everyone a thank you letter that includes the fundraising results for your Team and for the entire WALK. Include pictures from the day if you can.
10. Relax and be proud of the important role you and your family and friends are playing in the fight for all those dealing with mental illness and their families!