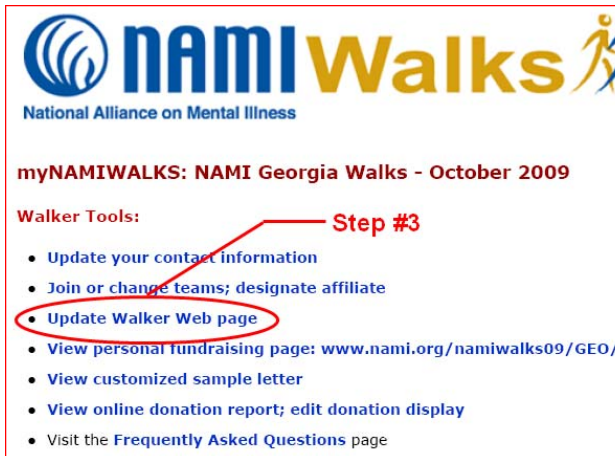


Before you Start

- These instructions assume you have already registered as a Walker and have your Username and Password handy. You received an email from espencer@nami.org with this information.
- If you have not already registered as a walker, then please go to: www.nami.org/namiwalks/GA
- It is easiest if you use Word or some other editor to type your personal message before you start this process. Then you can use copy and paste.
- Use the examples below to guide you in creating your message. You can also get them at www.namiga.org/Walk/NGA-Walk-Captains.htm
- There are three elements to a good message:
 1. Personalize the message by telling something about yourself or someone you care about.
 2. Describe what NAMI has or can do.
 3. Explain what you want the reader to do: donate, get involved, become a member, etc...

Getting Started

1. Go to www.nami.org. Sign in
2. Go to myEvents. Select the "2009 NAMI Georgia Walks"
3. Select "Update Your Walker Web page"



4. Update your Walker Web page by:
 - Cut and paste your new Walker Message (See examples of effective Walker Messages)
 - Increase your Fundraising Goal
 - Upload a picture to your Walker Web page
 - Highlight and paste the link provided so you can direct donors to your Walker Web page



SEARCH [] [] FIND

Edit Your Walker Fundraising Page

Step #4

Edit your fundraising page for the upcoming NAMI Georgia Walkswalk.

Required fields are marked with an (*). For the other fields, enter as much or as little as you like. You may edit this information at any time through myNAMI. For a sample fundraising page, click here (opens in new browser window).

My fundraising goal

By setting a goal, you challenge yourself and your sponsors in fundraising and provide a greater sense of accomplishment. Almost all walkers raise at least \$100.

*My fundraising goal: \$ [] Set a high goal and shoot for it. Don't worry if you don't make it. You raised awareness and funds for a good cause. That's what is important

My personal page link

This will be the link to your Walker page that you can distribute to family and friends. It is customized to make it easier for you and others to remember. The first part is in a standard format, but you choose what the last part will be by filling in the field below. Many people use some version of their name (ex: www.nami.org/namiwalks06/abc/jdoe). The link is not case-sensitive.

*My personal page link: www.nami.org/namiwalks09/GEO/ YourName Include this link in your email to your contacts. it links them to your Walker Web page

My personal message

Use this space to welcome friends and family to your personal page, say a word about why you are walking, thank them for donating, or to share any other information you would like them to know. You may keep the default message if you wish.

My personal message:

Cut and paste your updated message here

My picture

Upload a picture of yourself from your computer, or use one of the default images below. You may upload new pictures as often as you wish.

Click the button to upload a new picture:

[Browse...] Use this to put a picture from your computer onto your Walker Web Page

OR, click the button beside a thumbnail image to select it:

- If you need help, contact Carol McEntee at cmcentee@nami.org

Examples of Effective Walker Pages

Strategy:

The below example uses specific people and situations to personalize the personal Walker page. It illustrates both the struggles someone goes through, and what NAMI can do for them. This allows the recipient to identify with the walker's situation and feel like their contribution will help someone they now know.

EXAMPLE # 1

A MESSAGE FROM TERRI:

Welcome to my personal NAMIWalks web page for the Mind of America. I have created this fundraising page because NAMI and the work they do is very important to me, and because my dear brother, _____, attended NAMI Support Groups. _____ suffered from bipolar disorder, but I never knew the extent of his suffering until now that he is gone. Both he and my parents shielded much of his struggles from me. This walk is a way for me to help those like _____. Donating to me through this page is easy, fast and secure. It is also the most efficient way to sponsor me. Any amount will make a difference for NAMI. Please consider giving in memory of _____. Thank you for your support, and God Bless You!! :o) Now, let me tell you a little about _____.....Terri goes on to describe her brother and his life.

Strategy:

The below example uses personal experience to tell it all. It relates their struggle, what the organization can do for someone, and their dedication to give back. The most powerful message possible. This compels the recipient to identify with the walker and feel like their contribution will help someone they now know.

EXAMPLE # 2

A MESSAGE FROM JENNIFER:

Greetings! Welcome to my personal NAMI WALKS web page. I am proud to say that I have been a part of this organization and the work that they do for the past three years. As a person coping with a mental illness, as well as being a family member of someone diagnosed, I understand just how important it is to have peer support, education programs, and advocates in your corner. NAMI provides all three of these, through the efforts of its members, and the financial support of caring folks like yourself. I would not be where I am today if it were not for the peer support I have received through NAMI's Support Groups. Your support means so much, not just to me, but to the thousands of families that NAMI touches. Thank you.

EXAMPLE # 3

A MESSAGE FROM A BUSINESS ASSOCIATE.

Groups. Your support means so much, not just to me, but to the thousands of families that NAMI touches. Thank you.

EXAMPLE #3

A MESSAGE FROM A BUSINESS ASSOCIATE:

Greetings! Welcome to my personal NAMI WALKS web page. I am proud to say that I have been supporting this organization and the work that they do *length of time*. Mental illness affects one in four families. That means someone in my organization, as well as yours, is living with mental illness. I understand just how important it is to have peer support, education programs, and advocates in your corner. NAMI provides all three of these, through the efforts of its members, and the financial support of caring folks like yourself.

The National Alliance on Mental Illness, NAMI, is the nation's leading advocate for the millions of Americans suffering from mental illness. The state organization, NAMI Georgia, provides support, education, advocacy, and research programs for people across Georgia living with mental illness. These programs, in conjunction with proper therapy and treatment, help keep Georgians on the job and out of hospitals and jails. Your participation in the WALK will help fund these programs.

Your support means so much, not just to me, but to the thousands of families that NAMI touches. Thank you.

This Guide may be found at www.namiga.org/Walk/NGA-Walk-Guide3.htm