

Our Movement. Our **Moment.**

**#NAMICON19**



**2019 NAMI  
National  
Convention**  
JUNE 19-22 • SEATTLE

# Mo' Money, Mo' Mission





## What we're going to talk about:

- ❖ NAMI Central Texas-  
how raising unrestricted  
funds has transformed  
their affiliate
- ❖ 4 KEY Event Fundraising Strategies
- ❖ More Examples of Mo' Money, Mo'  
Mission







# NAMI Central Texas

**1984**

NAMI Austin  
Founded

**2014**

Hired First  
Executive Director



**2006**

Inaugural  
NAMIWalks Austin

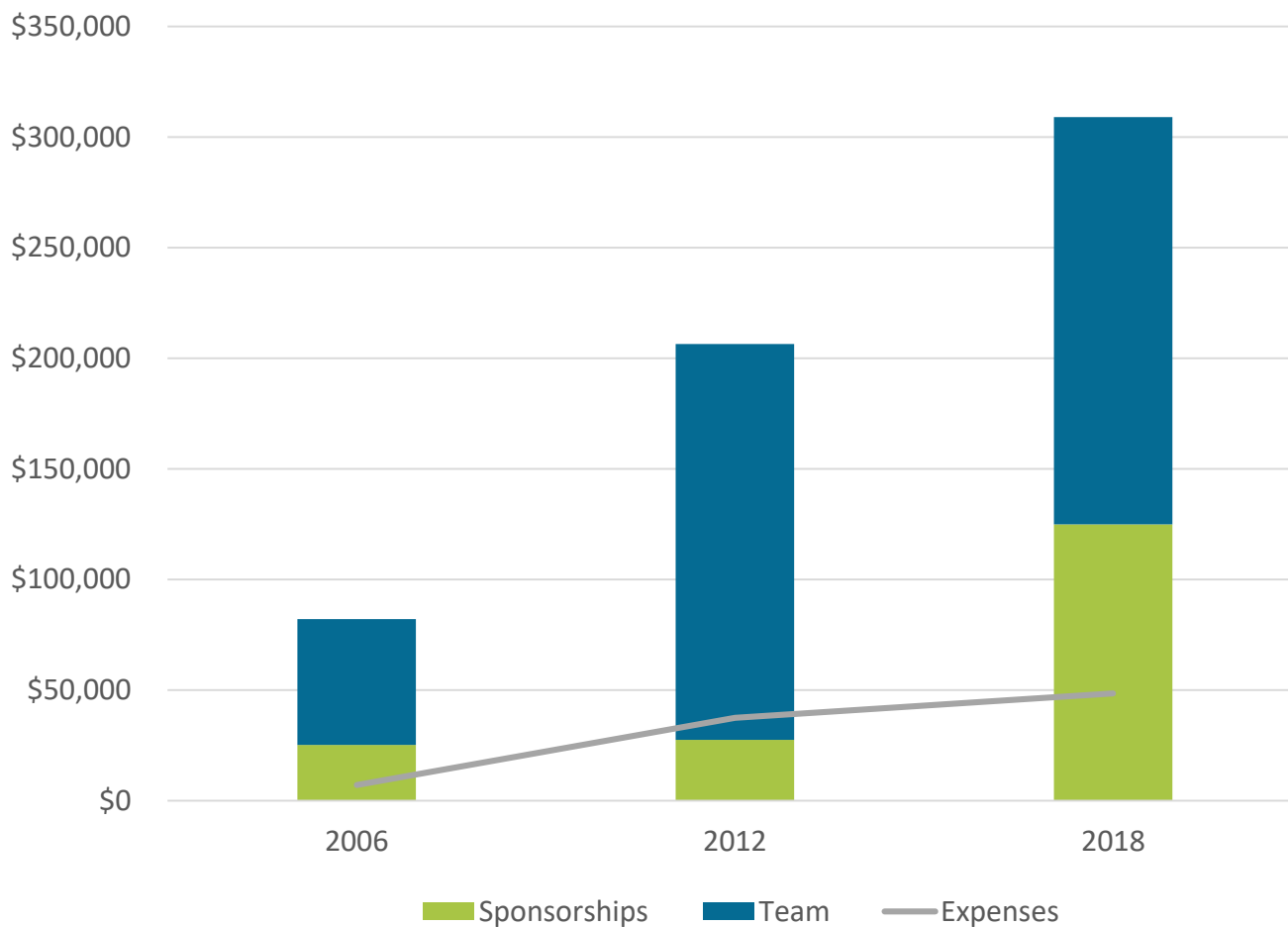
**2019**

NAMI Austin  
Expanded to NAMI  
Central Texas





# NAMIWalks Central Texas Revenue



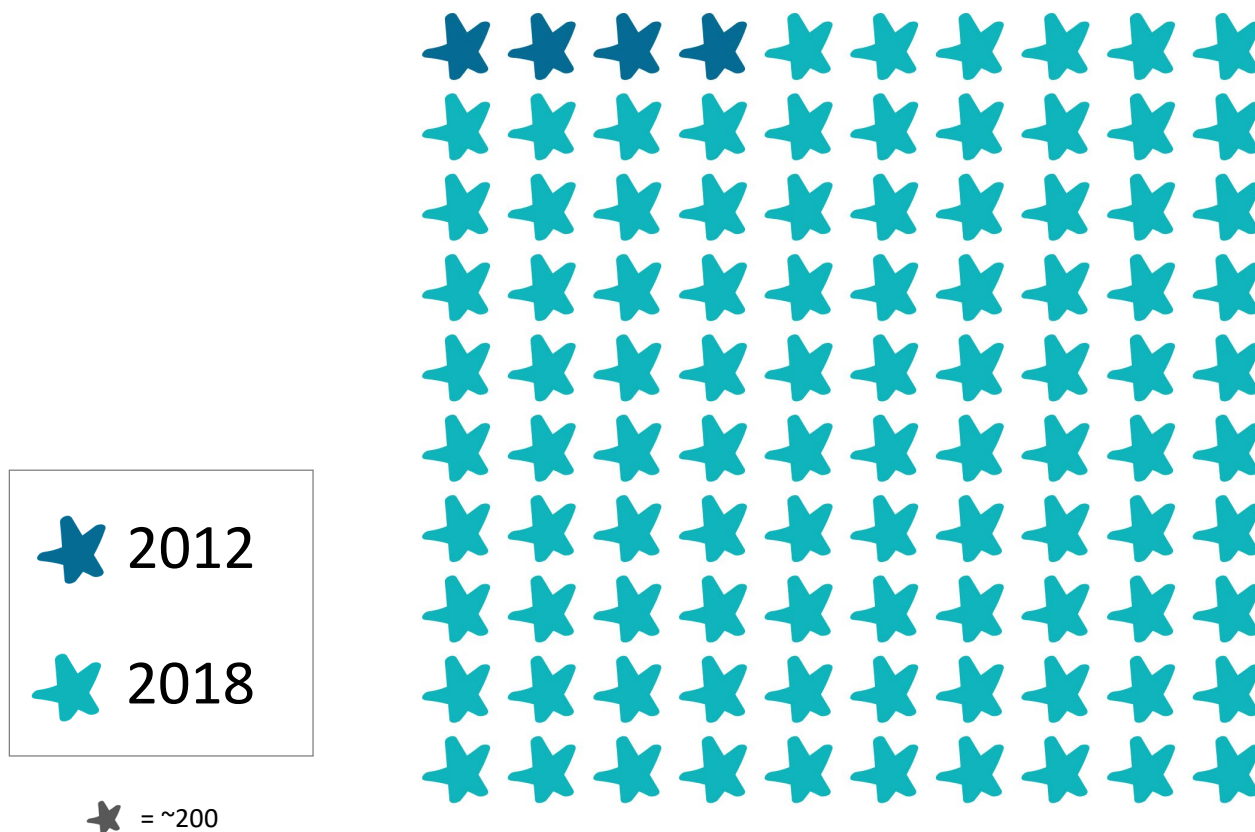


# What does it all mean?





# NAMI Central Texas Program Participants





**MO' MONEY = MO' MISSION**







# MO' MONEY = MO' MISSION



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## KEY EVENT FUNDRAISING STRATEGIES

- \$** Cementing the Bond
- \$\$** Working Your Event
- \$\$\$** Engaging new Corporate Partners
- \$\$\$\$** Taking existing Corporate Partners up a level

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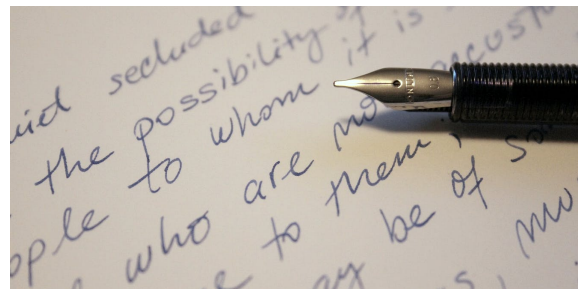
## Cementing the Bond





# Thank Everyone

Use creative ways to thank your fundraisers/volunteers





# Recognition- Gifts



**NAMI**  
National Alliance on Mental Illness

## Walks

### 2019 RECOGNITION PROGRAM

 <p><b>\$100</b> T-Shirt <small>Received on Walk Day. Available in adult &amp; children's sizes.</small></p>	 <p><b>\$250</b> Kooler Bag or Striped Knit Beanie</p>	 <p><b>\$500</b> Duffel Bag</p>
 <p><b>\$1,000</b> Full Zip Hoodie</p>	 <p><b>\$1,500</b> Soft Shell Jacket <small>Available in men's &amp; women's sizes</small></p>	 <p><b>\$2,000</b> 4-Wheeled Spinner Carry-On Suitcase</p>

• NAMIWalks recognition gifts \$250+ are based on the participant's donations turned in by the deadline (four weeks post-event). Recognition gifts are not cumulative; however, all participants who raise \$100 or more will receive a T-shirt at the walk.

• NAMI reserves the right to substitute a gift of equal or greater value or to change the recognition program at any time.

• Redemption certificates must be redeemed within four weeks of receipt. For questions related to this program, please reach out to us at [NAMIWalks@turnkeywow.com](mailto:NAMIWalks@turnkeywow.com).





# Recognition- Public

Social Media  
#ShoutOUT





# Recognition- NYC's Walk Star Program

- Participants self identify as Star Walkers
- Special communications
- Lots of shout-outs
- On event perks: VIP check-in line, swag bag, special "Walk Star" T-shirt
- Exclusive "Thank You" event





## Personal Touches

- Birthday
- Anniversary
- Job promotions
- Any special occasion/celebration







# Bike 4 Chai

- Elite Cycling Fundraising event
- 10<sup>th</sup> year, \$43 million+
- Top notch event
- VIP experience
- Lots of personal touches



Welcome to My Page  
Nathan Low | New York, NY

**\$177,480**

raised of \$300,000 goal

8 donors

## Fundraising History

Total Amount Raised since 2012  
**\$1,237,379.82**

**\$143,411.46** raised in 2018

**\$157,190.20** raised in 2017

**\$114,249.77** raised in 2016

**\$136,416.00** raised in 2015

**\$185,813.33** raised in 2014

**\$118,349.88** raised in 2013

**\$204,469.18** raised in 2012



# Bike 4 Chai

Really cultivate your TOP donors, fundraisers

**FUNDS RAISED TO DATE: \$43,900,966.37**

## 1 MILLION CLUB

Ralph Herzka \$4,666,540.89	Jack Eisenberger \$1,728,618.00	Nathan Low \$1,237,479.82	Brian Haimm \$1,013,162.05
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## 500K CLUB

Eli Schron \$768,435.00	Alan Shamah \$726,535.00	Moey Shabot \$616,686.59	Abie Maleh \$615,172.23	Avi Nachum \$594,022.52	Avi Iczkovits \$545,708.40
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**WORTH IT!**



# Volunteer “Thank You” Event





Do YOU have a creative way you recognize your top fundraisers/volunteers?





# Year Round Communication

- Consistency
- Relevant material
- No solicitation
- Missed opportunities
- Themed





WHY?

Recognize/Thank ALL  
Focus on TOP







# Event Day- Keep Mission Front and Center

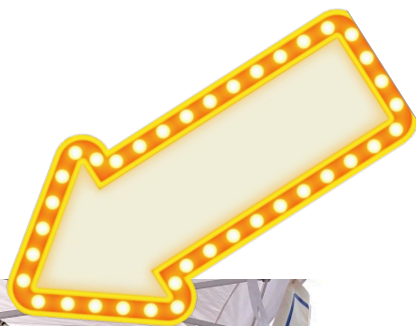
- Connect attendees to NAMI's Mission.
- People will become more involved when they are inspired.
- People will return when they have fun!







## Identify new volunteers/leaders



- Meet Keith
- Recognize potential!



# Work Your Event

## WORK YOUR EVENT

### What does Working Your Event Mean?

- Recruiting new energy is the healthiest thing you can do for your event!
- It's an opportunity to give a sincere, face-to-face thank you and gauge interest in getting more involved.
- A time to build on existing relationships and create new ones; it's easy to get caught up in the logistics and forget about the people.

### The Process

- Make a list of people you would like to talk with at the event. This should include: top team captains, top individual fundraisers, enthusiastic participants, table hosts, and sponsor contacts.
- If possible, coordinate conversations with current volunteer leadership (board members, event chairs, etc). Assign key contacts to those volunteers and charge everyone with having those conversations sometime throughout the event.
- Capture the results of those conversations and determine a central place they can be logged (emailed to one person or entered into a shared document like google drive).
- Follow up with all contacts within a week of the event to thank them for their participation and to schedule an in-person meeting. During your meeting, learn more about their personal story and invite them to become involved in NAMI/your event in a deeper way.

### Conversation Starters

Tell me about your experience with NAMI and your current role.

Why do you participate in NAMI events?

How did you get involved with NAMI?

What do you look for in volunteer opportunities?

What ideas do you have to improve/grow the event?

### Tips for Successful Conversations

- Recognize that this is a "check in, get to know you, and thank you" conversation. You are not making an ask – YET.
- Recruitment success comes from when we match a volunteer's interest and needs to an opportunity. Work to understand the strength of the volunteer's interest and their capacity to volunteer.
- Questions should be focused on the volunteer - what they are interested in, what they need, what their priorities are, why they are involved in the event.
- Volunteers come in all shapes and sizes, time commitments, and talents. Don't discount anyone who has a passion for the cause.
- LISTEN. Listening for cues that help gauge their level of interest and commitment gives you clues to how they might be able to impact your event/NAMI in the future.
- It's also a great time to remind the people you connect with about completing the participant survey.



- Who do you need to talk to?
- Who will connect with them?
- Follow up!



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## Engaging New Corporate Partners





- Research- dream partners
- Gather folks in a ROOM
- Brainstorm! Who else?
- Who knows someone?
- How to connect? Make a plan!





## Using LinkedIn to make connections



- Connect
- Send a note
- Check their interests

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# Taking Corporate Partnerships to the Next Level





## Corporate Relationships/Teams

Make it simple for them to support you.

Provide the tools.







# Sponsorship





# Year Round Corporate Membership

## What's in it for them?

- Stigma Free Company
- Presentation at workplace
- Connect them to our classes





# Multi Event Sponsorship Package

## NAMIWalks NYC: The Largest Mental Health Awareness Walk in the Country | May 11, 2019

As the largest mental health walk and the most prominent mental health education and fundraising effort in the US, NAMIWalks brings together thousands of passionate supporters to celebrate recovery from mental illness, help raise funds, promote awareness, and end discrimination.

NAMIWalks NYC, now in its thirteenth year, benefits the National Alliance on Mental Illness of New York City (NAMI-NYC). Proceeds fund support, education, and advocacy services for New Yorkers impacted by mental illness, all at no cost to them.

In 2018, thousands of people braved the rain to attend NAMIWalks NYC, raising over \$625,000. Walkers came from across the tri-state area. They ranged in age from infants to 80 year olds with an average age between 35 and 45 represented a wide range of ethnicities. Teams were led by corporations, hospitals, social service providers, unions, faith-based organizations, college and high school groups, and more.



## The Seeds of Hope Annual Awards Gala | October 2019

NAMI-NYC Seeds of Hope Gala is an annual celebration of the accomplishments of the brave individuals who have worked to raise awareness of and remove the discrimination around mental illness. This year's gala will take place in October and will include over 400 of NAMI-NYC's most dedicated supporters.



NAMI-NYC Executive Director Matt Kudish, First Lady of NYC Chivane McCray, Honoree Darryl DMC McDaniels, and NAMI-NYC Board Chair Nathan Romano



## BEING A NAMI COMMUNITY PARTNER IN MARYLAND

Your commitment to become a NAMI Maryland Community Partner indicates your desire to be a critical investor in your community. Together, we will demonstrate the importance of community awareness and motivate employees to participate.

Here are just a few ways you can join us in this effort:

- Commit to making a NAMI Maryland mental health awareness campaign a priority in your company
- Provide information and access to peer support and education
- Make payroll deductions for donations to NAMI Maryland available to your employees
- Create a company Walk team for the NAMIWalks Maryland
- Offer incentives or prizes for employees who participate with NAMI
- Create awareness about NAMI and NAMI programs throughout your company
- Commit to a Contribution or a Matching Employee Gift program

NAMI Community Partners in Maryland is a program developed by NAMI Maryland to provide a charitable giving platform for businesses and organizations. Set an example and make a difference in our community with a corporate donation to NAMI Maryland. **All partners receive a plaque for display at your workplace that recognizes the level of partnership.**

### Premier Partner (\$15,000)

- Wellness workshop for employees provided by NAMI Maryland
- NAMI Maryland will work with your company to create a strategy to destigmatize and improve mental health for your employees
- Listed as a Premier Partner on NAMI Maryland's website with logo and link
- Prominent name and logo placement at:
  - NAMIWalks Maryland
  - Annual Education Conference (two gratis tickets)

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# NAMI Tennessee





# NAMI Valley of the Sun

- New ED
- New PT Admin Asst
- Launch ETS
- IOOV presenter to State Training





# Wrap Up

