



## **Team Building Instructions For Team Captains**

- NAMI Affiliates
- Service Providers
- Large and Small Employers
- Clubs & Organizations
- Government Agencies
- Churches

**5th Annual Ventura County NAMIWalks  
May 2, 2009**

**Team Captain Kickoff Luncheon  
March 6, 2009**

## **NAMIWALKS For The Mind Of America**

### **Position Description**

**Position Title:** Team Captain

**Work With:** NAMIWALKS Manager and/or Volunteer Walk Committee member(s) in charge of working with Walk teams

**Position Summary:** Responsible for recruiting walkers (family members, friends, employees, business associates, NAMI members, etc.) to represent a company, service provider, mental health agency, organization or NAMI affiliate in a NAMIWALKS event.

#### **Major Responsibilities:**

- Get a Team Captain's Instruction Folder and follow the team building instructions in it.
- Select a name for your team and return the **Team Commitment Form** that will be in the Team Captain Instruction Folder.
- Set walker and fundraising goals for your team. (Team captains are encouraged to set a walker recruitment goal of between 10 and 20% of the workforce or membership of the company, agency, organization or affiliate that they will be organizing a team to represent. Generally a team fundraising goal is based on the assumption that these walkers will raise \$100 on average.)
- Approach the president of the company (or leader of the agency, organization or affiliate) and ask for his/her strong support.
- Try to recruit a committee of assistant team captains that includes a representative from every department or area of the company/agency/organization to help you in your walker recruitment campaign. Focus your initial efforts on trying to recruit supporters who might have a personal interest in supporting a walkathon for mental illness awareness and services.
- Attend, with as many assistant team captains as possible, the pre-Walk Team Captains' kickoff luncheon that will be held approximately 8 weeks prior to the Walk. (Team captains will receive all the materials and instruction that they will need to organize a team at this luncheon.)
- After the kickoff luncheon, meet with your assistant team captains and develop a walker recruitment campaign plan. Key components of this plan might include:
  - Developing an internal publicity campaign to make sure every employee is aware of the company/agency/organization/affiliate's participation in the Walk
  - Recruiting company or organization leaders to be the first to sign up for the Walk
  - Holding a series of informational meetings for employees/members where a NAMI representative speaks and helps you recruit walkers
  - Distributing fundraising walker/donor brochures to every employee/member with a memo encouraging them to join the team
  - Having the company or organization offer incentive prizes to encourage participation and fundraising for the Walk
  - Giving every walker who signs up for the Walk a team T-shirt that they can wear the day of the Walk
- Keep track of all the walkers who sign up for the Walk by collecting their registration forms (these forms are part the walker/donor brochure) and maintaining a master list of your walkers.
- Plan activities (food, games, entertainment, etc.) for the day of the Walk that will make the day a truly special one for all of your team members.

## **CORE TEAM BUILDING STRATEGIES**

### **SET WALKER & FUNDRAISING GOALS FOR TEAM**

- Recommended team building goal: 10 - 20% of total number of employees/members
- Walker recruitment goal should include family and friends as well as company employees or organization members
- Fundraising goal should be based on a \$100 per-walker average (Be sure to emphasize the fundraising effectiveness of writing letters and e-mailing campaigns to all potential walkers!)

### **RECRUIT AS MANY TEAM CAPTAINS AS POSSIBLE**

- Teams should start by identifying or appointing an overall team captain to lead the team building effort. This person will serve as the main liaison with the Walk manager and volunteers running the program
- Team captains should try to recruit assistant team captains, or organization a walk committee to help them with the walker recruitment effort. (Remember, all team captains should be walkers also!)
- As many team captains as possible should attend the Pre-Walk Team Captains' Kickoff Luncheon that will be held approximately 8 weeks prior to the Walk

### **STRATEGIES FOR RECRUITING TEAM CAPTAINS AND WALKERS**

- Team captains organizing a company based team should try to use a "top down approach" to teambuilding whenever possible. Draft a memo from the president or other top manager (or affiliate leader) to all department heads (key members) asking them to appoint a team captain for their department or area
- Hold a meeting for these team captains where you can show the NAMIWALKS video, pass out Walk materials and explain how the program works
- Send a memo from the president of the company or head of the organization to all employees/members telling them about the Walk and encouraging them to join the team or to sponsor a co-worker.
- Always try to "make the Walk personal" by highlighting the fact that many employees/members are touched by mental illness in some meaningful way and will benefit from the Walk
- Stress the important work that NAMI does and how the money from the Walk will enable NAMI to raise more awareness and provide more assistance to more people in the community

### **TRY TO HOLD TEAM BUILDING MEETINGS**

- Arrange for 15 to 30 minute presentation on the Walk at a regularly scheduled meeting
- If possible, try to schedule a **special presentation** about the Walk to as many employees/members as possible
- Always have a team captain or NAMI volunteer touched by mental illness (who is committed to supporting the Walk) speak at these presentations
- Try to meet with the NAMI walk coordinator before or after the Team Captains' Kickoff Luncheon to get their advice on how to recruit walkers for your team
- Always distribute NAMI literature (and Walk materials such as walker/donor brochures and posters) as part of any Walk related meetings you have with employees and team captains
- **Always try to sign walkers up at the conclusion of any presentation you do for the Walk**

### **EFFECTIVE TEAM BUILDING INCENTIVES**

- A team T-shirt (designed and paid for by the company/agency/affiliate) 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
- Offer a full or half day off for walkers that raise \$250 or \$500 or more
- Offer use of the CEO's parking space for a month to the top fundraiser
- Publish a "thank you" list of all the walkers who raise \$100 or more in the company/organization newsletter

# **TEAM CAPTAIN “TO DO” TIMELINE**

## **7 TO 9 WEEKS BEFORE THE WALK**

- Attend the Team Captains’ Kickoff Luncheon and get your team captains’ instruction folder and all the other materials you will need to publicize the Walk and recruit walkers for your team
- Complete the **Team Commitment/Goal Form** in the team captain’s instruction folder and hand it in at the end of the luncheon, or mail it in to the local NAMI office after the event.
- Start to work closely with the staff person & volunteers coordinating the Walk to build your team
- **Be a leader! Be the first person to register for your team and do all the things that you are encouraging others to do!**
- Schedule a meeting with the highest level manager you can reach (ideally the top manager or official of your company or organization!) and ask him or her to sign up for the team and support your efforts to recruit employees/members (and their families) to participate in the Walk
- Try to recruit assistant team captains or organize a volunteer committee to help you build your team
- Hold a meeting for your assistant team captains or the planning committee you recruit. Develop a walker recruitment game-plan that includes things like publicizing the Walk within your company or organization, distributing walk materials to all your fellow employees/members, developing incentive prizes for top money raising walkers and groups/departments and arranging for a NAMI representative to give a talk to potential supporters about the organization’s mission and the Walk
- **Make sure all the assistant team captains you recruit join you in signing up for the Walk**

## **4 TO 6 WEEKS BEFORE THE WALK**

- Schedule a team building kickoff event for your company or organization employees/members and have an NAMI staff person or volunteer join you in presenting the program
- Send an team building announcement memo with a *NAMIWALKS for the Mind of America* walker/sponsor brochure to all employees/members
- Get permission from a senior manager or your organization’s treasurer to buy team T-shirts for the team
- Sponsor a team T-shirt design contest amongst your employees/members
- Begin collecting walker registration forms and mail or fax them to the Walk headquarters on a regular basis. (You can also register your walkers online.) Make copies of the registration forms you send in so that you know who has (and who hasn’t) signed up yet
- Begin sending team building progress reports about the Walk to everyone on your team

## **2 TO 4 WEEKS BEFORE THE WALK**

- Continue to collect and mail or fax in the walker registration forms for your team and keep an updated list of your walkers
- Select the winning team T-shirt design and order enough team T-shirts for all of your walkers. (You will probably have to estimate the number of shirts needed since walkers will continue to pre-register even after the shirts are ordered.)
- Continue to promote the Walk through memos, e-mails and newsletter articles
- Hold a special sign up day at work (or at a meeting of your club or organization) to recruit more walkers and raise awareness about the Walk

## **1 TO 2 WEEKS BEFORE THE WALK**

- Make final big push to recruit as many walkers as possible
- Continue to collect and mail or fax in walker registration forms for all your walkers
- Distribute team T-shirts to your walkers either a day or two before the Walk or at the Walk itself
- Send final reminder to all your walkers about the Walk

**DAY OF WALK:  
RELAX AND ENJOY THE WALK WITH YOUR TEAMMATES!**