



nami

National Alliance on Mental Illness

Louisville



Step Forward Walk Team Captain Packet

Thank you for your interest in becoming a Step Forward Walk team captain!

This event, relies upon the participation and generosity of all walkers and donors, team captains are a very special piece of the puzzle that is NAMI Louisville's largest fundraiser of the year. Beyond financial support through fundraising, team captains help recruit and establish relationships with walkers, vendors, sponsors, and volunteers; taking the event to an entirely new level. The support that NAMI Louisville receives from the Step Forward Walk goes directly to providing free mental health classes and support groups in our community.

This guide covers ideas, staff contacts, information, and team sign-up instructions, including an ACTION outline to make your planning as simple as possible.



The following pages provide an ACTION outline to help you recruit your team and fundraise—and have fun while doing it!

1. Assess and Plan – Setting goals for your team is a great starting point for a successful Walk Season.
2. Create your Team – Here you'll find 10 steps to build a successful team.
3. Tune in and Fundraise – Lead by example and motivate your team to raise funds for NAMI.

ASSESS & PLAN

While there is no minimum number of team members required, the average Walk team is made up of at least 10 people united in some way. You can sign up with colleagues, a support group, neighbors, friends and even your book club members.

Before you get started with signing up and recruiting your team, decide what you want your team to accomplish and follow these initial steps:

1. Choose a team name (or have your teammates choose the name together).
2. Set your team goals:
 - a. Our team seeks to raise \$_____.
 - b. Our team aims to recruit ____ # of walkers.
 - c. Each walker will strive to raise \$_____. To create a \$1,000 team, recruit 9 team members, plus you, who each raise \$100.
3. Register your team online! Follow the steps at the end of this packet for step-by-step instructions.
4. Once you create your team page, bookmark it. Throughout the Walk Season, continue to edit and update the webpage. Utilize your team web page to keep your team members motivated and informed, as well as to collect online donations.

CREATE YOUR TEAM

Now it is time to create your team. These 8 steps provide you with ideas on how to ensure a rewarding experience for you and for your teammates.

- Invite people you know to join your team and make sure others are aware of the opportunity to participate in the Step Forward Walk. Word of mouth is a great way to recruit teammates and your team can easily grow beyond your own social networks. Take a sign-up sheet wherever you go to write down the names of those interested. Take it with you to your house of worship, gym, book club, local coffee shop—anywhere you might run into a friend or neighbor interested in participating. Ask them to talk to people about the event. Ask close friends if they know of anyone who might be interested in joining you.
- Send emails to your friends, family and colleagues. Let them know why you are walking and bringing a team to the event. Your reason is important and will compel them to walk with you or support your team.
- Post on social media. Share a link to your team page on your social networks and encourage people to sign up and walk with you. If they cannot walk with you, ask them to support you or a team member with a donation.

CREATE YOUR TEAM

- Encourage your teammates to register on your team online. Help your teammates understand NAMI's mission and the importance of the walk: to raise funds to help build better lives of those affected by mental illness.
- Use your team page to motivate your team by sending frequent team emails and include an up-to-date list of walkers and funds raised.
- Plan a special pre-walk barbecue, brunch, party or dinner to help build spirit and show your support. The "101 Ways to Add FUN to Your FUNdraising" list can be found in "Team Captain Resource" at NAMILouisville.org/step-forward-walk
- Make signs together for walk day. Some teams like to design their own T-shirts. This creative activity can help bring your team closer together and show your spirit.
- Start a friendly competition with your team and get incentive prizes for those who reach certain goals.

TUNE IN AND FUNDRAISE

Now for the fun part! You and your team are ready to prepare for the Step Forward Walk. Start by reassessing your fundraising goals to make sure they suit the entire team's ambitions. Next, prepare to motivate and guide your teammates toward each goal.

Ask each team member to set a goal of raising at least \$100. There are many exciting ways to fundraise, so help your teammates find the ones that work best for them. Whether you choose to fundraise together as a team or individually, there are many fun and easy ways to reach your goal.

NAMI thanks you for the extra effort you are dedicating to helping those affected by mental illness. Remember to refer back to this guide often to properly help your team prepare for the Step Forward Walk. Enjoy the Walk!

YOUR WALK CONTACT



Jared Thies

Fundraising and Events Coordinator

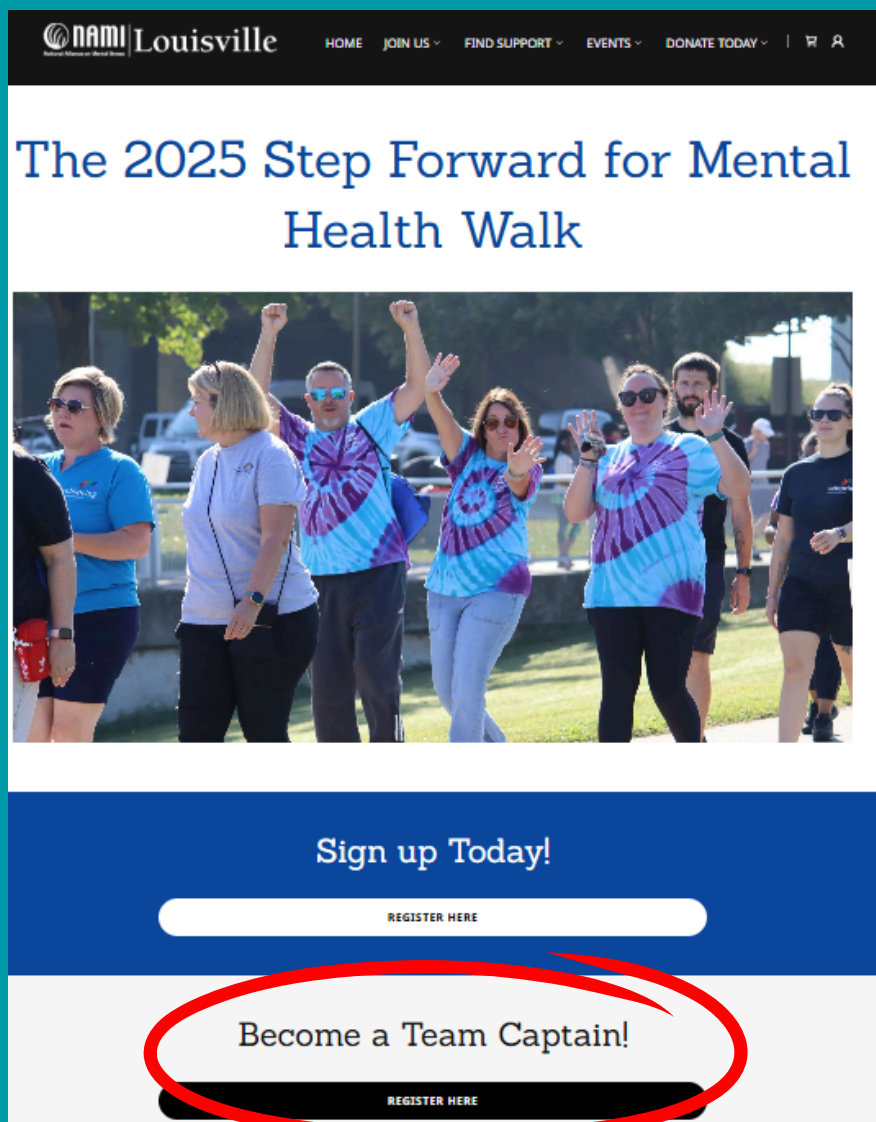
Jared.Thies@NAMILouisville.org

Cell: 317-695-7800

Contact me with any questions!

Online Team Building: A Step-by-Step Guide

1. Go to: <https://namilouisville.org/step-forward-walk>



and select “Become a Team Captain!”

2. Choose “Become a Fundraiser”

Peer-to-Peer Campaign: 2025 Step Forward Walk

Money Raised: \$0.00 Campaign Goal: \$100,000.00


[Donate](#) [Become a fundraiser](#)

Search Fundraisers:

Name: Sort by: Show:

[Search](#)


Jared Thies



Raised: \$0.00
Goal: N/A

[Go to Page](#) [Donate](#)

Jared2 Thies



Raised: \$0.00
Goal: N/A

[Go to Page](#) [Donate](#)

2 Results Per page of 1 pages

3. Create New Account

Create an account to start fundraising.

[CREATE NEW ACCOUNT](#)

Already have an account?

Log In Name:

Password:

☐ Remember me

[Log In](#)

[Forgot your password?](#)
[Get help](#)

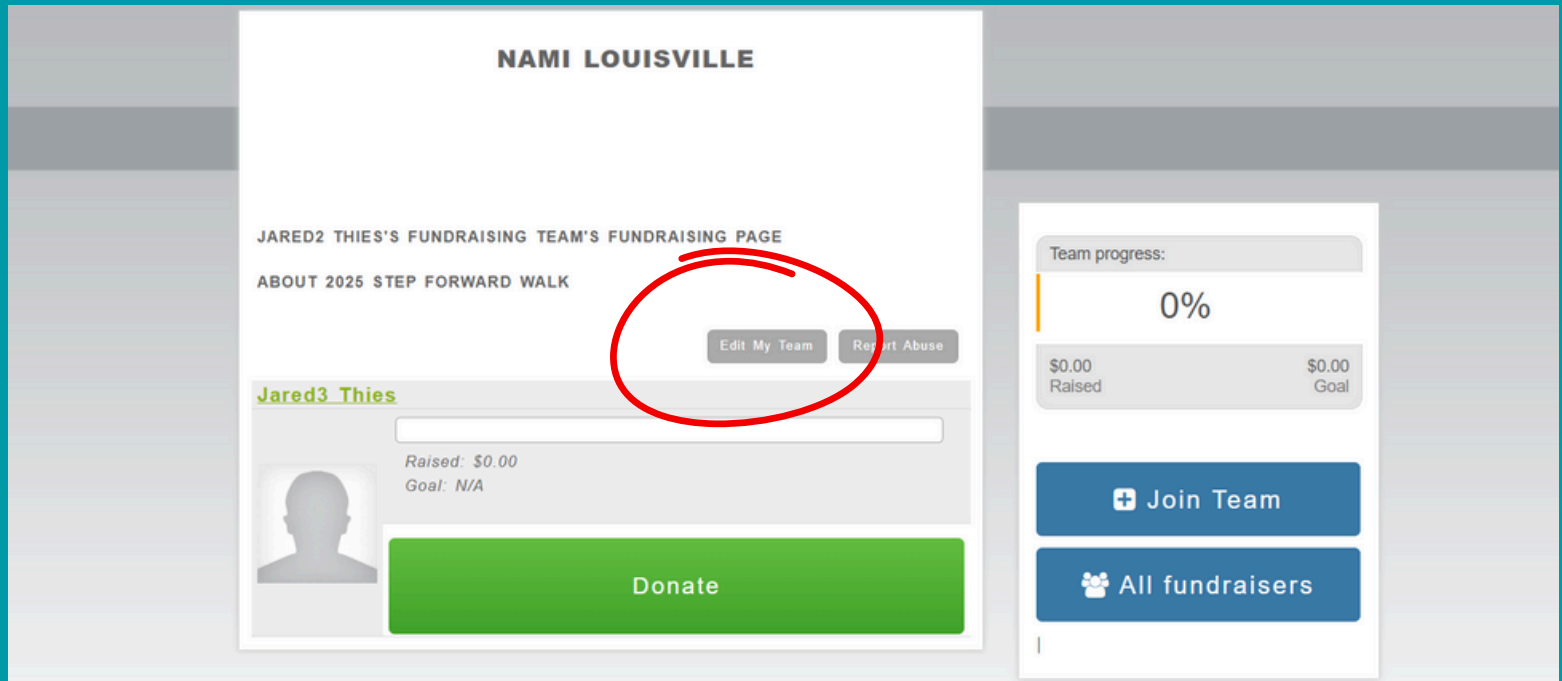
**4. Email Jared.Thies@namilouisville.org
to be added as a team captain**

Email Title “Seeking Walk Team Captain Approval”

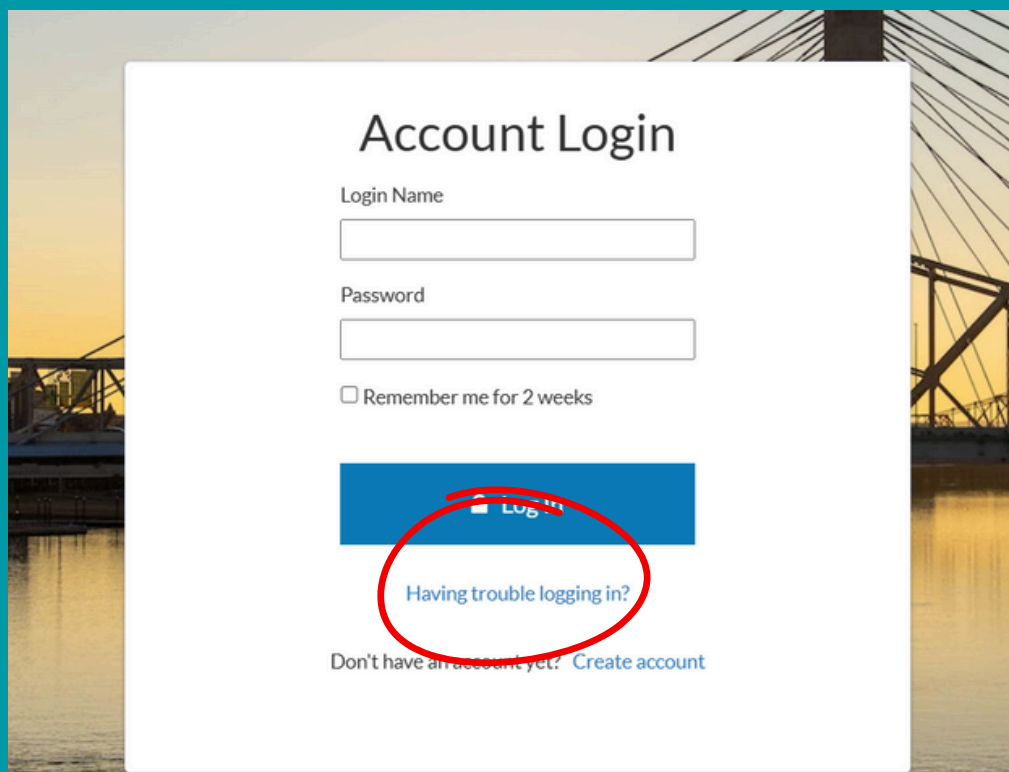


**5. Receive link to personal fundraising
page via email**

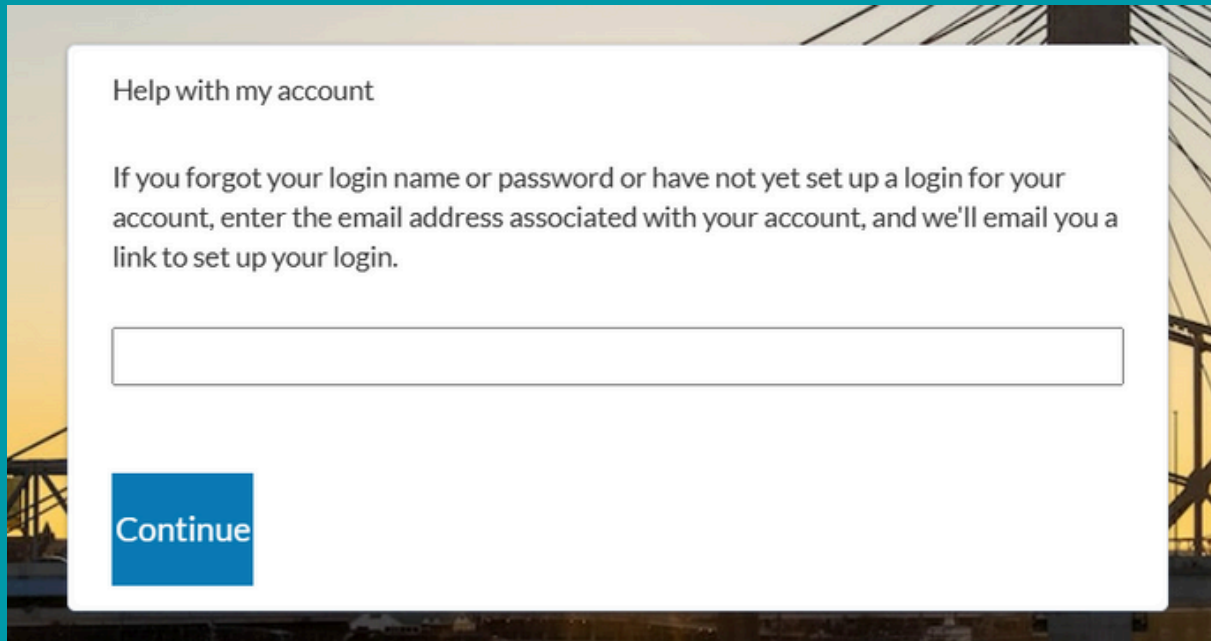
6. On Fundraising Page, select “Edit My Page”



7. At Login Page, select “Having Trouble Logging In?”



8. Enter the same email from Step 2

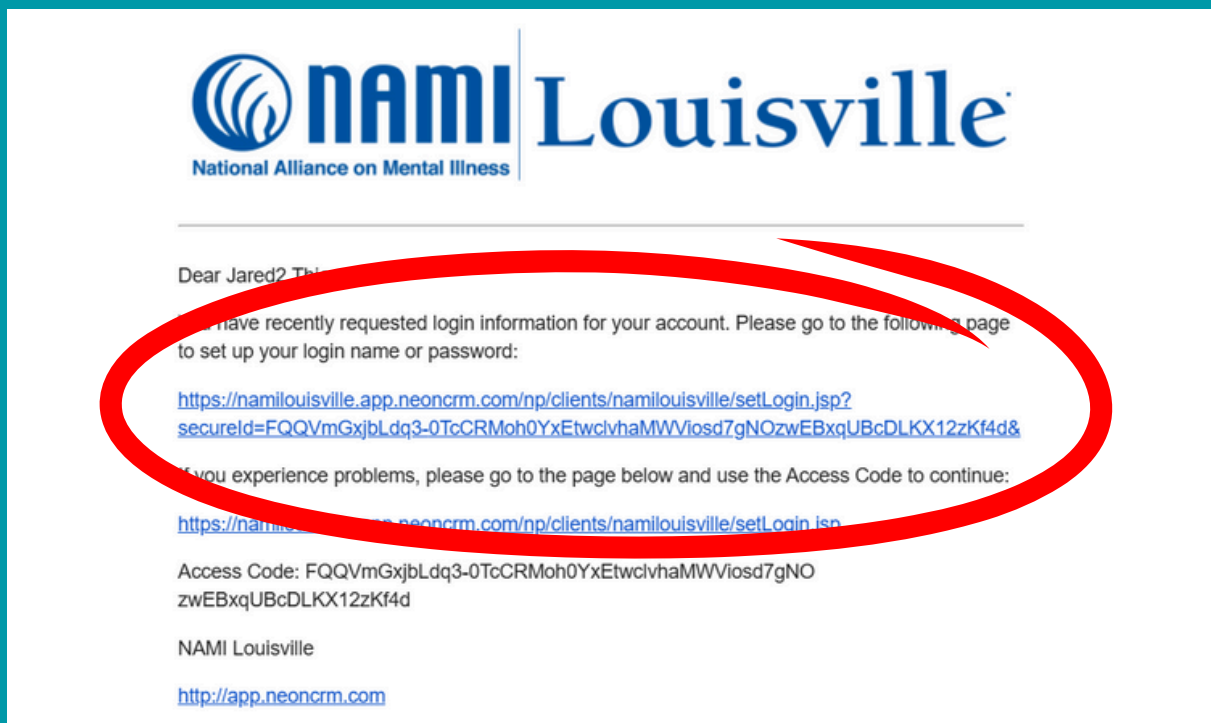


Help with my account

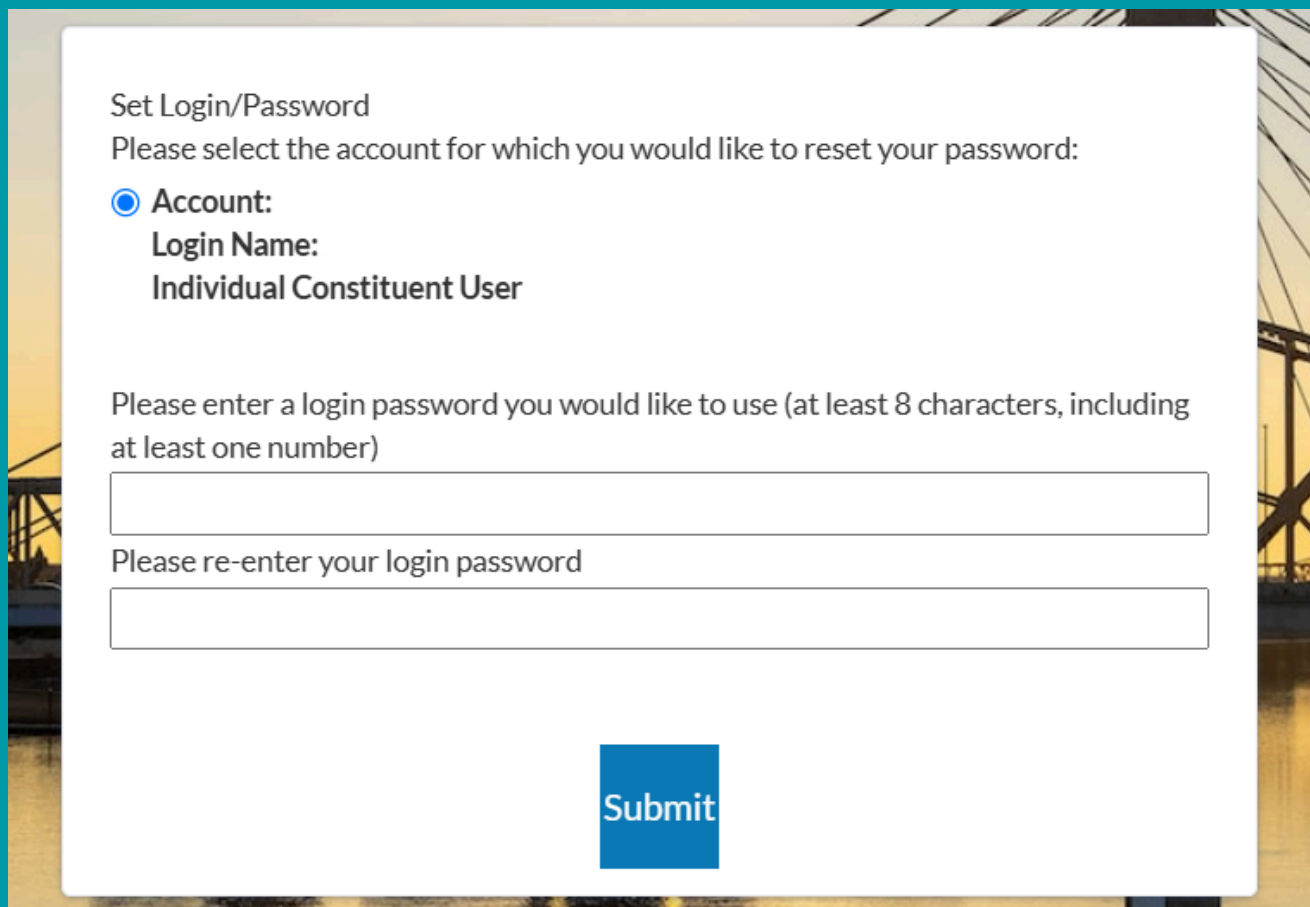
If you forgot your login name or password or have not yet set up a login for your account, enter the email address associated with your account, and we'll email you a link to set up your login.

Continue

9. Receive email from Neon One & Click the first Link



10. Set up a password of your choice



Set Login/Password

Please select the account for which you would like to reset your password:

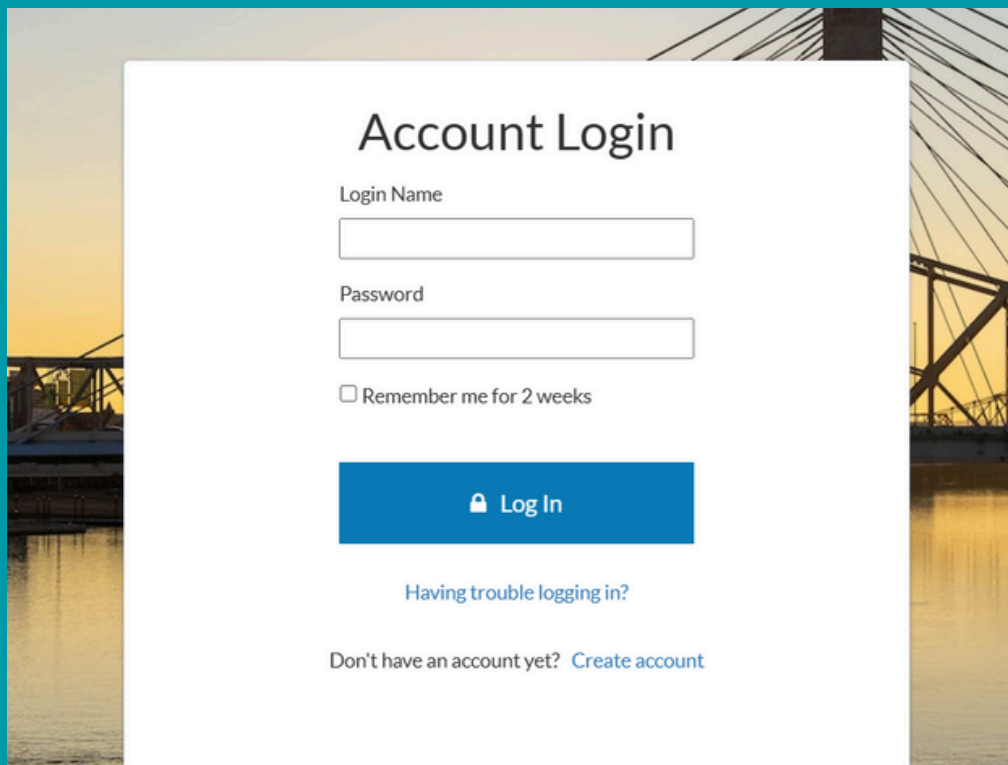
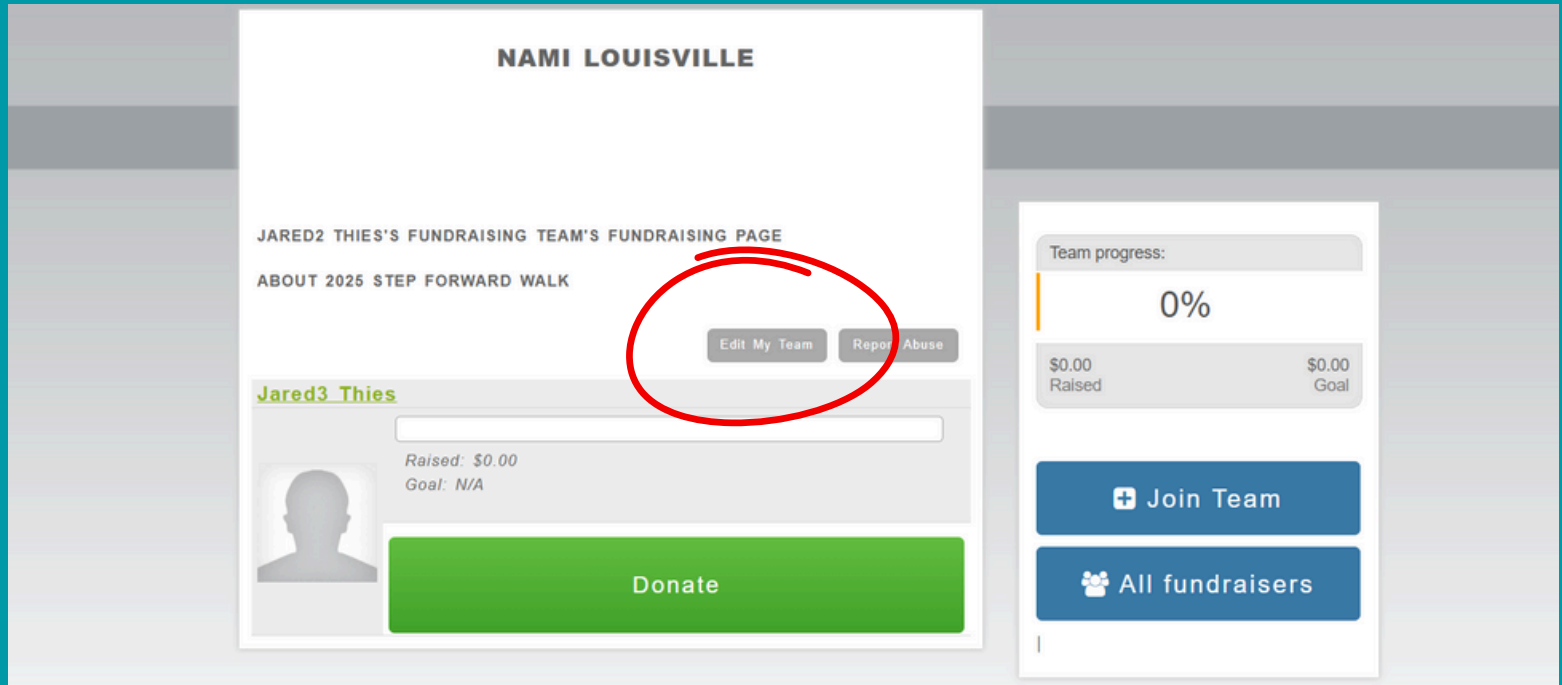
☒ **Account:**
Login Name:
Individual Constituent User

Please enter a login password you would like to use (at least 8 characters, including at least one number)

Please re-enter your login password

Submit

11. Repeat steps 6 & 7 with your new username and password



12. Set goals, edit your page, and add photos!

Be sure to save!

Welcome Jared2 Thies (Account# 12138) What would you like to do? ▾

[Back To Fundraising Page List](#)

Your Fundraising Page For: [View My Fundraising Page](#)

2025 Step Forward Walk

YOUR PAGE

CAMPAIGN CONTRIBUTIONS

TOP FUNDRAISERS

\$0
RAISED

GOAL N/A

\$0
RAISED

GOAL \$100,000

[Page Content](#) [Share My Page](#) [Donations](#) [Event Registrations](#) [Comments](#) [Team](#)

Page Content

Manage your personal fundraising page.

Fundraising Page Title: ☒ Jared2 Thies's Fundraising Page ☐

Fundraising Page Url: ☒ <https://namilouisville.app.neoncrm.com/campaign.jsp?campaign=46&fundraiser=15539&> ☐ <https://namilouisville.app.neoncrm.com/>

13. Opt in as a team under the “Teams” tab!

14. Share your website and help support the Step Forward Walk!



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Thank you!