2020 TEAM CAPTAIN’S GUIDE

Why Run for the Mind?

NAMI DuPage is hosting its annual Run for the Mind 5k Run/Walk to increase mental health awareness and end the stigma. Due to the circumstances this year, we’re encouraging our participants to safely walk and run wherever you are—your neighborhoods, parks, and forest preserves.

One in five people will experience a mental illness diagnosis at some point in their lifetime and 1 in 17 will live with a serious mental health diagnosis. Navigating life with a mental health condition can be tough, and the isolation, shame and stigma can create huge challenges to reaching out, getting needed support and living well. The perception of mental illness won’t change unless we act to change it. Please join with us to help end the stigma.

We invite you to participate in one of the largest run/walks focusing on mental health in Chicago’s western suburbs. You can help us impact countless lives by becoming a Walk Team Captain!
Team Captains

What is a Team Captain?

Walking as a team is the best way to get the most out of Run for the Mind. A Team Captain is the lead organizer and motivator for their team.

A team inspires more people, and raises more money.

NAMI DuPage is thrilled to welcome you as a Team Captain and we are committed to helping you every step of the way. Team Captains are responsible for recruiting people to join their WALK TEAM, naming their team, setting a team fundraising goal and continually communicating with and encouraging team members during June. Team Captains are the primary contact and liaison to the WALK TEAMS. The Team Captain will receive ongoing information and updates leading up to Run for the Mind.

What does a Team Captain do?

- Creates a team for Run for the Mind.
- Determines the size of your WALK TEAM. Do you want 3-5 people? 55 people? It’s all up to you!
- Choses a name for your WALK TEAM. You can get really creative or keep it simple. What will reflect your group of team members the best? Examples could be:
  - Minds Matter
  - Team Hope
  - Wellness Walkers
  - (or anything that reflects your team’s personality)
- Lead your team to reach a fundraising goal. Share your enthusiasm and excitement with your team as you strive together to reach your fundraising goal. Ask each walker to raise a specific amount of money to help achieve the team fundraising goal. For example, a team of 10 walkers can easily raise $2,000 if each walker raises $200. You can set a fundraising goal of any amount! It only depends on what you and your team want to raise together.
- Keep your team aware, motivated and excited. Help your team members make the most of their experience with Run for the Mind. Help them register and create their fundraising page. Have fun and build team spirit. Create a team T-shirt, banner or hat to help identify and encourage your team. Set up a Facebook page for your team. This is a great way to communicate with all of your teammates, upload pictures from previous years’ Walks, and you could even make a video appeal for more donations.
- Makes sure you get a Team Photo during June.

How to Build a Team

As a team captain, you may be wondering, “how do I get started?” and “who should be on my team?” The best answer is to include everyone you know! Here are a few suggested types of teams:

- Family
- School
- Friends
- Faith-Based
- Co-workers
- Town, City or County
- Company or Organization Affiliated
Fundraising
How to Fundraise for Run for the Mind
You can fundraise for Run for the Mind as a team member or as an individual. Once you’ve registered for RFTM, visit www.namidupage.org/RFTM to personalize your own unique fundraising page. Be sure to let your friends and family know how they can support your participation in RFTM. Funds that you or your team raise will help NAMI DuPage to provide support, advocacy and education to improve the quality of life for individuals with mental illness and their families.

Tips for Team Captains
Most importantly... have fun!

- Keep in contact and support your team members.
- Keep them informed of fundraising progress and provide motivation.
- Ensure that each team member feels supported in their efforts.
- Coach team members who are uncomfortable with asking for donations so they feel more comfortable.
- Celebrate significant successes: recognize a fundraising goal, new team member, etc.

Successful team captains...

- Join the 2020 Facebook page. Find the link on www.namidupage.org/RFTM.
- Communicate with and recognize their team members regularly.
- Establish and meet their fundraising goal, or exceed if the goal is met early.
- Personalize your team page and help team members personalize their own RFTM pages.

How to Raise $500 in 7 Days!

<table>
<thead>
<tr>
<th>Step</th>
<th>Action</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1</td>
<td>First donate yourself</td>
<td>$25.00</td>
</tr>
<tr>
<td>#2</td>
<td>Ask 4 family members to donate $25 each</td>
<td>$100.00</td>
</tr>
<tr>
<td>#3</td>
<td>Ask 5 co-workers to contribute $15 each</td>
<td>$75.00</td>
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<tr>
<td>#4</td>
<td>Ask 5 friends to donate $20 each</td>
<td>$100.00</td>
</tr>
<tr>
<td>#5</td>
<td>Ask 5 neighbors to donate $15 each</td>
<td>$75.00</td>
</tr>
<tr>
<td>#6</td>
<td>Ask your boss for a company contribution of $50</td>
<td>$50.00</td>
</tr>
<tr>
<td>#7</td>
<td>Ask 3 businesses you frequent for a donation of $25 each</td>
<td>$75.00</td>
</tr>
</tbody>
</table>

**TOTAL** $500.00

AND THERE, YOU’VE DONE IT!
Team Captain Checklist

☐ Recruit team members to help you build your team.
☐ BE A LEADER! Register first and make a donation to yourself.
☐ Set the example for the rest of your team.
☐ Encourage your team to join the Virtual Run for the Mind 2020 Facebook page to communicate like we would normally on Race Day. Find the link on www.namidupage.org/RFTM.
☐ Frequently communicate progress and motivate your team.
☐ Remind team members to continue to ask for donations.
☐ Make plans for everyone to meet on the day of Run for the Mind.
☐ Promote RFTM and fundraise through emails and social media.

One week before RFTM Ends

☐ Make a final big push to recruit as many runners/walkers as possible and meet your fundraising goal.
☐ Send a final reminder to all your Team members about Run for the Mind and urge them to make a final fundraising push.
☐ Don’t forget your Team Photo!

Local Running Trails

Find a trail guide at www.DupageForest.org by clicking “Things to Do” then “Get Outside.”


Social media is a great way to promote Run for the Mind, your Walk Team and to fundraise for RFTM! Promote Run for the Mind and fundraise on Facebook, Instagram, Twitter, YouTube—and wherever else you’re social!

• Inspire friends with your status updates by including stories on the positive side of your journey and sharing your fundraising progress.
• Thank donors in your status and on their walls.
• Advertise it! Create your own Facebook event for your team at RFTM, invite everyone, and be sure to make it an open event.
• Create a video letting people know you are fundraising for NAMI DuPage and ask for their support.
• Donate your Facebook profile picture and/or your cover photo to help support and promote Run for the Mind!