

www.namidupage.org/rftm
630-752-0066

Saturday, September 14
DuPage County Fairgrounds
5K at 8 am | Color Run at 10 am
Diaper Dash at 9:30 am
Breakfast starting at 9:30 am

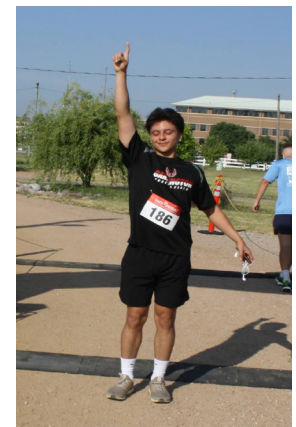
2024 TEAM CAPTAIN'S GUIDE

Why Run for the Mind?

Our Annual Run for the Mind 5K Run/Walk and the NEW 1K Color Run is a fundraiser to increase mental health awareness, end the stigma associated with mental health illness, and to support vital mental health and wellness programs for youths and families in DuPage offered by NAMI DuPage, Serenity House, and The Prevention Leadership Team.

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.

You're invited to join us in one of the largest run/walks focusing on mental health in Chicago's western suburbs. You can impact countless lives by starting your own Team!



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.

We are 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 team, naming their team, setting a team fundraising goal, and continually communicating with and encouraging team members prior to and on race day. Team Captains also serve as the primary contact and chair for the team.



What does a Team Captain do?

- Create a RFTM/Color Run team with your friends, neighbors, family, coworkers, peers, teachers, or those in your network that are interested in supporting youth mental health programs and services in the region.
- Determines the size of your Team. Do you want 3-5 people? 55 people? It's all up to you!
- Chooses a name for your 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)
- Set 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. Offer to register and create their fundraising page. Have fun and build team spirit. Create a team banner or hat to help identify and encourage your team. Setup 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.
- Make sure you get a Team Photo on the day of RFTM.

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 Officials
- Company or Organization Affiliated



Team Captain Checklist and Timeline

6-8 weeks before RFTM/Color Run

- 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.
- Develop a recruitment game plan that includes things like publicizing the walk within your company, organization, or school if permitted and distributing RFTM info at businesses and communities you frequent.
- Visit the NAMI DuPage website for details on matching gifts and encourage your team to do the same.

4-6 weeks before RFTM/Color Run

- 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.

2-4 weeks before RFTM/Color Run

- Continue to promote RFTM and fundraise through emails and social media.

1-2 weeks before RFTM/Color Run

- 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 RFTM and urge them to make a final fundraising push.

RFTM/Color Run Day!

- Ensure all team members check-in or register the morning of RFTM.
- Don't forget your team photo!



Social Media is a great way to promote RFTM, your Walk Team and to fundraise for RFTM/Color Run! Promote RFTM/Color Run 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 status updates and tag them.
- 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 Mental Health and ask for their support.
- Update your Facebook profile picture with our RFTM/Color Run frame and/or your cover photo to help support and promote RFTM/Color Run!
- Join our Facebook group: <https://www.facebook.com/groups/241704243843644>.



FUNDRAISING

How to Fundraise for Run for the Mind

You can fundraise for RFTM/Color Run as a team member or as an individual. Once you've registered for RFTM/Color Run, you can personalize your own unique fundraising page. Be sure to let your friends and family know how they can support your participation in RFTM/Color Run. Funds that you or your team raise will help NAMI DuPage, Serenity House, and The Prevention Leadership Team to provide support, advocacy, and education to improve the quality of life for individuals with mental illness and substance-use disorders.



How to Raise \$500 in 7 Days!

#1	First donate yourself	\$25.00
#2	Ask 4 family members to donate \$25 each	\$100.00
#3	Ask 5 co-workers to contribute \$15 each	\$75.00
#4	Ask 5 friends to donate \$20 each	\$100.00
#5	Ask 5 neighbors to donate \$15 each	\$75.00
#6	Ask your boss for a company contribution of \$50	\$50.00
#7	Ask 3 businesses you frequent for a donation of \$25 each	\$75.00
TOTAL		\$500.00

AND THERE, YOU'VE DONE IT!

Tips for Team Captains

- ▶ 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 members, etc.
- ▶ Start a friendly competition with your team members to help them reach their goals.
- ▶ Encourage team members to be proud of their important role they and their family and friends are playing in reducing the stigma and celebrating recovery.

ACHIEVE
SUCCESS!



- ▶ Communicate with and recognize your team members regularly.
- ▶ Establish and meet your fundraising goal; or exceed that goal if the the goal is met early.
- ▶ Personalize your team page and help team members personalize their own RFTM pages.