Please join the National Alliance on Mental Illness (NAMI) of Collier County, along with our Grand Marshall, Krista Fogelsong of ABC7, for our 13th annual NAMI Walk.

SATURDAY, MARCH 21ST
8:30AM—11:00AM
CAMBIER PARK - NAPLES

For more information, or to form/join a team, please call 239-260-7300 or visit www.NAMICollier.org/walks
1 in 4 families are affected by mental illness. Your participation in the National Alliance on Mental Illness (NAMI) of Collier County’s annual Walk helps to save lives and dispel the myths associated with mental illness. Your support means that we can help thousands of people in Collier County by offering, support, education, and advocacy.

2015 NAMI WALK SPONSORSHIP COMMITMENT

Major Sponsor: $10,000
Corporate banner prominently displayed at the Walk + Platinum Sponsor opportunities, listed below

Platinum Sponsor: $7,500
Information booth / tent at Walk + Gold Sponsor opportunities, listed below

Gold Sponsor: $5,000
Recognition at kickoff and post-event reception + Silver Sponsor opportunities, listed below

Silver Sponsor: $2,500
Opportunity to display corporate literature at Walk + Bronze Sponsor opportunities, listed below

Bronze Sponsor: $1,500
Logo placement and/or name recognition on printed materials and press releases + Star Sponsor opportunities, listed below.

Star Sponsor: $750
Recognition given to sponsor at Walk + Listing Sponsor opportunities, listed below

Listing Sponsor: $500
Sponsor’s name/logo displayed on Walk Sponsor listing / t-shirt + Sign Sponsor opportunity, listed below

Sign Sponsor: $250
Sponsor’s name/logo displayed prominently on sign at event

NAMI of Collier County’s annual NAMI Walk will take place at Cambier Park in Naples on Saturday, March 21, 2015 from 8:30am — 11:00am. The route will be approximately 2.5 miles long.

*For questions, or to email a high-resolution jpeg of your logo, please contact Jacquelyn@NAMIcollier.org or call 239-260-7300.
Walk information can be found online by visiting www.NAMIcollier.org/walks

Sponsorship Registration Form

YES! Sign me up as a sponsor for NAMI of Collier County’s 13th annual NAMI Walk:

☐ $10,000+ Major Sponsor  ☐ $7,500 Platinum Sponsor  ☐ $5,000 Gold Sponsor  ☐ $2,500 Silver Sponsor

☐ $1,500 Bronze Sponsor  ☐ $750 Star Sponsor  ☐ $500 Listing Sponsor  ☐ $250 Sign Sponsor

☐ Check Enclosed (made payable to NAMI of Collier County)  ☐ Invoice Me

Name: ____________________________________________________________

Company: _________________________________________________________

Address: __________________________________________________________

City: ___________________________  State: ____________________________  Zip: ______________________

Phone: ___________________________  Fax: ____________________________

Email: ____________________________

A COPY OF THE OFFICIAL REGISTRATION AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING TOLL FREE 1-800-435-7352 WITHIN THE STATE. REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL, OR RECOMMENDATION BY THE STATE. REGISTRATION #: CH1753.
Form a team today to help the 1 in 4 families affected by serious and persistent mental illness. The donations that NAMI receives stay with NAMI. In fact, 91% of our donations go directly back into our programs and services. All proceeds raised through our annual Walk will help fund the Sarah Ann Drop-In Center, our Family-to-Family Education Series (12-week program), Consumer Care (emergency financial assistance for medications and evaluations), Crisis Intervention Team (CIT) Training for Local law enforcement (40-hour certification), Support Groups for individuals with a mental illness, Support Groups for family members and caregivers, our HUGS (Health Under Guided Systems program), and more.

It is estimated that 25% of U.S. adults will experience a mental illness in any given 12-month period of time. To put that into perspective, that means that nearly 85,000 residents in Collier County alone are affected by mental illness every year.

Please help Make Magic Happen for the 1 in 4 families affected by serious and persistent mental illness.

THE MAGIC IS YOU!

NAMI of Collier County’s annual NAMI Walk will take place at Cambier Park in Naples on Saturday, March 21, 2015 from 8:30am — 11:00am. The route will be approximately 2.5 miles long.

For more information, or to form / join a team, please call 239-260-7300 or visit NAMICollier.org/walks

2015 WALK TEAM COMMITMENT FORM

Yes! I will organize a team of walkers to benefit NAMI of Collier County at the 2015 NAMI Walk. My team consists of a:

☐ Team of Family    ☐ Team of Friends    ☐ Team of Coworkers

Team Goal: $_________        Expected # Walkers: ___________

Team Name: ____________________________________________________________

Team Captain: __________________________________________________________

Team Co-Captain (if applicable): __________________________________________

Company (if applicable): __________________________________________________

Address: _______________________________________________________________

City: ___________________________ State: ___________________________ Zip: _______

Phone: _________________________ Email: ________________________________
Team Name: __________________________________________________________________

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To reach our goal, we hope that each walker raises at least $100.

Please have those making donations make checks payable to NAMI of Collier County. All contributions are tax-deductible.

For more information, or to form / join a team, please call 239-260-7300 or visit NAMICollier.org/walks

National Alliance on Mental Illness (NAMI) of Collier County • 6216 Trail Blvd, Bldg. C • Naples, FL 34116 • (239) 260-7300
www.NAMICollier.org
Changing Minds. Changing Lives

All proceeds raised through the annual Walk will help fund the Sarah Ann Drop-In Center, Family-to-Family Education Series (12-week program), Consumer Care (emergency financial assistance for medications and evaluations), Crisis Intervention Team (CIT) Training for Local law enforcement (40-hour certification), Support Groups for individuals with a mental illness, Support Groups for family members and caregivers, the HUGS (Health Under Guided Systems program), and more. Please help make magic happen for the 1 in 4 families affected by serious and persistent mental illness.

Team Name: __________________________________________________________________

NAMI of Collier County’s annual NAMI Walk will take place at Cambier Park in Naples on Saturday, March 21, 2015 from 8:30am — 11:00am. The route will be approximately 2.5 miles long.

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To reach our goal, we hope that each participant raises at least $100.

Please make checks payable to NAMI of Collier County. All contributions are tax-deductible. Mail this form and your non-cash contributions to NAMI of Collier County: 6216 Trail Blvd, Bldg C., Naples, FL 34108 with your Team Name clearly indicated or bring everything with you to the Walk on March 21.

Please ask everyone who sponsors you to ask their employer if they are willing to match your sponsor’s donation.

For more information, or to form / join a team, please call 239-260-7300 or visit NAMICollier.org/walks

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www.NAMICollier.org
2015 NAMI Walk Registration Form

PLEASE COMPLETE ENTIRE FORM

☐ Yes! I’ll walk with NAMI of Collier County

Name___________________________________________
Address_________________________________________
City_____________________________________________
State_______________ Zip _______________________
Phone __________________________________________
Email ___________________________________________
Team Name _____________________________________
Team Captain ____________________________________

☐ Individual Walker (if not walking on a team)

☐ Adult (18+)
☐ Child (Under 18)

☐ Walk Day Volunteer (Please call me)

☐ I cannot attend the Walk, but please accept my donation in the amount of $ ___________ to support NAMI of Collier County

☐ I would like to give my donation:
   In memory of: __________________________________
   In honor of: ____________________________________

☐ Please do not add me to NAMI’s mailing list.

NOTE: Each Walk Participant must read and sign below

Waiver of Release and Liability

I hereby waive all claims against NAMI, NAMI of Collier County, sponsors, or any personnel for any injury that I might suffer in this event. I attest that I am physically fit and prepared for this event. I grant full permission for organizers to use photographs of me, quotations from me, and/or my name in legitimate accounts and promotions of this event.

Signature _____________________________________________
Parent/Guardian Signature_______________________________
(if walker is less than 18 years of age)
Date ______________________

A copy of the official registration and financial information may be obtained from the division of consumer services by calling toll free 1-800-435-7352 within the state. Registration does not imply endorsement, approval, or recommendation by the state. Registration #: CH1753.

☐ Please do not add me to NAMI’s mailing list.
Strategies and Timeline for Successful Business-Based Teams

For more information, or to form / join a team, please call 239-260-7300 or visit NAMICollier.org/walks
CORE TEAM BUILDING STRATEGIES

Set Walker and Fundraising Goals for the Team

Recommended team building goal: 10% - 20% of total employees

- This team goal should include family and friends, as well as employees
- The fundraising goal should be based on an average of $100 per walker (be sure to emphasize the fundraising effectiveness of writing letters and e-mails to friends, family, and co-workers. Sample letters are included in this manual).

Recruit as many Team Captains as Possible

The following are recommendations for recruitment:

- Identify or appoint an overall Team Captain to lead the team building effort. This person will serve as the main liaison with the NAMI staff and volunteers.
- Encourage (and help!) this overall Team Captain to recruit Assistant Team Captains in every department or on every floor/building. Try to use a “top down approach” to teambuilding whenever possible. Draft a memo for the president or other top executive to all department heads asking them to appoint a Team Captain for their department or area and organize a meeting for these Team Captains.
- Have as many of your Team Captains as possible attend the pre-Walk Team Captains’ Kick-Off Party at NAMI of Collier County’s local office on Wednesday, February 4, 2014 at 5:30pm. NAMI is located at 6216 Trail Blvd., Bldg. C, Naples, FL 34108.

Recruit as many Walkers for your team as Possible

- Send a memo from the President or other top executive to all employees telling them about the Walk and encouraging them to join the company team or to sponsor a co-worker. (NAMI will help you draft the memo!)
- Arrange for a 10-15 minute presentation on NAMI and the Walk at a regularly scheduled management staff meeting.
- NAMI will be happy to provide a representative to attend or present at your meeting. A video of the previous Walk is also available.
- Try to schedule a special presentation about the Walk to as many employees as possible. Try to have a Team Captain or volunteer touched by mental illness speak at these presentations. Always try to sign up walkers at the conclusion of any presentation on the Walk.
- Try to make the Walk “personal” by highlighting the fact that many employees are probably touched by mental illness in some meaningful way and will benefit from the company’s participation in the Walk.

For more information, or to form / join a team, please call 239-260-7300 or visit NAMICollier.org/walks

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www.NAMICollier.org
Effective Internal Team Building Strategies

- A team T-Shirt (designed and paid for by the company) 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, letters or commendation in personnel file, lunch with the CEO, etc.) for top performing walkers or Team Captains.
- Offering a full or half day off for walkers who raise $250, $500 or more.
- Offering use of the CEO’s parking space for a month to the top fundraiser.
- Publishing a “Thank You” list of all walkers who raise $100 or more in the company newsletter, or in a special thank you memo to employee.

TEAM CAPTAIN “TO DO” TIMELINE

7-9 Weeks Before the Walk

- Complete the Team Registration Form in the Walk presentation packet and mail or fax it to NAMI of Collier County. The address and fax number are located at the bottom of the registration form.
- Schedule a meeting with the highest level manager you can reach (ideally the president or CEO) and ask him/her to sign up for the team and support your efforts to recruit employees (and their friends and families) to participate in the Walk.
- Send a memo to department heads (under the Senior Executive’s name, if possible) asking them to designate an Assistant Team Captain to work with you on the project. (We will draft this memo for you!)
- Attend the Walk Kickoff Event for Team and Assistant Team Captains (scheduled for February 12, 2014).
- BE THE FIRST IN YOUR COMPANY to sign up!!
- Hold meetings with Assistant Team Captains to develop a walker recruitment game plan that includes departmental challenges, incentive prizes for top money raising walkers and departments, and employee Walk/Input awareness PR campaign.

For more information, or to form / join a team, please call 239-260-7300 or visit NAMICollier.org/walks

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www.NAMICollier.org
4-6 Weeks Before the Walk

- Schedule an internal “team building” kickoff event for employees and have a NAMI staff person or volunteer join you in presenting the program.
- Send a team building announcement memo with a NAMI “Changing Minds...Changing Lives” walker registration/donation form to all employees.
- Get permission from the senior manager who is supporting your efforts to buy team T-shirts for the team.
- Sponsor a team T-shirt design contest and invite all employees to participate.
- Begin collecting walker registration forms and mail or fax them to NAMI of Collier County on a regular basis.
- Begin sending team building progress reports to all your Assistant Team Captains and the employees who have signed up for the Walk.

2-4 Weeks Before the Walk

- Continue to collect registration forms and provide them to NAMI.
- 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, emails and newsletters.
- Hold a special sign-up day in the employee lounge, cafeteria or other gathering place with all employees registering for the Walk getting a free lunch or ice cream sundae.

1-2 Weeks Before the Walk

- Have a final recruitment drive.
- Continue to collect and send in walker registration forms.
- Distribute team T-shirts to your walkers either a day or two before the Walk or at the Walk.
- Send a final reminder to all your walkers about the Walk.
- RELAX AND ENJOY THE WALK WITH YOUR FAMILY, FRIENDS AND CO-WORKERS!

For more information, or to form / join a team, please call 239-260-7300 or visit NAMICollier.org/walks
SAMPLE LETTERS

SAMPLE LETTER 1

Dear Family, Friends, Walkers, and Donors,

Can you believe that NAMI’s 2015 Walk will be the 13th annual Walk this March 21st? This year, (team name) will be there again, and we are so looking forward to it!!!

I hope you will join us as we continue to Change Minds and Change Lives through the National Alliance on Mental Illness (NAMI) of Collier County. This year, the Walk will begin at 8:30 a.m. with Grand Marshall, and local television celebrity / anchor, Krista Fogelsong of ABC7: followed by music, fun, food and refreshments.

You have been so supportive of (team name) in past years. Incredibly, we have raised over $X,XXX for this cause that is so dear to our hearts.

All donations stay with NAMI. NAMI needs all of us to help them continue to serve more than 12,000 local community members free of charge. Funds are used to help those who need medication, a doctor’s appointment, sometimes to keep their lights on, or even to stay in their home. NAMI also supports the Sarah Ann Center financially, which is the only safe haven for the thousands of visits the center receives each month. Open six days a week, the Center is a refuge for those with a mental illness like schizophrenia, bipolar disorder, depression, or anxiety. It is a place for socialization, solace, and support.

This year has been somewhat of a challenge for us, and we so appreciate our NAMI family. That is why we are asking you to join us again this year! NAMI needs YOU!

If you cannot walk with (team name), we hope we can count on your donation.

Many thanks,

X

For more information, or to form / join a team, please call 239-260-7300 or visit NAMICollier.org/walks

National Alliance on Mental Illness (NAMI) of Collier County • 6216 Trail Blvd, Bldg. C • Naples, FL 34116 • (239) 260-7300 www.NAMICollier.org
Dear Friends and Family:

On March 21\textsuperscript{st}, 2015, our family will participate in the NAMI Walk. This will be NAMI’s 13th Annual Walk, and will be held at Cambier Park in Naples starting at 8:30 a.m. Krista Fogelsong, local television celebrity and anchor of ABC7, will be the Grand Marshall. There will be food, fun, entertainment and refreshments!

NAMI, the Nation's voice on Mental Illness, provides FREE support, education and advocacy services to the \textbf{ONE in FOUR families affected by serious and persistent mental illness}. These illnesses include schizophrenia, bipolar disorder, depression, attention deficit disorder, and anxiety disorders.

Our son, (name), suffers from bipolar disorder and - thanks to medications and therapy - he is doing well and now has his own business. This is a blessing from above.

This is the \textbf{ninth} year we will be doing this Walk. We are asking our friends and family to make a donation on our behalf. Checks can be made out to NAMI of Collier County and mailed to our home:

(name and address)

Our goal is to raise (amount) for (team name) and we hope you will join us.

Most gratefully,

X

\textit{For more information, or to form / join a team, please call 239-260-7300 or visit NAMICollier.org/walks}
SAMPLE LETTERS

SAMPLE LETTER 3

Dear Supporters,

Our 13th annual walk fundraiser campaign is underway. The Walk will be held on Saturday, March 21st, 2015, starting at 8:30 a.m. at Cambier Park in Naples.

I hope you will join our team in this 2.5-mile walk. This year serving as Grand Marshall is Krista Fogelson, local television personality and anchor of ABC7. It’s sure to be a fun and happy day!

To help us with this cause, you can send a check to our NAMI office, at 6216 Trail Blvd, Bldg. C, Naples, FL 34108. Please be sure to indicate that it is for our team, (team name). Another option is to make a donation through the website at www.namicollier.org. Click the “Donate” button at the bottom of the home page.

I am raising money for:

• My friends at Sarah Ann Center, who owe the high quality of their lives to NAMI’s programs.

• The people who call the office daily looking for answers and hope. NAMI gives that. I see it every day.

• Advocacy, so that mental health treatment loses its social stigma as it continues to receive funding.

Last year, NAMI of Collier County served over 12,000 local people. My personal goal is to raise (goal) for our team to help continue these programs. Last year, with your help, our team raised (amount).

Now, more than ever, NAMI needs your generous support. If you have any questions, feel free to call me at (XXX) (XXX-XXXX).

With deepest appreciation,

X

For more information, or to form / join a team, please call 239-260-7300 or visit NAMICollier.org/walks

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wwwnAMICollier.org