

Tips for Teams

- Define the overall purpose and objectives for the Team and communicate these to your Team members often. Constant contact with your Team keeps everyone informed and motivated!
- Ensure that each Team member understands their own role and responsibilities within the Team – assign tasks for WALK day, getting sponsors etc.
- Coach Team members with “scripts” so they feel comfortable asking for donations, etc.
- Identify the strengths of the Team and maximize these. Use each Team member’s strengths. Some aren’t good at asking for dollars and others are ‘ok’ with that!
- Celebrate significant successes within the Team, both collective and individual – praise that sponsorship, fundraising goal, new Walker.

Tips for Asking for a Donation

Get Started

- Decide what you need. Put together a list of everyone you could ask. Prioritize them into folks you feel most comfortable with first. This will build self-confidence and you can practice a bit.
- Have flyers with you. It helps to hand folks something with all of the information on it.
- Ask early. Folks may need some time to get you a check or to visit the website to donate.
- Tell a compelling story. Be it someone else’s or your own. People need to care to donate.

Approach Local Businesses

- Start with a business you think will donate. Businesses you frequent are more likely to give; hair dressers, dry cleaners etc. Encourage the next business to jump on the band wagon.
- Make your request in person, but also provide a copy of your flyer in case the owner is out, or they need time to review your request.
- Ask for the person who will make the decision - the store manager or owner rather than the clerk.
- Tell the person who you are, where you live, what NAMI NH is, and how they can help.
- Be aware that some businesses will respond immediately and others will want to think it over before responding.
- Don't be discouraged if businesses turn you down. They may get many requests or have specific donation policies.
- Follow up with the business if you do not hear back from them within a week.
- Invite the business to attend the event; leave flyers with them to post.
- Thank the business for taking the time to talk with you even if they do not donate.