



Sample Facebook Posts

On [\(date\)](#), I am participating in the annual NAMIWalks to raise funds and awareness for mental illness and NAMI. This is a cause that is important to me and my family. Please support my efforts by joining my team or making a donation here: [\(insert your walker page link\)](#). Thank you for your support!

Did you know that one in four people will experience mental illness in their lifetime? You may already realize this first hand in your own life. Because mental illness is so prevalent, I'll be walking in the annual NAMIWalks 5K event to raise funds and awareness for NAMI. Please support me here: [\(insert your walker page link\)](#).

Recovery is possible! That is the message we'll be sending on [\(date\)](#) as thousands of us gather together for the annual NAMIWalks to raise funds and awareness for mental illness and NAMI. Will you please join my team or support me? Thank you. [\(insert your walker page link\)](#)

Friends, I am striving to raise a goal of \$_____ for the annual NAMIWalks event, which supports the important work of NAMI to help local families and people who are affected by mental illness. One in four people is affected... probably someone you know has or will turn to NAMI for help and guidance. Please walk with me or make a secure donation here: [\(insert your walker page link\)](#). Thank you!

Walk Day is only ___ days away! Still time to support my efforts to raise funds and awareness of mental illness and NAMI, which helps people and families right in our region who are affected by mental illness. My NAMIWalks page can be found here: [\(insert your walker page link\)](#)

Thank you to all who have supported my NAMIWalks efforts so far! I am getting close to reaching my goal of \$_____ for NAMI's mission of support, education and advocacy for people and families affected by mental illness. We are fortunate to have NAMI in our community. Your contribution – either by walking with me or making a donation – is very much appreciated! Support me here: [\(insert your walker page link\)](#)

Most Effective: Your Personal Story

As you know, my family like many others has been touched by mental illness. [\(Describe your story here.\)](#) Over the years, NAMI has been a source of support, education and inspiration for us. They make sure every person and every family knows they are not alone, and they have helped not only my family but so many others right here in our region. Will you please make a donation to the NAMIWalks 5K event? On my walker page, you can make a secure online donation or join my team and walk with me. Either way, your support means a lot to me. Thank you! [\(insert your walker page link\)](#)

Sample Emails and Private Facebook Messages

Note: There are templated emails already created on your NAMIWalks website. Once you log in at www.namiwalks.org, click the Messages button at the top and choose Compose Message from the drop-down list. There are templated messages to choose from, edit and personalize. You can send them directly from the NAMIWalks website. If you choose to write your own email or send private Facebook messages (individually not as a group message), below is sample language.

Dear _____,

On **(date)**, I am participating in the annual NAMIWalks to raise funds and awareness for mental illness and NAMI, the National Alliance on Mental Illness. This is a cause that is important to me and my family. Please support my efforts by joining my team or making a donation here: [\(insert your walker page link\)](#). Thank you so much for your support!

Dear _____,

I want to personally invite you to join me in supporting NAMIWalks, the largest and most successful mental health fundraising and awareness event in the United States. Through NAMIWalks' public support for people and families affected by mental illness, we are changing how Americans view people with a mental illness and ensuring that help and hope are available for those in need.

This is an excellent opportunity to support NAMI (the National Alliance on Mental Illness). Every dollar raised helps NAMI provide more services for people living with mental health challenges.

Please support me by making a charitable donation and/or joining my team. This means so much to me. Thank you! [\(insert your walker page link\)](#).

Dear _____,

As you know, my family like many others has been touched by mental illness. **(Describe your story here.)** That is why NAMI is so important to me. They gave us hope, support and valuable information when we needed it most; they let us know that we were not alone. I am asking for your support of the NAMIWalks event, either with a charitable donation or by joining my team and walking with me. Your support means so much to me. You can support me here: [\(insert your walker page link\)](#). Thank you very much!

For assistance, contact your Local NAMIWalks Manager.