

Your NAMI Fundraising Role Checklist

- › Review the list of fundraising strategies, and refer to the NAMI Board of Directors Training Course or Handbook for more information on each.
- › Check the large boxes next to any of the overall activities you think could work in your organization.
- › Check the smaller boxes next to the tasks you would be willing to do to support the event.

Gala Event

Supporting Tasks

- Participate on the Planning Committee to identify a date, select a venue, and oversee the other committees.
- Participate on the Budget Committee to develop a budget for the gala event.
- Negotiate and oversee contracts for the venue, food, and beverages.
- Participate on the Invitation Committee to identify guests and create and print invitations.
- Participate on the Program Committee to identify guest speakers, presentations, etc.
- Participate on the Activities Committee to identify and solicit donations for activities at the gala, including raffles, silent auctions, prizes, etc.
- Prepare a mechanism for tracking donations from the gala event.
- Solicit your network for donations for “Silent Auction” items.
- Invite friends and colleagues to attend the gala event and sit at your table.
- Report results of the fundraising campaign for future planning.

Direct Mail Fundraiser

Supporting Tasks

- Develop a donor database.
- Determine your target audience.
- Develop a budget for your direct mail campaign.
- Determine whether to handle the direct mailing yourself or hire a direct mail service.
- Write up a story about the work NAMI is doing.
- Create an easily-understandable letter to explain the purpose of the fundraising campaign.
- Coordinate printing of direct mail materials.
- Prepare a mechanism for tracking donations from the direct mail campaign.
- Mail the direct mail materials.
- Receive, log, and process donations.

NAMIWalks

Supporting Tasks

- Participate in/Sponsor a 5K event that raises awareness and funds for NAMI organizations across the country.
- Contact the NAMIWalks team via: <http://www.namiwalks.org/>
- Get approval and commitment of your board
- Develop an annual budget
- Develop a strategic and/or activity plan that identifies how the funds generated will be used
- Grow a substantial volunteer base
- Build Board committee support and engagement
- Secure sponsorship commitments

Restaurant Fundraiser

Supporting Tasks

- Develop a list of restaurants and owner/general manager contact information to approach.
- Develop a list of dates for the event to propose to restaurant owners/general managers.
- Develop the script for contacting restaurant owners/general managers about participating in a fundraiser for your organization.
- Meet with restaurant owners/general managers to discuss participating in a fundraiser for your organization.
- Write (or oversee writing) the contract letter to outline the fundraiser agreement.
- Develop the publicity campaign.
- Create the advertisement flyer, including artwork.
- Promote the event on social media.
- Show up to the restaurant and enjoy.
- Report results of the fundraising campaign for future planning.

Advocate for your Organization

Supporting Tasks

- Volunteer at a community event and represent your organization.
- Attend meetings with decision makers and law makers at the local and state level.
- Build relationships with elected officials, agency leaders, and community partners to inform them about NAMI's advocacy cause.
- Be vigilant of any public funds in the organization's budget that may be vulnerable if public policy shifts.
- Become a resource on mental health issues as well as on connections to education, support, and services for individuals living with mental illness when engaging with others.
- Participate in group advocacy efforts, i.e. lobby days or congressional hearings.
- Post on social media highlighting a recent organizational achievement.
- Sign up for advocacy alerts from NAMI's policy team at www.nami.org/takeaction.
- With staff or the Executive Director, find and share a compelling story that illustrates your NAMI organization's impact.
- Write letters or emails to elected officials to explain the potential impact of pending legislation.

Speaking Engagements

Supporting Tasks

- Speak about NAMI at local civic and business groups and associations, local churches, or even individual businesses.
- Contact NAMI Education at nameducation@nami.org
- Contact your NSO
- Recruit and screen presenters
- Coordinate online training and in-person practice sessions
- Reach out to businesses, schools, churches, universities, and other venues to schedule presentations
- Coordinate presentation details with presenters
- Prepare presentation materials for presenters
- Order program materials
- Report program data

Peer-to-Peer Fundraising

Supporting Tasks

- Reach out to your peers on social media and ask for donations through storytelling and sharing.
- Choose a platform
- Coach fundraisers
- Decide on a goal/time rame
- Share updates to encourage supporters and keep them engaged
- Track your P2P campaigns
- Thank supporters as they contribute to the campaign