

Northern California NAMIWalk

DESCRIPTIONS FOR KEY VOLUNTEER ROLES

All of the following volunteer leadership positions report to the Walk Manager.

GENERAL TEAM CHAIR

The Team Chair is a member of the Steering Committee and works closely with the Walk Manager. He or she is the liaison between the Committee and the Team Captains. The primary role of the Team Chair is communication and training. Most of this is done electronically via email, but the Team Chair is also encouraged to call team captains, especially as the Walk gets closer to coach them on ways to increase their team size and solicit donations. There are many tools that can assist in this process, including sample letters, emails, and training materials. This job takes about 15-20 hours per month from November to April.

Team Captain

A team captain is someone who agrees to form a team to participate in the Walk and solicit donations for the NAMI affiliate of his or her choice. Each team captain is expected to:

- Set a goal for the number of walkers and total dollar amount you hope your team will raise, communicate this goal with the members of your team, and help your walkers set their own goals.
- Make sure that your walkers know why their participating in the Walk is important to you and many others in the community who are touched by mental illness in some way.
- Encourage every member of your team to gather as many donations as possible from their own circle of friends, neighbors and colleagues.
- Keep your team informed as much as possible about the progress of the team's efforts and other important information leading up to the Walk Day.

There is a lot of training material and support available for Team Captains. In addition, all Team Captains who register their teams before mid-February of 2012 will be invited to the Kick-Off Luncheon which is a great opportunity for learning about the Walk and obtaining useful team building resources. The job of a Team Captain should take only a few hours per month.

WALK DAY LOGISTICS CHAIR

The Logistics Chair is a member of the Steering Committee. This individual is responsible for the overall plan of activities on Walk Day. He or she is responsible for coordinating with the City Parks Department on use of William Land Park. In addition, he/she orders the equipment needed for the day, including: tables/chairs, sound system, trash container, balloons, food and water. Many of these jobs can be delegated to others, but the Logistics Chair is responsible for making sure that everything is there on Walk Day. Contact information and sample schedules are available from our past events. This job takes about 15-20 hours per month from January to April.

Volunteer Chair

The Volunteer Chair is a member of the Steering Committee. This job consists of the following duties: (1) being a contact for folks who want to volunteer and keeping track of their names, email address, phone numbers and areas of interest, (2) organizing the volunteers into the various teams needed for Walk activities; (3) calling to remind volunteers about the Walk – when to come, etc., and (4) checking folks in and keeping them moving to areas where they are needed on Walk Day. We already have a list of volunteers from past Walks and other tools to help the Coordinator. This job takes about 8-10 hours per month from January to April.

PUBLICITY CHAIR

The Publicity Chair is a member of the Steering Committee. He or she is responsible for developing press releases about the Walk and contacting media outlets to gain publicity highlighting the purpose and goals of the Walk. In addition, the Publicity Chair is encouraged to use social networking tools like Facebook and Twitter to get the word out about the Walk and encourage people to participate and donate. There are sample press releases and media contact lists that have been developed. This job takes about 6-8 hours per month from January to April.

Entertainment & Program Chair

The Entertainment and Program Chair is responsible for recruiting speakers and entertainers for the Walk. In the past, we have had a band play at the walk and other entertainers, such as a magician and face painter, to entertain the children and an exercise trainer to warm-up the group. However, the possibilities are unlimited and we encourage the involvement of all types of performing artists who support the cause. There are only a limited number of program speakers, but these are usually local celebrities and political leaders, or prominent family members and consumers who can speak about mental illness and the importance of NAMI services. Samples of prior Walk Programs and suggested contacts are available. This job takes about 4-6 hours per month from January to April.

Photographer

The Walk Photographer is expected to take pictures at the Kick-Off Luncheon (March 2) and on Walk Day (April 28th) and provide copies of the pictures on a CD to the Walk Manager within 72 hours of the event. The photographer may be an amateur or a professional. Professionals may receive recognition as a Walk Sponsor based on the market value of the donated services. This job takes 8-10 hours total.