



What Do I SAY to People?

I don't know anyone who isn't at least a little awkward about asking other people for money. Even if we know how important our cause is or how generous and receptive our friends are, sometimes we just get tongue-tied. Here are some simple scripts for different situations. Use them as is, or adapt them to sound more like you. Have them at the ready so an opportunity doesn't pass you by!

Facebook/Social Media:

- Some of you know why I passionately support mental health. Some of you may also have reasons of your own. Please join me at NAMI Vermont's MINDWalk 2018 this year as part of my team. I would be proud to stand with you (include link to your team page).
- Hey! My team is going to walk in NAMI Vermont's MINDWalk 2018 on September 30 in Burlington. Support accessible mental health care and help my team reach its goal. Every little bit helps! Please consider a \$5-\$20 donation (include link to your team page).
- Oh my goodness, we're nearly there! My team just needs \$100 more to reach our goal! Please contribute to support mental health care in our community! (include link, are you noticing a theme?)
- So close, everyone! If the "XYZ Team" reaches its goal for MINDWalk 2018, we're all going to wear silly hats! Check out mine! (include link and photo.)
- Thank you to everyone who has supported my team! Another way you can support us is to join us on September 30 at City Hall Park in Burlington and walk with us to help raise awareness about mental health!

At a Party:

- Hey, what are you doing (next weekend, this Sunday, in September, tomorrow)? Will you come down to the MINDWalk 2018 with me? It's a walk to support NAMI Vermont and mental health programs in our community. It's free to sign up and it would be wonderful to walk with you on my team. (Have a card handy.)
- What have I been up to? Well, I'm doing the MINDWalk this year with NAMI Vermont to support mental health. My team is _____ and we're trying to raise \$_____ to support mental health programs in our community. Do you think you might be able to donate \$_____ to our team? We're within \$_____ of our goal and every little bit helps.

In a letter/email:

Hi ____! Hope this letter finds you well. This month I'm participating in MINDwalk to raise awareness about mental health and support free programs in our community. As you know, NAMI has made a big difference in my (family's) life. I was part of _____ NAMI program. It got me through a tough time and helped remind me that I wasn't alone. I'm asking all my friends to help me support NAMI programs in our

state with a donation to my team, _____. My team has a goal of \$_____ to reach before the walk on September 30th. Could you please make a donation between \$____ and \$____ to help us reach our goal? Every little bit helps!

Phone Calls:

Hi _____! Do you have time for a quick talk?

I am participating in NAMI Vermont's MINDWalk 2018 this fall to raise awareness about mental health and support free programming in our community. As you know, NAMI has made a big difference in my (family's) life. (Share a little of your story.)

I was wondering if you would be willing to help me support the work of NAMI Vermont with a donation to my team, _____. Our goal is \$_____ and we are hoping to reach that before the walk on September 30th.

Tips for Fundraising Phone Calls

- Assume it will go well and try to relax before getting on the phone!
- Listen to what the person on the phone says and respond to the questions and comments they make.
- Resist the temptation to give your friend an easy out by saying "it's fine if you can't help out," or "no big deal if you can't make a donation."
- If they say yes, ask if they would like to write a check or donate online. Remember to give them the address to your fundraising page!
- Thank the donor for their donation, for spending the time on the phone with you, and for thinking about it if they did not decide on the spot.
- Don't take it personally if someone says no.
- After you hang up the phone, pat yourself on the back. Getting out there and asking is a huge step.