



**2021 NAMI Walks Massachusetts
Walk Committee Roles**

Corporate Sponsorship and Exhibitors:

Duties: identifying and recruiting new sponsors and exhibitors. Following up with sponsors' mailings. All requests are to be coordinated with the Walk Director and Events Associate to ensure duplicate asks do not occur. Sponsorships includes in-kind gifts of incentive prizes such as gift cards, sports tickets, gym memberships and other post pandemic offerings.

Teams:

Duties: work closely with the Walk Director and Events Associate as the liaison between the Walk Committee and the Team Captains. Communicate with and train or mentor other Team Captains through calls and emails to provide coaching on ways to increase their team size and donations. Tools will be provided to assist in this process. Also assist with the Rally on Thursday, February 25 or the Virtual Kickoff on Thursday, March 25 if you so desire.

Public Relations/Marketing/Social Media:

Duties: strategize on effective ways of getting the word out about the Virtual Event on Saturday, May 22, 2021.

Day of Event Logistics:

Duties: work with the Walk Director and Events Associate to coordinate the logistics for the Rally, Kick-Off Event and Walk Day – particularly how to drive more fundraising while we are broadcasting.

Entertainment/Program:

Duties: brainstorm on appropriate politicians, celebrities or Boston area influencers to appear at the Virtual Event live or recorded, including a DJ and/or bands, exercise trainer to warmup the group, chef to whip up a tasty breakfast et al. The possibilities are limitless! Please coordinate with Walk Director and Events Associate.