



National Alliance on Mental Illness

HAVING A TEAM T-SHIRT WILL HELP MAKE YOUR NAMIWALKS TEAM!

More than any other single factor, team T-shirts help build a team prior to a Walk, and unite a team the day of a Walk. Here are some key tips to keep in mind regarding team T-shirts.....

1. They should be **bright and colorful** so that the team wearing them **STANDS OUT** as much as possible on the day of the Walk.
2. The designs, logos and slogans on them should be as creative and unique as possible so they are a conversation piece both during and after the Walk. Team T-shirts are (in effect) walking billboards for your company, organization or family team
3. A great way for a company team of any type to develop creative and unique designs for its team T-shirt is to sponsor a T-shirt design contest for its employees or team members.
4. Another great way is to tap the talents of the company's PR department staff, or the company's in-house "artist".
5. Good team T-shirt designs almost always include the company, organization or affiliate's name and the **NAMIWALKS** logo.
6. A key point to remember is that team T-shirts are paid for by the team so that every dollar raised in the Walk will go to support NAMI and its programs.
7. For those of you on a tight budget – try making your team shirts using indelible ink pens or fabric paints on a plain white T-Shirt. This can be used as a fun team-building activity where team members meet to create a design and draw it on the shirts to be worn on WALK Day. Other low cost options include designs developed on a computer and then printed on commercially available transfer paper, so that the design can be ironed on to a plain T-Shirt.
8. Another important thing to remember about team T-shirts is that they are a very effective WALKER RECRUITMENT TOOL if publicized and promoted by the team captain prior to the Walk. **PEOPLE LOVE T-SHIRTS, ESPECIALLY COOL ONES!**
9. Although creative, unique team T-shirts are best, having a bland, uncreative T-shirt is almost always better than having no team T-shirt at all. Most teams usually get better at designing their T-shirts as the years go by. Get started with a team T-shirt this year, and get more creative in designing it each year!
10. **THERE WILL BE A BEST TEAM T-SHIRT CONTEST WITH THE WINNER SELECTED AT THE WALK!**