



do it
your way



Frequently Asked Questions

How do I get started?

You can get started today by visiting doityourway.nami.org and starting your unique Do-It-Your-Way campaign. The options of how to participate are endless – plan an event, host a bake sale, donate your birthday or come up with your own idea!

Who benefits from my fundraiser?

When you register, you'll choose to raise funds for NAMI National or a local NAMI State Organization or Affiliate. Funds raised allow us to strengthen our three pillars: to promote awareness of mental health and reduce stigma; to raise funds for NAMI's free top-rated mental health programs; and to build community and let people know they are not alone.

Is there a fee to participate in NAMI Do-It-Your-Way?

There's no fundraising fee to participate in NAMI Do-It-Your-Way. When you start your campaign, you can set a fundraising goal customized to your fundraising plan. If you raise \$1,000 or more, however, you will join our elite fundraising club – NAMI Do-It-Your-Way All Stars – and earn a prize.

Are there any restrictions to the activities permitted to benefit NAMI?

Not all fundraising activities are a good fit for our mission and the audience we serve. NAMI reserves the right to decline support from any campaigns that don't align with our values, which include:

- Events or activities that are offensive or discriminatory to a specific group based on race, color, religion, sex, national origin, marital status, age, disability, veteran status, sexual orientation, gender identity or expression, or medical history.
- Events or activities that can be seen as offensive or making light of mental health issues
- Events or activities that could be a danger to the general public
- Any events or activities involving firearms

May I use NAMI's logo and information?

You may not use NAMI's official logo to promote your own fundraiser. However, NAMI provides a Do-It-Your-Way logo and guidance for giving your fundraiser that NAMI look. You can download the logos and branding guidelines [here](#).



Frequently Asked Questions

Will NAMI promote my fundraiser?

NAMI is not able to promote individual NAMI Do-It-Your-Way fundraisers, but we encourage organizers to do so.

Is there certain language I should use when I talk about mental illness?

Do not define anyone by a diagnosis or condition. Instead, use person-first language, such as, “a person with a mental illness.” It is important for us to fight to reduce stigma and maintain a positive, supportive tone. For more tips on how to write about NAMI, please see [NAMI’s Identity Guide](#).

Are donations made to my fundraiser tax deductible?

Funds donated directly to NAMI are tax deductible to the fullest extent of the law. NAMI is a 501(c)(3) non-profit organization. Donations made directly to NAMI will receive a tax acknowledgment letter. Please do not promise a charitable tax deduction receipt to your donors unless they are making their donation directly to NAMI. If donations are made to an independent organization that then pays NAMI, then only the independent organization qualifies as the donor.

Can I host a raffle or auction?

You may be able to host these events, but many states and local jurisdictions have strict regulations governing raffles and other gaming events for charitable purposes. Any Do-It-Your-Way fundraiser must adhere to all state and local raffle or gaming laws and regulations. Raffle permits may not be taken out in the NAMI name.

Can I stream my fundraiser?

Yes, you can! We have a few options for streaming depending on whether you’ve chosen to raise funds for NAMI National or a local NAMI. Tiltify is the fundraising platform utilized by the National program. Those fundraising on the local level are able to use Twitch and YouTube through their Participant Center. Reach out to your DIYW manager for additional support.



Frequently Asked Questions

Event-Specific FAQs

Will NAMI pay for any part of our event?

As Do-It-Your-Way fundraisers are third-party events, NAMI does not reimburse individuals for any expenses related to your NAMI Do-It-Your-Way event. NAMI is not financially responsible for any staging or other event expenses. When donations are made directly to NAMI, we are unable to pay back funds for this use.

Can I reimburse my expenses for an event?

Yes, you can. The organizer of a NAMI Do-It-Your-Way fundraiser may pay out related expenses and agrees to donate all of the net proceeds from their fundraiser to NAMI. The organizer must donate all the event proceeds and may not retain any portion of the revenue generated by the fundraiser.

Are in-kind donations for my event tax deductible?

In-kind donations for a third-party event are not made directly to NAMI and, therefore, are not tax-deductible donations. NAMI cannot provide receipts or acknowledge receipt of these in-kind donations.

Will NAMI be able to staff my event?

NAMI doesn't have the capacity to attend all Do-It-Your-Way events and, therefore, employees and volunteers aren't able to staff NAMI Do-It-Your-Way events. While employees aren't able to staff your event, NAMI staff can provide ideas, information and coaching to help make your campaign successful!

Do I need to secure insurance for my event?

This varies depending on the activity and venue for your event. If you're renting/using a venue, please check with them to confirm your insurance requirements. NAMI is not able to provide insurance for Do-It-Your-Way events.