

NAMI

FAST TRACK RESOURCE GUIDE



Tools & Resources for NAMI Leaders
November 16, 2016

Table of Contents

Section	Page
Introduction	3
How to Use this Guide	3
Resources & Tools by Topic Area:	
- Advocacy & Public Policy	4
Training Programs	4
NAMI Policy Reports & Advocacy Initiatives	4
NAMI Public Policy Tools Online	5
- Education Programs	6
Toolkits, Guides & Fact Sheets	6
Training Information, Program & Class Materials	7
Managing & Reporting Program Data	7
Ongoing Training, Technical Assistance & Support	8
- Field Capacity & Governance	9
Affiliate Start-Up Resources	9
Building a Strong Board of Directors – NAMI State Organizations & NAMI Affiliates	10
Board Governance Tools	11
Diversity & Inclusion	12
Fund Development	13
Human Resources: Staff & Volunteers	14
Membership Development & Maintenance	15
Standards of Excellence (SoE) and Re-Affiliation	16
NAMI Advisory Councils	17
- Media, Marketing & Public Relations	18
Identity & Branding Guidelines	18
Navigating the NAMI Website & Extranet	18
Public Relations & Media Resources	19
Public Service Announcements	19
Social Media	19

Introduction

At this year's annual NAMI Convention in Denver, leaders from NAMI State Organizations and NAMI Affiliates met at a Leadership Event hosted by the Field Capacity & Governance team. During that meeting, we asked over 130 NAMI leaders to tell us what tools and resources they needed in the areas of Creativity, Communication and Connection. We learned that many of the resources you requested are already available from NAMI—we simply needed a better way to let you know how to access them.

The following *Fast Track Resource Guide* was created in response to your request for easy-to-access tools and resources from NAMI. The contents reflect the tools most asked for by our NAMI leaders in their day-to-day work, and will be updated on a quarterly basis to reflect changes to existing resources and showcase those that are new.

How to Use this Guide

The *Fast Track Resource Guide* is a web-based resource, linked to information and tools throughout the NAMI website and other resources on the Internet. The electronic format is easily accessible, and the table of contents is organized by key topic areas of current importance recently requested by NAMI leaders in the field.

Many of these resources are located in the NAMI Extranet. The Extranet is the section of the NAMI.org website for NAMI leaders and the field. It is the central location that provides the toolkits and resources you need to build and run your organizations. You can access the Extranet in the following ways:

1. Go to www.nami.org/extranet (Users will be prompted to log in.)
2. Click on “NAMI Leaders” at the top of any page on the NAMI website.
 - If you do not have a user account, follow the prompts to create one. If you think you have an account, but cannot remember your password, click the Forgot Password link and follow the directions to reset it.

Leadership roles are assigned and tracked in NAMI 360. If your leadership role (examples: board member, staff, volunteer, teacher, facilitator, etc.) is not assigned in NAMI 360, you will not have access.

Thank you for giving us the opportunity to better serve you and we look forward to your feedback on this new resource!

NAMI Field Capacity & Governance
fieldcapacity@nami.org

Resources for Advocacy & Public Policy

Please send general questions relating to these resources to NAMI staff at mhpolicy@nami.org.

Training Programs		
<i>Tool/Resource</i>	<i>Brief Description</i>	<i>How to Access</i>
<ul style="list-style-type: none"> • NAMI Smarts 	<ul style="list-style-type: none"> - A popular hands-on advocacy training program that helps people living with mental illness, friends and family transform their passion and lived experience into skillful grassroots advocacy. 	<p>https://www.nami.org/ExtraNet/Education-Training-and-Outreach-Programs/Outreach-and-Advocacy/NAMI-Smarts</p> <p>* You must be a trained NAMI Smarts Trainer, NAMI Smarts Teacher, or work with the program in an administrative capacity in order to access these documents.</p>
<ul style="list-style-type: none"> • Crisis Intervention Training (CIT) 	<ul style="list-style-type: none"> - A model for community policing that brings together law enforcement, mental health providers, hospital emergency departments and individuals with mental illness and their families to improve responses to people in crisis. 	<p>http://www.nami.org/Law-Enforcement-and-Mental-Health/What-Is-CIT</p>
NAMI Policy Reports & Advocacy Initiatives		
<i>Tool/Resource</i>	<i>Brief Description</i>	<i>How to Access</i>
<ul style="list-style-type: none"> • NAMI Public Policy Platform 	<ul style="list-style-type: none"> - Statement of NAMI's policy and advocacy positions on many major topics. An evolving document last updated in 2014. 	<p>https://www.nami.org/NAMI/media/NAMI-Media/downloads/Public-Policy-Platform_9-22-14.pdf</p>
<ul style="list-style-type: none"> • NAMI's Engagement Report and Campaign 	<ul style="list-style-type: none"> - A report and campaign designed to promote a culture of engaging people in mental health treatment. 	<p>http://www.nami.org/engagement</p>
<ul style="list-style-type: none"> • NAMI's Parity Report and Campaign 	<ul style="list-style-type: none"> - A report and campaign focused on ensuring people have access to mental health coverage/adequate mental health care. - There are a number of webpages on NAMI.org regarding parity. 	<p>Parity report, campaign http://www.nami.org/parityreport;</p> <p>General policy statement on mental health parity. Links to other pages.</p> <p>www.nami.org/parity</p>

<ul style="list-style-type: none"> • NAMI Stepping Up Initiative 	<ul style="list-style-type: none"> - An initiative designed to reduce the number of people with mental illness in our nation's jails and prisons. 	http://www.nami.org/About-NAMI/National-Partners/The-Stepping-Up-Initiative
NAMI Public Policy Tools Online		
<i>Tool/Resource</i>	<i>Brief Description</i>	<i>How to Access</i>
<ul style="list-style-type: none"> • NAMI Public Policy Tools 	<ul style="list-style-type: none"> - Includes tools for establishing a public policy committee; partnering with allies; and establishing a legislative action agenda. 	https://www.nami.org/Extranet/Advocacy/State-Advocacy-Issues/Technical-Assistance/Public-Policy-Committee-Tools
<ul style="list-style-type: none"> • Sample public policy platform (SO and Affiliate) 	<ul style="list-style-type: none"> - Tools for Public Policy Committees including a Legislative Priorities Checklist; a Legislative Agenda Template and a Public Policy Committee Roles Chart. 	https://www.nami.org/Extranet/Advocacy/State-Advocacy-Issues/Technical-Assistance/Public-Policy-Committee-Tools
<ul style="list-style-type: none"> • Federal Advocacy Website 	<ul style="list-style-type: none"> - Website with current bills and federal priorities needing grassroots advocacy. - Contains issue statements and sample messages to policymakers. Inserting a ZIP code formats an email to the pertinent elected officials. 	www.nami.org/advocacy
<ul style="list-style-type: none"> • NAMI Advocacy network listserv and how to access 	<ul style="list-style-type: none"> - The Director of Policy and State Outreach maintains and updates a list of State Advocacy Network leaders. Messages sent to the list include state legislation updates and information on monthly State Advocacy Network calls. 	<p>Contact the Director of Policy & State Outreach sdiehl@nami.org or the Manager of Policy & State Outreach ddouglas@nami.org to be added to the list.</p> <p>* Affiliates who have been recently Re-Affiliated provided the names of their local advocacy reps. Those names are being added to the Advocacy listserv and will become part of the NAMI Advocacy network.</p>
<ul style="list-style-type: none"> • Monthly policy/advocacy teleconferences and webinars 	<ul style="list-style-type: none"> - The Director of Policy and State Outreach maintains and updates a list of State Advocacy Network leaders. Messages sent to the list include state legislation updates and information on monthly State Advocacy Network calls. 	<p>Contact the Director of Policy & State Outreach sdiehl@nami.org or the Manager of Policy & State Outreach ddouglas@nami.org to be added to the list.</p>

Resources for NAMI Education Programs

Please send general questions relating to these resources to NAMI staff at namieducation@nami.org.

Toolkits, Guides & Fact Sheets		
<i>Tool/Resource</i>	<i>Brief Description</i>	<i>How to Access</i>
<ul style="list-style-type: none"> • NAMI Signature Programs Book/A guide or thumbnail sketch of NAMI programs 	<ul style="list-style-type: none"> - Programs Book contains historical information and basic requirements of all signature programs. Language can be used for grants, funders, etc. - <i>Improving Lives</i> brochures. 	<p>https://www.nami.org/Extranet/Education-Training-and-Outreach-Programs/EduHelpDesk/Guides-and-Directories</p> <p>Available for purchase in the NAMI Store.</p>
<ul style="list-style-type: none"> • Marketing Tool Kit 	<ul style="list-style-type: none"> - Information and templates to help NAMI leaders achieve marketing and public relations results through both traditional and innovative approaches. 	<p>www.nami.org/prtoolkit</p>
<ul style="list-style-type: none"> • PR Marketing Tool Kit 	<ul style="list-style-type: none"> - A public relations toolkit to help NAMI leaders understand traditional and innovative tools and learn simple approaches to use them in a variety of ways to ensure success. 	<p>https://www.nami.org/Extranet/Leadership-Essentials/Public-Relations/PR-Toolkit.aspx</p>
<ul style="list-style-type: none"> • Program Leader Management Guide 	<ul style="list-style-type: none"> - Tips and best practices around all aspects of managing and supporting program leader volunteers. 	<p>https://www.nami.org/Extranet/Education-Training-and-Outreach-Programs/EduHelpDesk/Guides-and-Directories</p>
<ul style="list-style-type: none"> • NAMI 360 Education Guide 	<ul style="list-style-type: none"> - A step-by-step guide on managing membership info, designating program leaders (giving them EduHelpDesk and extranet access), and posting upcoming programs on nami.org 	<p>NAMI programs data site</p>
<ul style="list-style-type: none"> • 2016 Youth Directory 	<ul style="list-style-type: none"> - A guide to youth-targeted programming happening in NAMI State Organizations and NAMI Affiliates across the country. 	<p>https://www.nami.org/Extranet/Education-Training-and-Outreach-Programs/EduHelpDesk/Guides-and-Directories</p>

Training Information, Program & Class Materials		
<i>Tool/Resource</i>	<i>Brief Description</i>	<i>How to Access</i>
<ul style="list-style-type: none"> • Training and class materials available online (“EduHelpDesk” and “extranet”) 	<ul style="list-style-type: none"> - The landing page to access information on all national programs. 	www.nami.org/eduhelpdesk <ul style="list-style-type: none"> * You must be designated as a program leader to access certain pages
<ul style="list-style-type: none"> • Materials in Spanish (and other languages) 	<ul style="list-style-type: none"> - Programs available in Spanish: Basics, F2F, CN, FSG 	www.nami.org/eduhelpdesk <ul style="list-style-type: none"> * Specific program extranet pages
<ul style="list-style-type: none"> • NAMI Programs Book 	<ul style="list-style-type: none"> - Overview of the 10 NAMI signature programs: brief history, description, sample budget, conducted research, participant impact. 	program extranets
<ul style="list-style-type: none"> • NAMI Program Manuals 	<ul style="list-style-type: none"> - Order printed copies of all manuals or electronic copies of any non-trainer manual, using proper authorization code. 	www.nami.org/store
<ul style="list-style-type: none"> • Infographics & Fact Sheets 	<ul style="list-style-type: none"> - Downloadable infographics about mental health conditions, policy, self-care and more. 	http://www.nami.org/infographics
Managing & Reporting Program Data		
<i>Tool/Resource</i>	<i>Brief Description</i>	<i>How to Access</i>
<ul style="list-style-type: none"> • Improved data entry information and process for education programs 	<ul style="list-style-type: none"> - Visual instructions on how to enter program data. 	On all program leaders’ pages in the Extranet (exact URLs vary depending on program). www.nami.org/eduhelpdesk Also in Introduction section of every program leader/trainer manual.
<ul style="list-style-type: none"> • Reviewing and editing data 	<ul style="list-style-type: none"> - State Program Directors have expanded access to the data site; can edit data and view data from programs nationwide. - NA leaders can only view reported data if the NSO shares a different generic login information with them. 	http://extranet.nami.org/data

Ongoing Training, Technical Assistance and Support		
<ul style="list-style-type: none"> • Online Learning Center 	<ul style="list-style-type: none"> - Videos and documents describing how do to several program-related tasks. 	https://www.nami.org/Extranet/Education,-Training-and-Outreach-Programs/ETP-Support-Help-Desk/Online-Learning-Center
<ul style="list-style-type: none"> • EduHelpDesk and program Extranets 	<ul style="list-style-type: none"> - Includes important resources: manual updates, marketing materials, supplemental resources, technical assistance materials, webinar recordings and more. 	www.nami.org/eduhelpdesk
<ul style="list-style-type: none"> • Training of Trainers 	<ul style="list-style-type: none"> - This annual training certifies existing program leaders to become state trainers. - Gives states the opportunity to expand or introduce a NAMI signature program. 	www.nami.org/ttinfo
<ul style="list-style-type: none"> • NAMI Annual Convention 	<ul style="list-style-type: none"> - The Convention offers networking groups, the Program Directors' Meeting and the Information, Support & Education Institute. - Gives PDs an opportunity for celebration, discovery, networking and support. 	www.nami.org/convention
<ul style="list-style-type: none"> • Technical Assistance Calls/Webinars 	<ul style="list-style-type: none"> - Each program holds regular technical assistance calls and webinars for program leaders. These range from discussing important program updates to training refreshers. State PDs will receive an email invitation to these calls as they are scheduled. We also email the program leaders directly (those who are designated in NAMI 360). 	Call and webinar recordings are posted on the EduHelpDesk at www.nami.org/eduhelpdesk

Resources for Field Capacity & Governance

Building Strong NAMI State Organizations & NAMI Affiliates

Please send general questions relating to these resources to NAMI staff at fieldcapacity@nami.org.

Affiliate Start-Up Resources		
<ul style="list-style-type: none"> • Starting a new Affiliate 	<ul style="list-style-type: none"> - Overview of the steps, roles, responsibilities and relationship with NAMI State Organizations and NAMI during the planning and start-up process. 	https://www.nami.org/Extranet/NAMI-State-Organization-and-NAMI-Affiliate-Leaders/Organizational-Development/NAMI-Affiliate-Resources
<ul style="list-style-type: none"> • Naming a new NAMI Affiliate 	<ul style="list-style-type: none"> - Overview of the steps involved in choosing the right name for the new Affiliate following NAMI naming policy. 	https://www.nami.org/Extranet/NAMI-State-Organization-and-NAMI-Affiliate-Leaders/Organizational-Development/NAMI-Affiliate-Resources
<ul style="list-style-type: none"> • Changing the name of an existing NAMI Affiliate 	<ul style="list-style-type: none"> - Overview of the steps involved in changing a NAMI Affiliate's name and communicating that change to all components of NAMI. 	https://www.nami.org/Extranet/NAMI-State-Organization-and-NAMI-Affiliate-Leaders/Organizational-Development/NAMI-Affiliate-Resources
<ul style="list-style-type: none"> • Merging Affiliates 	<ul style="list-style-type: none"> - Overview of the steps involved in the formal merger of nonprofit organizations. 	https://www.nami.org/Extranet/NAMI-State-Organization-and-NAMI-Affiliate-Leaders/Organizational-Development/NAMI-Affiliate-Resources
<ul style="list-style-type: none"> • NAMI Affiliate Logos 	<ul style="list-style-type: none"> - Official logos for all NAMI Affiliate and NAMI State Organizations. 	www.nami.org/getyourlogo

Building a Strong Board of Directors – NAMI State Organizations & NAMI Affiliates

<ul style="list-style-type: none"> • Board Orientation Materials 	<ul style="list-style-type: none"> - Includes a template for a board orientation policy, sample board manual and more! 	https://www.nami.org/Extranet/NAMI-State-Organization-and-NAMI-Affiliate-Leaders/NAMI-Center-For-Excellence/Governance
<ul style="list-style-type: none"> • Fiduciary Responsibilities of Nonprofit Boards 	<ul style="list-style-type: none"> - A PowerPoint presentation on the 10 Responsibilities of Nonprofit Boards. Additional materials available through this Extranet link. Perfect to include in a board orientation session. 	https://www.nami.org/Extranet/NAMI-State-Organization-and-NAMI-Affiliate-Leaders/NAMI-Center-For-Excellence/Governance
<ul style="list-style-type: none"> • Board of Directors Job Descriptions 	<ul style="list-style-type: none"> - Job descriptions for key members of a nonprofit board of directors. 	https://www.nami.org/getattachment/Extranet/NAMI-State-Organization-and-NAMI-Affiliate-Leaders/Organizational-Development/Governance/BoardMemberJobDescription.pdf
<ul style="list-style-type: none"> • Board of Directors – Policies & Procedures 	<ul style="list-style-type: none"> - Policy templates for the following policies as required under the NAMI Standards of Excellence and to meet guidelines required by the Internal Revenue Service for nonprofit organizations: <ol style="list-style-type: none"> 1. Compensation Policy 2. Confidentiality Policy 3. Record Retention Policy 4. Whistleblower Policy 5. Conflict of Interest Policy 6. Code of Ethics Policy 7. Diversity, Inclusion and Non-Discrimination Policy 	www.nami.org/affiliate_tools
<ul style="list-style-type: none"> • Board Agenda Template 	<ul style="list-style-type: none"> - Included in templates and tools for Board Orientation. 	https://www.nami.org/Extranet/NAMI-State-Organization-and-NAMI-Affiliate-Leaders/NAMI-Center-For-Excellence/Governance

<ul style="list-style-type: none"> • Board Meeting Minutes - Templates 	<ul style="list-style-type: none"> - Included in templates and tools for Board Orientation 	https://www.nami.org/Extranet/NAMI-State-Organization-and-NAMI-Affiliate-Leaders/NAMI-Center-For-Excellence/Governance
<ul style="list-style-type: none"> • Board Assessment Tools 	<ul style="list-style-type: none"> - A board self-assessment tool from Compass Point to measure board success and productivity. 	https://www.nami.org/getattachment/Extranet/NAMI-State-Organization-and-NAMI-Affiliate-Leaders/Organizational-Development/Governance/CompassPointsSelfAssessmentforBoards.pdf

Board Governance Tools

<i>Tool/Resource</i>	<i>Brief Description</i>	<i>How to Access</i>
<ul style="list-style-type: none"> • Bylaws requirements for NAMI State Organizations & NAMI Affiliates 	<ul style="list-style-type: none"> - Bylaws Guidance - Sample Bylaws Language 	https://www.nami.org/Extranet/Leadership-Essentials/Standards-of-Excellence/Chartering-and-Affiliation/NAMI-Affiliate-Reaffiliation-Nuts-and-Bolts/Re-Affiliation-Docs/AffiliateBylawsGuidance.aspx https://www.nami.org/Extranet/Leadership-Essentials/Standards-of-Excellence/Chartering-and-Affiliation/NAMI-Affiliate-Reaffiliation-Nuts-and-Bolts/Re-Affiliation-Docs/AffiliateSampleBylawsLanguage_rev1013.aspx

<ul style="list-style-type: none"> • Strategic Planning & Action Planning resources 	<ul style="list-style-type: none"> - Worksheets to assist NAMI organizations create a roadmap to the future and ensure successful planning - NAMI Strategic Plan 	<p>https://www.nami.org/Extranet/NAMI-State-Organization-and-NAMI-Affiliate-Leaders/NAMI-Center-For-Excellence/Organizational-Development</p> <p>http://www.nami.org/getattachment/About-NAMI/Our-Structure/2015-2019-Strat-Plan-and-Narrative.pdf</p>
<ul style="list-style-type: none"> • Organizational Assessment Tool 	<ul style="list-style-type: none"> - The <i>McKinsey Capacity Assessment Grid</i> is a tool designed to help nonprofit organizations assess their organizational capacity. Building Assessment Tool 	<p>https://www.nami.org/Extranet/NAMI-State-Organization-and-NAMI-Affiliate-Leaders/NAMI-Center-For-Excellence/Organizational-Development</p>
<ul style="list-style-type: none"> • NAMI Bylaws – effective July 9, 2016 	<ul style="list-style-type: none"> - NAMI Governing Document - Bylaws amendments are proposed by NAMI members and voted on at NAMI Convention 	<p>http://www.nami.org/getattachment/About-NAMI/Our-Structure/NAMINationalBylaws2016.pdf</p>

Diversity, Inclusion and Nondiscrimination

<i>Tool/Resource</i>	<i>Brief Description</i>	<i>How to Access</i>
<ul style="list-style-type: none"> • Diversity, Inclusion and Non-Discrimination Policy 	<ul style="list-style-type: none"> - Policy template for use by NAMI organizations in the field. 	<p>www.nami.org/affiliate_tools</p>
<ul style="list-style-type: none"> • Let's Talk: Diversity in Action 	<ul style="list-style-type: none"> - A 90-minute scripted dialogue on diversity and inclusion for NAMI State Organizations and NAMI Affiliates who are interested in starting their own diversity and inclusion efforts. - This is a do it yourself toolkit that helps you prepare and plan a dialogue to explore what diversity and inclusion entail, foster organizational buy-in, assess current levels of diversity and inclusion and develop an initial plan of action to move forward 	<p>https://www.nami.org/getattachment/Extranet/NAMI-State-Organization-and-NAMI-Affiliate-Leaders/NAMI-State-Organization-and-NAMI-Affiliate-Leaders/Diversity,-Inclusion-and-Non-discrimination/LetS-TALK-Guide-2015.pdf</p>

<p>- Multicultural Engagement and Inclusion Planning Guide</p>	<p>- This step by step guide provides guidance on how to become a culturally competent organization and engage diverse communities. The guide walks you through nine steps to develop an outreach plan.</p>	<p>https://www.nami.org/getattachment/Extranet/NAMI-State-Organization-and-NAMI-Affiliate-Leaders/NAMI-State-Organization-and-NAMI-Affiliate-Leaders/Diversity,-Inclusion-and-Non-discrimination/Multicultural-Engagement-Inclusion-Guide-2014.pdf</p>
<p>• Brief Diversity and Inclusion Assessment Tool for NAMI State Organizations and NAMI Affiliates</p>	<p>- Fast and easy to use assessment to give you an overall idea of how diverse and inclusive your organization is.</p>	<p>https://www.nami.org/getattachment/Extranet/NAMI-State-Organization-and-NAMI-Affiliate-Leaders/NAMI-State-Organization-and-NAMI-Affiliate-Leaders/Diversity-Inclusion-and-Non-discrimination/Brief-Diversity-and-Inclusion-Assessment-Tool.pdf</p>
<p>• Sharing Hope and Compartiendo Esperanza</p>	<p>- Toolkit based programs specifically for the African American and Latino communities. These programs help you to successfully establish relationships with community organizations and offers 60 and 90-minute-long presentations on mental health, recovery and NAMI</p>	<p>www.nami.org/sharinghope www.nami.org/esperanza</p>
<p>Fund Development</p>		
<p><i>Tool/Resource</i></p>	<p><i>Brief Description</i></p>	<p><i>How to Access</i></p>
<p>• Fundraising information for nonprofit organizations</p>	<p>- Multiple aspects of fundraising - tips and facts - from the National Council of Nonprofits.</p> <p>- Free access to the Foundation Directory online.</p>	<p>https://www.councilofnonprofits.org/tools-resources/fundraising https://fdo.foundationcenter.org/</p>

<ul style="list-style-type: none"> • Infographic on the NAMIWalks Program. 	<ul style="list-style-type: none"> - General information on NAMI's exciting walk event! 	https://www.nami.org/getattachment/Extranet/NAMI-State-Organization-and-NAMI-Affiliate-Leaders/NAMI-State-Organization-and-NAMI-Affiliate-Leaders/Organizational-Development/2016WALKS-infographic-(003).pdf
<ul style="list-style-type: none"> • 101 WALK Ways to put "Fun" in FUNdraising 	<ul style="list-style-type: none"> - A cheat sheet full of fundraising ideas that work, from NAMIWalks. 	https://www.nami.org/getattachment/Extranet/NAMI-State-Organization-and-NAMI-Affiliate-Leaders/NAMI-State-Organization-and-NAMI-Affiliate-Leaders/Organizational-Development/101WaystoAddFuntoFundraising.pdf

Human Resources: Staff & Volunteers

<i>Tool/Resource</i>	<i>Brief Description</i>	<i>How to Access</i>
<ul style="list-style-type: none"> • HR materials and templates for staff job descriptions 	<ul style="list-style-type: none"> - Materials include job descriptions for Director, Program Coordinator, Program Manager and Senior Program Manager positions 	https://www.nami.org/Extranet/NAMI-State-Organization-and-NAMI-Affiliate-Leaders/NAMI-State-Organization-and-NAMI-Affiliate-Leaders
<ul style="list-style-type: none"> • NAMI HelpLine resources 	<ul style="list-style-type: none"> - Resource directory, training manual, crisis policy and sample forms to support local NAMI HelpLines. 	https://www.nami.org/Extranet/NAMI-State-Organization-and-NAMI-Affiliate-Leaders/Organizational-Development/HelpLine-Resources
<ul style="list-style-type: none"> • NAMI HelpLine Webinar 	<ul style="list-style-type: none"> - Presentation on using HelpLine resources to support or develop a local HelpLine. 	https://www.youtube.com/watch?v=llqi4fp5Wxk&feature=youtu.be

<ul style="list-style-type: none"> • Volunteer Assessment and Recruitment 	<ul style="list-style-type: none"> - Learn how to build your volunteer base by utilizing: <ol style="list-style-type: none"> 1. Volunteer Needs Assessment Worksheet 2. Volunteer Activity Worksheet 3. Sample Volunteer Activity Worksheet 	https://www.nami.org/Extranet/NAMI-State-Organization-and-NAMI-Affiliate-Leaders/NAMI-Center-For-Excellence/Organizational-Development
---	--	---

Membership Development & Maintenance

<i>Tool/-Resource</i>	<i>Brief Description</i>	<i>How to Access</i>
<ul style="list-style-type: none"> • How to get trained and use NAMI 360 	<ul style="list-style-type: none"> - Register for the online, self-paced training using the registration link. 	http://tinyurl.com/NAMI360Training (training registration) www.nami.org/NAMI360Training (actual training page; approved trainees can log in to their NAMI.org accounts to take the training)
<ul style="list-style-type: none"> • Information/newsletter for leaders on NAMI membership practices 	<ul style="list-style-type: none"> - Membership policies, guidelines, and terms for states/affiliates; templates for membership forms/brochures; how to register for NAMI 360 training 	https://www.nami.org/Extranet/Leadership-Essentials/Membership/Dues-and-Process.aspx
<ul style="list-style-type: none"> • Automatic membership renewal resources; alert affiliates of lapsed members 	<ul style="list-style-type: none"> - NAMI 360 training to learn about signing up for NAMI's renewal notice emails which are sent on behalf of the affiliate; and to learn how to generate reports of lapsed members 	http://tinyurl.com/NAMI360Training (training registration) www.nami.org/NAMI360Training (actual training page; approved trainees can log in to their NAMI.org accounts to take the training)

Standards of Excellence (SoE) and Re-Affiliation		
<i>Tool/-Resource</i>	<i>Brief Description</i>	<i>How to Access</i>
<ul style="list-style-type: none"> • NAMI Standards of Excellence – December 2010 	<ul style="list-style-type: none"> - NAMI Governing Document - NAMI leaders and members crafted mutually agreed upon standards of operation supported by required practices and extended by aspirations toward which NAMI, NAMI State Organizations and NAMI Affiliates are encouraged to work. These practices and chartering and affiliation requirements constitute our “NAMI Standards of Excellence.” 	www.nami.org/Standards
<ul style="list-style-type: none"> • SoE – Practices, roles & responsibilities of NAMI State Organizations and NAMI Affiliates 	<ul style="list-style-type: none"> - Operating Models for NAMI Affiliates and NAMI State Organizations including Affiliate Model A, Model B and Model C. 	www.nami.org/Standards
<ul style="list-style-type: none"> • NAMI Affiliate Handbook 	<ul style="list-style-type: none"> - A handbook from NAMI that gives leaders in the field step-by-step instructions on how to complete the Re-Affiliation process with NAMI. 	https://www.nami.org/getattachment/Extranet/NAMI-State-Organization-and-NAMI-Affiliate-Leaders/NAMI-Standards-of-Excellence/SOE_Affiliate_Green_FINAL.pdf
<ul style="list-style-type: none"> • Insurance Requirements for NAMI State Organizations & NAMI Affiliates 	<ul style="list-style-type: none"> - Informational webinar and additional information on good business practices, including risk management. - D & O and General Liability Insurance information and evaluation contact for NAMI organizations. 	https://www.nami.org/Extranet/NAMI-State-Organization-and-NAMI-Affiliate-Leaders/Organizational-Development/The-Center-for-Excellence-Webinar-Series https://www.nami.org/getattachment/Extranet/NAMI-State-Organization-and-NAMI-Affiliate-Leaders/Organizational-Development/Financial-and-

		Risk-Management/DOInsuranceInformationBrochure.pdf http://www.nami.org/getattachment/Extranet/NAMI-State-Organization-and-NAMI-Affiliate-Leaders/NAMI-Standards-of-Excellence/NAMI-State-Organizations-and-Re-affiliation/27-January-2016-NAMI-CoBrand-Insurance-Offering.pdf
<ul style="list-style-type: none"> • NAMI Profile Center (SharePoint) Training 	<ul style="list-style-type: none"> - For information on NAMI State Organization training in the NAMI Profile Center contact: fieldcapacity@nami.org. 	<p>State Organization leaders should email Bob Scott at profilecenter@nami.org.</p> <p>* Affiliate leaders wanting access to their NAMI Profile Center should contact their State Organization Re-Affiliation point person for training and the credentials to log into the system.</p>
NAMI Advisory Councils		
<i>Tool/Resource</i>	<i>Brief Description</i>	<i>How to Access</i>
<ul style="list-style-type: none"> • NAMI Advisory Council Listservs 	<ul style="list-style-type: none"> - Email listservs for representatives of NAMI's Advisory Councils, including the NAMI State Presidents Council, Executive Directors Council, Consumer Council and Veterans and Military Council. 	<p>If you are a member off a NAMI Advisory Council, make certain your information is updated in NAMI 360 and send your contact information to fieldcapacity@nami.org</p>

Resources for Media, Marketing & Public Relations

Please send general questions relating to these resources to marcom@nami.org.

Identity & Branding Guidelines		
<i>Tool/Resource</i>	<i>Brief Description</i>	<i>How to Access</i>
<ul style="list-style-type: none"> • NAMI Identity Guide 	<ul style="list-style-type: none"> - Ideas and tools for branding including the NAMI Editorial Style Guide and basic tools and tips! 	www.nami.org/identity
Navigating the NAMI Website & Extranet		
<i>Tool/Resource</i>	<i>Brief Description</i>	<i>How to Access</i>
<ul style="list-style-type: none"> • Tips for using the NAMI Website search engine 	<ul style="list-style-type: none"> - Use an exact phrase to narrow your search. - Use any/all/synonyms to broaden your search. - Use filters as prompted on the search page to search by group, topic or type of content. 	Access by using the Top navigation bar of the homepage at www.nami.org
<ul style="list-style-type: none"> • How to receive NAMINow and other NAMI electronic communications 	<ul style="list-style-type: none"> - Register on NAMI's website www.nami.org and select "opt in" to receive communications from NAMI, including NAMINow, our monthly electronic newsletter. - If you are registered on the website, you can opt in to receive communications from NAMI, including NAMINow, our monthly electronic newsletter, in the "my subscriptions" of *MyNAMI*. 	www.nami.org
<ul style="list-style-type: none"> • NAMI Leader Blog 	<ul style="list-style-type: none"> - NAMI posts 3-4 unique content blogs each week to NAMI.org and "socializes" these via Facebook and Twitter. - The most popular blogs are consolidated into the NAMINow digital newsletter emailed to registered users on the last Wednesday of each month. 	Access by going to www.nami.org/blogs or via the *Learn More* drop down from the NAMI.org homepage.
<ul style="list-style-type: none"> • Bilingual resources on the NAMI Website 	<ul style="list-style-type: none"> - Until Nov. 30, 2016, Click "NAMI EnEspañol" from the top navigation bar of the NAMI.org homepage. - Beginning Dec. 1, 2016, go to the pull down menu of the NAMI.org homepage, *Learn More*, then *Mental Health Conditions*. Some pages will have Spanish language translations indicated via the left hand margin/rail. 	https://www.nami.org/Learn-More/Mental-Health-Conditions (beginning Dec. 1, 2017)

Public Relations & Media Resources		
<i>Tool/Resource</i>	<i>Brief Description</i>	<i>How to Access</i>
<ul style="list-style-type: none"> • Sample press releases 	<ul style="list-style-type: none"> - Gain inspiration by visiting the NAMI.org Press & Media section for all NAMI press releases. - Also, review the NAMI PR Tool Kit for templates and samples. 	https://www.nami.org/Press-Releases-and-media or www.nami.org/prtoolkit
<ul style="list-style-type: none"> • Media kit 	<ul style="list-style-type: none"> - Information on developing a media kit is available on the NAMI.org Press and Media page. 	https://www.nami.org/Press-Releases-and-media
<ul style="list-style-type: none"> • Technical assistance during a crisis or emergency 	<ul style="list-style-type: none"> - NAMI's Media Relations staff are available to you when you need to get an immediate response and technical assistance with a high profile incident. - Check the NAMI Facebook page and/or NAMI.org homepage for posts on breaking or emerging news. 	Bob Carolla via Bobc@nami.org or Lauren Gleason via LGleason@nami.org or 703-524-7600
Public Service Announcements		
<i>Tool/Resource</i>	<i>Brief Description</i>	<i>How to Access</i>
<ul style="list-style-type: none"> • NAMI public service announcements (PSAs) 	<ul style="list-style-type: none"> - NAMI offers social media and an array of TV broadcast-ready PSAs. A NAMIWalks TV broadcast-ready PSA is available too. 	www.NAMI.org/PSA
<ul style="list-style-type: none"> • How to distribute NAMI PSAs in local markets 	<ul style="list-style-type: none"> - NAMI has a list of TV stations by market which is available to NAMI Affiliates and NAMI State Organizations. 	Click here to access the list posted on the Extranet PSA web page.
Social Media		
<i>Tool/Resource</i>	<i>Brief Description</i>	<i>How to Access</i>
<ul style="list-style-type: none"> • Action steps for implementing social media 	<ul style="list-style-type: none"> - Visit the SOCIALIZING NAMI section of the NAMI PR Tool Kit for tips and information including NAMI's guidelines. 	www.nami.org/prtoolkit
<ul style="list-style-type: none"> • NAMI app for people living with mental illness 	<ul style="list-style-type: none"> - NAMI AIR is available via the Google Play or Apple App stores. A link to these is also available via a link from the NAMI.org homepage. 	https://www.nami.org/Find-Support/Air-App
<ul style="list-style-type: none"> • Tips for using the search engine on NAMI.org 	<ul style="list-style-type: none"> - Use an exact phrase to narrow your search. Use any/all/synonyms to broaden your search. - Use filters as prompted on the search page to search by group, topic or type of content. 	Go to the top navigation bar of the homepage at www.nami.org