



Sample Captions

Always include a link to your NAMIWalks website when sharing the graphics and captions below! We also suggest that you include a link to your walk website on your Instagram profile. Please use hashtag #NAMIWalks and your local hashtag when posting on social media.

For images, use the full-size photos found [here](#).

National Technology Day



📱 Technology + community = impact! This **National Technology Day**, join **NAMIWalks** in making a difference. Download the **Fundraise4NAMI** app and start your fundraising journey today! #NAMIWalks #Fundraise4NAMI

💡 On **National Technology Day**, let's harness the power of tech to support mental health. Download **Fundraise4NAMI** and help **NAMIWalks** change lives—one step, one donation, one app at a time! #NAMIWalks #Fundraise4NAMI

Happy **National Technology Day**! 🌟 Use technology to support your community—download the **Fundraise4NAMI** app and join **NAMIWalks** in raising awareness and funds for mental health. #NAMIWalks #Fundraise4NAMI



New Years Day



🎉 Happy New Year! A new year means new opportunities to support mental health. Join us in 2026 and be part of **NAMIWalks**—together, we can make a difference, step by step. #NAMIWalks #TogetherForMentalHealth

✨ New year, new impact! Kick off 2026 by joining **NAMIWalks** and helping raise awareness and funds for **Mental Health for All**. Every step matters! #NAMIWalks #HappyNewYear

🥳 Happy New Year! Start the year strong by joining **NAMIWalks**—where together, we support mental health, raise funds, and change lives. #NAMIWalks #TogetherForMentalHealth

☀️ 2026 is here! Let's make it a year of hope, support, and action. Join **NAMIWalks** and stand with your community for **Mental Health for All**. #NAMIWalks #TogetherForMentalHealth

National Self Love Day



💖 Happy **National Self Love Day**! Practicing self-love is a powerful step toward supporting your mental health. Take a moment today to care for yourself. #NAMIWalks #NationalSelfLoveDay

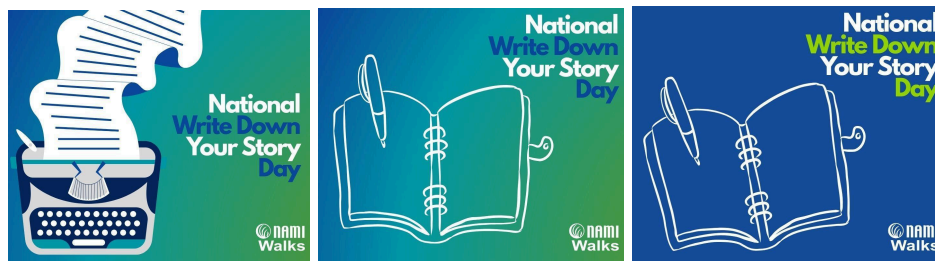


✨ Self-love matters! On **National Self Love Day**, remember that nurturing yourself is key to supporting your mental health. #NAMIWalks #NationalSelfLoveDay

💡 **National Self Love Day** is a reminder that taking care of yourself strengthens your well-being and supports your mental health. #NAMIWalks #NationalSelfLoveDay

☀️ On **National Self Love Day**, celebrate the power of self-care. Loving yourself is essential to supporting your mental health. #NAMIWalks #NationalSelfLoveDay

National Write Down Your Story Day



💡 Every story matters. On **National Write Down Your Story Day**, take a moment to write down why you walk. Updating your **NAMIWalks Participant Center** with your story helps others see the power in sharing their why. #NAMIWalks #WhyIWalkWednesday

✨ Your journey can inspire hope. Celebrate **National Write Down Your Story Day** by sharing your story and letting others know why you walk. The impact is real—for your community and for **Mental Health for All**. #NAMIWalks #ShareYourWhy

📖 Your why matters. Share your story today and show the power of personal experience. #NAMIWalks #WhyIWalkWednesday

☀️ On **National Write Down Your Story Day**, thank you for sharing your story. Your “why” can inspire someone, change perceptions, and make an impact for those affected by mental health conditions. #NAMIWalks #ShareYourWhy



National I AM Day



✨ On **National I AM Day**, celebrate who you are and the impact you can make. **Together, We Are NAMIWalks**—join us in supporting **Mental Health for All**! #NAMIWalks #IAMNAMIWalks

☀️ **I AM NAMIWalks**. Today, on **National I AM Day**, own your identity, your voice, and your mission to support **Mental Health for All**. Join us and make a difference! #NAMIWalks #TogetherWeAreNAMIWalks

I AM. 💖 I walk. I support Mental Health for All. **I AM NAMIWalks**! Join **NAMIWalks** and celebrate **National I AM Day**! #NAMIWalks #IAMNAMIWalks

National Walking Day



🚶 What better day to celebrate **NAMIWalks** than **National Walking Day**! Get out, take steps, and walk in support of **Mental Health for All**. Every step counts! #NAMIWalks #NationalWalkingDay

☀️ Celebrate **National Walking Day** with **NAMIWalks**! Every step you take raises awareness and support for **Mental Health for All**. Let's walk together! #NAMIWalks #NationalWalkingDay



🚶 It's **National Walking Day**—a perfect day to join **NAMIWalks** and walk for **Mental Health for All**. #NAMIWalks #NationalWalkingDay

💡 By walking with NAMI, we make a difference. Celebrate **National Walking Day** with **NAMIWalks** and support **Mental Health for All**. #NAMIWalks #NationalWalkingDay

Walk today. 💖 Support **Mental Health for All**. Celebrate **National Walking Day** with **NAMIWalks**! #NAMIWalks #NationalWalkingDay

☀️ **National Walking Day** is here! Join **NAMIWalks**, get moving, and show your support for **Mental Health for All**. Every step matters! #NAMIWalks #NationalWalkingDay

National Month of Hope



April is the **National Month of Hope**, and at NAMIWalks, hope is what moves us forward. Every step, every story, every fundraiser brings us closer to Mental Health for All. 💙 Join us and help hope take the lead. #TogetherWeAreNAMIWalks

Hope is powerful. Hope is action. Hope is **NAMIWalks**.
This Month of Hope, take a step toward brighter days. 💙 #NAMIWalks

During the **National Month of Hope**, we're celebrating every teammate, donor, walker, and community partner who brings light to the mental health movement.
Thank you for walking beside us. #TogetherWeAreNAMIWalks



World Corporate Health Day



☀️ On **World Corporate Health Day**, we thank our incredible sponsors and company teams for supporting **NAMI Walks**! Your commitment helps advance **Mental Health for All**—we couldn't do it without you. #NAMIWalks #WorldCorporateHealthDay

👏 A huge thank you to our sponsors and corporate partners for championing mental health through **NAMI Walks** this **World Corporate Health Day**. Together, we're making an impact for **Mental Health for All**! #NAMIWalks #WorldCorporateHealthDay

Thank you to our sponsors and corporate teams! ☀️ Your support of **NAMI Walks** makes a real difference for **Mental Health for All**. #NAMIWalks #WorldCorporateHealthDay

🤝 On **World Corporate Health Day**, we honor the companies and teams whose support of **NAMI Walks** empowers communities and champions **Mental Health for All**. Thank you for walking with us! #NAMIWalks #WorldCorporateHealthDay

Mental Health Awareness Month





🧑 May is **Mental Health Awareness Month**, and there's no better way to take action than with **NAMIWalks**! Join your community, take steps, and help raise awareness and funds for **Mental Health for All**. Learn more at nami.org/mham #NAMIWalks #MentalHealthAwareness

💚 May is **Mental Health Awareness Month**! Take time this month to check in on yourself, support others, and help break the stigma around mental health. Learn more at nami.org/mham #MentalHealthAwareness #NAMI

💡 May is **Mental Health Awareness Month**! Every conversation, story, and act of support helps create a world where mental health is prioritized and stigma is eliminated. Learn more at nami.org/mham #MentalHealthAwareness #NAMI

✨ Your story can inspire. Your voice can empower. This **Mental Health Awareness Month**, join NAMI in spreading understanding, compassion, and hope. nami.org/mham #MentalHealthAwareness #NAMI

For NAMIWalks on May 16, 2026:

💚 On **NAMIWalks United Day of Hope**, we come together to shine a light on mental health. Your participation brings hope, awareness, and support to communities everywhere. Join us in making a difference! Learn more at nami.org/springudoh #NAMIWalks #DayOfHope #MentalHealthAwareness

Pride Month





🌈 NAMI Pride isn't just this month—it's every month, every year, and for a lifetime. Learn more about NAMI's initiatives: nami.org/pride #PrideMonth

🤝 Everyone deserves community, respect, love, and access to culturally competent care. That's what Pride is all about. #PrideMonth

💡 I am proud of who I am, what I stand for, and the power of my voice. #PrideMonth

📣 LOUD and PROUD! I stand with the LGBTQ+ community as an ally, friend, and advocate. #PrideMonth

💚 **Mental Health for All** means exactly that—for all people, in every identity. Everyone deserves care, compassion, and respect. #PrideMonth

Fourth of July



🇺🇸 This **Fourth of July**, we celebrate independence, community, and hope. Together with **NAMIWalks**, we're taking steps toward freedom from stigma and support for **Mental Health for All**. #NAMIWalks #FourthofJuly

❤️🤝💙 Walk proud, walk united. This **Fourth of July**, let's honor freedom, community, and mental health. #NAMIWalks #FourthofJuly

☀️ On this Independence Day, we celebrate resilience and the power of community. Join **NAMIWalks** in walking for hope, awareness, and **Mental Health for All**. #NAMIWalks #FourthofJuly

💣 Fireworks light up the sky, but your steps light the way toward a brighter future for mental health. Happy **Fourth of July** from **NAMIWalks**! #NAMIWalks #FourthofJuly



This **Fourth of July**, we celebrate freedom and unity. With **NAMIWalks**, we walk together to break stigma and support mental health in every community. #NAMIWalks #FourthofJuly

National Early Bird Day



🐦 Don't wait—be an early bird! On **National Early Bird Day**, register now for **NAMIWalks** and get a head start on making an impact for mental health. Sign up today at namiwalks.org #NAMIWalks #EarlyBirdDay

☀️ Start your NAMIWalks journey today! Register early at namiwalks.org and take the first step toward hope, connection, and **Mental Health for All**. #NAMIWalks #EarlyBirdDay

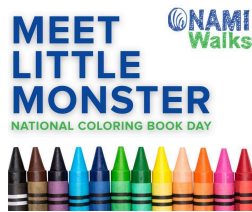
💚 Early bird = early impact! Sign up for **NAMIWalks** now at namiwalks.org and start making a difference for mental health today. #NAMIWalks #EarlyBirdDay

🤝 Happy **National Early Bird Day**! We're so grateful to our sponsors who sign on early to support **NAMIWalks**. Your commitment helps us make a bigger impact for mental health. #NAMIWalks #EarlyBirdDay

🐦 Be an early bird sponsor! On **National Early Bird Day**, we invite our partners to sign back on with **NAMIWalks** and continue walking with us toward **Mental Health for All**. #NAMIWalks #EarlyBirdDay

💡 It's **National Early Bird Day**! Whether you're registering to walk or signing back on as a sponsor, starting early means more time to make a difference with **NAMIWalks**. #NAMIWalks #EarlyBirdDay

National Coloring Book Day



🎨 Happy **National Coloring Book Day**! Bring **Little Monster** to life with colors and creativity. Download your copy of NAMI's *Meet Little Monster* book today: nami.org/littlemonster #NAMI #ColoringBookDay

✏️ Celebrate **National Coloring Book Day** with NAMI's *Meet Little Monster*! A fun way for kids and families to learn about mental health while getting creative. Grab your copy here: nami.org/littlemonster #NAMI #ColoringBookDay

🌈 Color, learn, and have fun! Celebrate **National Coloring Book Day** with *Meet Little Monster* by NAMI. Download your copy: nami.org/littlemonster #NAMI #ColoringBookDay

💚 Nurture creativity and mental health awareness! This **National Coloring Book Day**, explore NAMI's *Meet Little Monster* book with your family. Get it here: nami.org/littlemonster #NAMI #ColoringBookDay

✨ Every color tells a story! Celebrate **National Coloring Book Day** with NAMI's *Meet Little Monster* and help kids explore emotions in a fun, creative way. Download: nami.org/littlemonster #NAMI #ColoringBookDay

National Chocolate Chip Cookie Day



🍪 Cookies fuel smiles. Community fuels change. Celebrate National Chocolate Chip Cookie Day by taking one more step with NAMI Walks. 🚶



💙 Cookies are better when shared—just like the NAMIWalks movement. Together, we are NAMIWalks. 🍪

🍪 Chocolate chip cookie break, anyone? Tell us your favorite cookie—or tag your NAMIWalks crew you'd share one with!

🍪💙 Chocolate chips make everything better—and so does supporting mental health. Celebrate National Chocolate Chip Cookie Day by making a sweet donation to NAMIWalks today.

Cookies are better when shared—just like our mission. Share your NAMIWalks fundraising page today and invite others to take a step with you. 🍪💙

Self Care Awareness Month



💚 **Self-Care Awareness Month** is here! Self-care looks different for everyone. To me, self-care is: _____. How do you practice self-care? Share your answer below! #NAMI #SelfCareAwarenessMonth

✨ Self-care matters! This **Self-Care Awareness Month**, we want to hear from you. Self-care to me is: _____. Let's inspire each other to prioritize mental health. #NAMI #SelfCareAwarenessMonth

🌿 What does self-care mean to you? This **Self-Care Awareness Month**, take a moment to reflect: Self-care to me is: _____. Your well-being matters! #NAMI #SelfCareAwarenessMonth

🤝 Self-care is not selfish—it's essential. Share with us: Self-care to me is: _____. Celebrate **Self-Care Awareness Month** and inspire others to prioritize mental health! #NAMI #SelfCareAwarenessMonth



World Mental Health Day



♥ **October 10 is World Mental Health Day!** Take time to check in on yourself and your loved ones, raise awareness, and support communities affected by mental health conditions. #WorldMentalHealthDay #NAMI

💡 Mental health matters—today and every day. Observe **World Mental Health Day** on **October 10** and stand for awareness, compassion, and support. #WorldMentalHealthDay #NAMI

🤝 On **World Mental Health Day**, we recognize the strength of individuals and communities facing mental health challenges. Together, we can make a difference. #WorldMentalHealthDay #NAMI

For NAMIWalks on October 10, 2026:

♥ Join us this **October 10** for **Fall United Day of Hope!** Together, we walk for hope, awareness, and support for **Mental Health for All**. Sign up or learn more at namiwalks.org/falludoh #NAMIWalks #DayOfHope #WorldMentalHealthDay

☀️ This **World Mental Health Day**, join **NAMIWalks** for **Fall United Day of Hope**. Walk, connect, and show your support for communities everywhere. Learn more: namiwalks.org/falludoh #NAMIWalks #DayOfHope

♥ Walk for hope. Walk for awareness. Walk for **Mental Health for All**. Join **Fall United Day of Hope** on **October 10**: namiwalks.org/falludoh #NAMIWalks #WorldMentalHealthDay

World Kindness Day



Today is **World Kindness Day**! Small acts of kindness can make a big difference for mental health. Reach out, listen, and lift someone up today. #WorldKindnessDay #NAMI #NAMIWalks

✨ Kindness is contagious! Celebrate **World Kindness Day** by spreading compassion and support in your community. #WorldKindnessDay #NAMI #MentalHealthMatters

💡 Kindness starts with you. This **World Kindness Day**, show compassion to yourself and others—your actions matter for mental health and well-being. #WorldKindnessDay #NAMI #NAMIWalks

🤝 On **World Kindness Day**, let's come together to create a kinder, more supportive world. Your words, actions, and presence can make a difference. #WorldKindnessDay #NAMI #MentalHealthAwareness

☀️ One act of kindness can change a day—or even a life. Celebrate **World Kindness Day** by reaching out, supporting, and caring for your community. #WorldKindnessDay #NAMI #NAMIWalks

Thanksgiving



🦃 This Thanksgiving, we are especially thankful for our **participants, sponsors, volunteers, and supporters**. Together, you make **NAMI Walks** a movement for hope and **Mental Health for All**. #NAMIWalks #Thanksgiving #MentalHealthMatters

Thankful for our incredible **community of participants, sponsors, volunteers, and supporters**—your dedication changes lives. #NAMIWalks #Thanksgiving #MentalHealthAwareness

☀️ This Thanksgiving, we celebrate YOU—our **participants, sponsors, volunteers, and supporters**. Thank you for walking, giving, and advocating for mental health. #NAMIWalks #Thanksgiving #MentalHealthMatters

🍁 From our hearts to yours, thank you to all **participants, sponsors, volunteers, and supporters**. Your commitment strengthens our **NAMI Walks** community and supports **Mental Health for All**. #NAMIWalks #Thanksgiving #MentalHealthAwareness

🦃 Gratitude alert! We're thankful for our amazing **participants, sponsors, volunteers, and supporters** who make every step of **NAMI Walks** count. #NAMIWalks #Thanksgiving #MentalHealthMatters

National App Day





📱 Happy **National App Day**! Technology + community = impact. Download the **Fundraise4NAMI** app and start your fundraising journey with **NAMIWalks** today!
#NAMIWalks #Fundraise4NAMI #NationalAppDay

💡 Celebrate **National App Day** by harnessing the power of your phone for good! Download **Fundraise4NAMI** and help **NAMIWalks** raise awareness and funds for **Mental Health for All**. #NAMIWalks #Fundraise4NAMI

☀️ Apps aren't just for fun—they can make a difference! Download **Fundraise4NAMI** and join **NAMIWalks** in supporting mental health today. #NAMIWalks #Fundraise4NAMI #NationalAppDay

👉 On **National App Day**, we celebrate technology that connects us and empowers change. Download the **Fundraise4NAMI** app and join **NAMIWalks** to make an impact! #NAMIWalks #Fundraise4NAMI

✨ Your phone can change lives! This **National App Day**, download **Fundraise4NAMI** and help **NAMIWalks** support **Mental Health for All**—one step, one donation, one app at a time. #NAMIWalks #Fundraise4NAMI