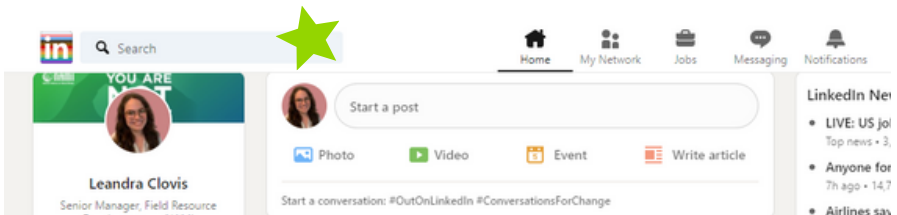**National Alliance on Mental Illness**

LinkedIn Prospecting

1 Log in to your LinkedIn Account. Note: you will not need the paid Premium account.
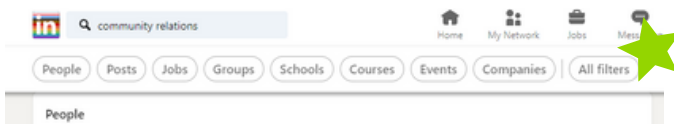
2 In the top left, search for the title, keyword or company you'd like to find.

Potential searches:

- **Company name**
- **Industry**
- **Title**
  - **Community Relations**
  - **Vice President**
  - **Marketing manager**
- **Key words**
  - **Mental health**
  - **Advocate**
  - **NAMI**

3 Once you've searched, we're going to use filters to narrow down the results. Click the "All filters" button on the right.

4 Choose your filters!

Filter only People ▾ by

Connections

☐ 1st   ☐ 2nd

☐ 3rd+

Connections of

+ Add a connection

⭐ **Locations**

☐ United States   ☐ Florida, United States

☐ Greater Orlando   ☐ California, United States

☐ Orlando, FL   + Add a location

Current company

☐ University of Central Florida   ☐ Amazon

☐ AdventHealth   ☐ Microsoft

☐ World Economic Forum   + Add a company

Always start with location to narrow down geographically. You can filter more if you'd like. For example: by company or industry.
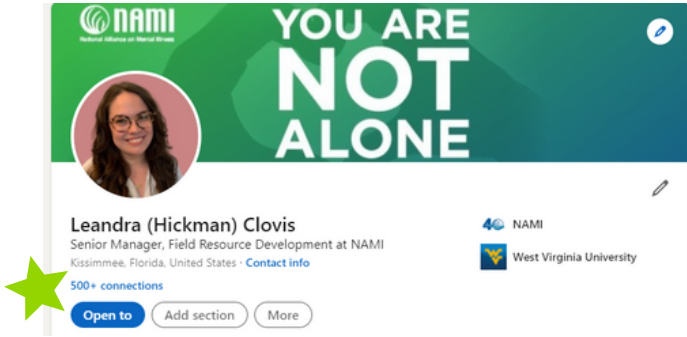
5 Find interested volunteers!

Open to

⭐ ☐ Pro bono consulting and volunteering   ☐ Joining a nonprofit board

Service categories

Continue scrolling down until you see the fields "Open To". You can select both boxes to find people who have expressed an interest in volunteerism. Click "Show Results" to see your list.

6 Search your network's contacts!

You can repeat this process by searching the contacts of your volunteers/team captains/board members/etc. Search for the volunteer.

On their page, click where it says "500+ connections" under their photo. Continue with the process above to filter through their network.

When you find a potential prospect, ask your volunteer/board member if they'd be willing to connect you to them!

Example Message when you find a prospect:

Hello, NAME!
I am the XXX with NAMI XXX. I see that you have an interest in volunteering with nonprofits and I'd love to connect about how you could help us in the fight for Mental Health for All. Could we connect in the next few days to discuss NAMI and how you could make a difference?