



## **SENSORY SHOWTIME**

### **An Awareness Weekend**

#### **Financial Guidelines**

- **AUTISTIC-LIKE: GRAHAM'S STORY** – Filmmaker Erik Linthorst has waived the licensing fee for SENSORY SHOWTIME events in October only. The Foundation is mailing/has mailed you the film for use at your Showtime. You may keep the DVD for your personal use after the event but may not use it again for public screenings.
- **SPD/SPDF VIDEO** – The Foundation is mailing you/has mailed you to show at your SENSORY SHOWTIME following “Autistic-Like.” You may keep the DVD for promotional use after the event.
- **EVENT ADMISSION DONATION** – We recommend requesting a nominal (\$5/person) donation to attend the event, but you know your community and its charitable habits better than we do. Use your discretion. The goal is to hold an event that draws as many people as possible who donate as much as possible to SPD. Choose the ticket policy that best supports these goals.
- **SPONSORSHIPS** - We urge you to solicit people and businesses in your community to support your event as sponsors. Sponsorship can take many forms: outright donations, donated products (refreshments, items for drawings/gift bags/auctions), donated services (theater, printing, audio equipment). We recommend asking for \$250 for sponsorship status but leave that to your discretion. A Sample Sponsor Solicitation letter is on the organizer page of the website. Customizing the letter to include your own family's story or your professional experience may make your request more powerful. **PROMISE TO NAME YOUR SPONSORS IN YOUR PUBLICITY AND FOLLOW THROUGH.** Publicity is a major motivation to sponsors.
- **ASKING FOR CONTRIBUTIONS** – There will be an appeal for funds at the end of the SPDF video. To reinforce the appeal, you will make a verbal “ask” for funds after the film, have donation forms and envelopes available, and otherwise encourage people to give to the SPD Foundation. A script for the “ask” will be posted on the organizer page.
- **REPORTING GIFTS AND EXPENSES** – IT IS ESSENTIAL that you download, complete and submit the Donation Form and Expense Report Form on the Showtime organizer page. These forms are necessary for our use in acknowledging the contributions of your supporters and submitting accurate and complete tax returns to the IRS.
- **RECEIPTS** – IT IS ESSENTIAL that you submit receipts for all expenses on your Expense Report Form. Again, we need these for tax purposes.
- **REIMBURSEMENT** – UNDER NO CIRCUMSTANCES can the SPD Foundation reimburse expenses you incur and do not recover with your fundraising activities.

**GOT QUESTIONS? JoEllen@SPDFoundation.net**