



SENSORY SHOWTIME

An Awareness Weekend

Planning Checklist

- _____ **Find a venue/set the date.** We recommend using a local library, school auditorium, or church. Use a theater only if you can get the movie house to donate it or a sponsor steps up to pay for it. **Selecting and confirming your venue is the essential first step before anything else can follow.**
- _____ **Start soliciting sponsors.** We highly recommend asking local businesses to help with this event. OT practices, pediatricians, and your favorite toy store are good candidates. Businesses that say *no* to donating may say *yes* to contributing products for your drawing or auction. Use the enclosed sponsor solicitation (also available online) and customize it to your own event or your relationship with the potential donor. **Getting started with this sooner rather than later will help you plan the activities your event will include.**
- _____ **Form a committee.** (By the inch it's a cinch; by the yard it's hard!) Maybe this should come first? Designate! Have one person in charge of lining up the venue, one for media and advertising, another in charge of donations, another on top of sponsorships, another a photographer for the night, and so on. Combine tasks if there are more jobs than people, but don't try to do it all yourself. **WE HAVE MULTIPLE VOLUNTEERS IN SOME COMMUNITIES. We will help you network.**
- _____ **Set a schedule for the event.** Have someone introduce the evening, show "Autistic-Like" (50 minutes), have one or two parents share their stories (no more than 10 minutes each), show the SPD Foundation short film (less than 5 minutes). **See the sample schedule enclosed or online.**
- _____ **Solicit parents to tell their families' stories.** Determine who you would like to share their story at the event. These people don't need to be polished, professional speakers, but they should be parents who are comfortable, articulate, and enthusiastic in front of a crowd. They need to have a heartwarming story that is consistent with the SPD Foundation message. **Talking points to come.**
- _____ **Decide what else you can do to raise funds.** YOU know your community. Choose strategies known to work where you live or work. We'll supply some proven ideas we know about but **feel free to use your imagination!**
- _____ **Start talking about this NOW.** Talk SENSORY SHOWTIME up in your Moms/Dads groups, play groups, daycare centers, and preschools. Look for places where a large number of parents would see your publicity. Find out what you have to do to post a flyer, put a blurb in a newsletter, or get on a calendar of events. (Good job for a committee member!) **Template flyer and press releases to come.**