



SENSORY SHOWTIME

An Awareness Weekend

Proven Ideas for Successful Fundraising

Here are a few ideas to jumpstart the brainstorming for your SENSORY SHOWTIME event. Don't let them limit you! Use these or use your imagination but whatever you do - have fun!

- **Solicit sponsors** (template solicitation letter provided; customize as needed).
Ask local businesses to make a donation in exchange for free promotion at the event. (We suggest asking for \$250, but adapt your appeal to local conditions.) Potential sponsors: local OTs, preschools, daycare centers, and any business with an interest in children or with a heart. Decide what kind of free promotion will work best: a table for sponsor product/program flyers? sponsor banners? using donor logos and the words "Sponsored by" on your own handouts? all of the above? If you do a program for your event, be sure to list sponsors in the program. Consider delivering solicitation letters in person, possibly with your own "Wall of Fame" flyer (see below).
- **Mount a "Wall of Fame"** (sample "Sensational Walker" provided).
Ask your team or local families to each prepare a one-page story about their own sensational kids. If they have before-and-after success stories, that makes wonderful reading. Post the stories on a designated "Wall of Fame" where they will be easy to read at your event. Or put several on a display board like Staples sells for science fair projects and set the displays around the venue. Personal stories put a face to SPD. People love reading them and come away understanding more clearly why their support is needed.
- **Host a Sensational Sweepstakes/Drawing/Raffle** (check legal term in your area).
Drawings can be easy to do and a great way to raise money. Ask for items to raffle from friends, family, businesses, or whoever donates in your community, and then sell tickets. At the end of the evening, draw names and announce the winners. Each SHOWTIME organizer will receive a set of three, signed Sensational Books for this or similar use at your event.
- **Sell gift bags.**
Who doesn't love opening a present? Each bag could include some information about SPD and an SPD awareness car magnet, a gift card or product from a local merchant, or anything that would be fun to open. Sell gift bags at the door. Consider having different bags at different prices: The \$10 bag includes a Starbucks gift card, the \$25 bag includes a Chile's gift card. Perhaps you announce that one bag and only one contains something especially tantalizing.
- **Stage a silent auction.**
More work but big payoffs. For tips on successful silent auctions, email Long Island SPD-PC host Erica Ascher at spdnewyork@hotmail.net. Erica has a string of auction successes and is happy to advise.
- **Host a Sensational Bake Sale** (verify local regulations governing the sale of homemade goods).
Bake sales are always successful. Who can say no to a brownie?
- **ASK FOR DONATIONS!** (donation forms at www.SPDFoundation.net/showtimeorganizers)
There will be an "ask" in the SPD video, but it is essential that you plan to follow through and make a verbal appeal for donations. Have donation forms and/or envelopes on hand.

GOT QUESTIONS? JoEllen@SPDFoundation.net