



SENSATION CELEBRATION PLANNING CHECKLIST

- _____ **SET A GOAL!** – Setting goals is inspiring, motivating and satisfying, when you meet them. A monetary goal, an attendance goal, any goal gets us going and keeps us going.
- _____ **Find a venue/set the date.** For community-wide events, we recommend using a local library, school auditorium, or church/synagogue. **Selecting and confirming your venue is the essential first step before anything else can follow. IF YOU WISH TO PARTICIPATE IN THE LIVE (NOT TAPED) “ASK DR. LUCY” WEBINAR, the date is October 2 at 6 pm Mountain time.** Email the vitals of your event to JoEllen.
- _____ **Solicit sponsors.** We highly recommend asking local businesses to help with this event. OT practices, pediatricians, and your favorite toy store are good candidates. Be inventive. Businesses that say *no* to donating cash may say *yes* to contributing products for your drawing or auction. Customize the SPONSOR LETTER SAMPLE you find with other tools, templates and tips on our website. **Recruiting sponsors ASAP will help you budget and plan a successful event.**
- _____ **Build a team.** By the inch it’s a cinch; by the yard it’s hard! Delegate! 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, and so on. Combine tasks if there are more jobs than people, but don’t try to do it all! **WE WILL HAVE MULTIPLE VOLUNTEERS IN SOME COMMUNITIES. We will help you network with them.**
- _____ **Determine the associated activities your event will include.** An “Ask Dr. Lucy” webinar is the perfect cornerstone of an intimate house party or a public program with a panel discussion, local expert speaker, and/or personal stories from families, along with your fundraiser. Turn a race or an auction event into an educational opportunity by distributing flyers about SPD you find on the Celebration organizer page. See ASK DR. LUCY FACT SHEET and HANDOUTS FOR YOUR EVENT on the website.
- _____ **Solicit panelists, speakers, parents with stories and anyone else central to your event.** Lining up key individuals immediately will equip you to be specific about your event with potential sponsors and publicize it to the general public.
- _____ **Decide what you will do to raise funds.** YOU know your community. Choose the activities strategies that work where you live. Check the website regularly for new FACT SHEETS.
- _____ **Start publicizing NOW.** Talk your Sensation Celebration up in your Moms/Dads groups, your OT practice, preschools, SPD-PC meetings, and wherever families who would benefit from your program can be found. Post a flyer. Find out what you have to do to get a blurb in local newsletters or in online and printed event calendars. See PUBLICITY on the organizer page.
- _____ **Mount a “Wall of Fame”** – Ask your team or local families to each prepare a one-page story about their own sensational kids and post them on a “Wall of Fame” at your event. Personal stories put a face to SPD. See WALL OF FAME SAMPLE on the organizer page.

**NEED TOOLS, TEMPLATES OR TIPS? Find them at www.SPDFoundation.net/2010organizer
Can't find what you need? Email JoEllen@SPDFoundation.net**