



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.

_____ **Solicit sponsors.** We highly recommend asking local businesses to help with this event. OT practices, pediatricians, your favorite toy store, grocery stores, restaurants, and other retailers are good candidates. Be inventive. Businesses that say *no* to donating cash may say *yes* to contributing products for your walk or run such as food, bottled water, t-shirts, and hats. 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 walk route and approvals, 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.** Turn your walk into an educational opportunity by distributing flyers about SPD that you can find on the Celebration organizer page. See the FLYERS section on the organizer page of the website.

_____ **Decide what you will do to raise funds.** YOU know your community. Choose the activities strategies that work where you live. Charge an entrance fee to join your walk or run. Ask your participants to collect pledges. Or if you are doing this alone, ask your family and friends to pledge donations to the SPD Foundation.

_____ **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. Do you know someone who has a blog? Ask them to advertise it on their blog? 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.