



## SOLICITING SPONSORS

This sample letter is a Word document and easy to modify. You will find some places (in track changes) where you must make a choice or insert something. Feel free to make other revisions to suit your story or needs. Be sure to insert your name or organization name and contact information in this header space. Downloading, printing and enclosing "Do you know me?" from our Download a Flyer page would be a good introduction to SPD to send with your letter. Remember to delete this paragraph before printing.

Dear (NAME):

Imagine a world where you tremble when you go up and down stairs. You cover your ears at the thought of a loud noise. Going through the car wash causes an anxiety attack. You buy your clothes based on the way they feel, not their style.

Strange as these reactions may sound, the reality is that this *is* the world for at least 1 in every 20 children. These are children with Sensory Processing Disorder (SPD), a complex disorder of the brain that affects the way information from the senses (sight, sound, taste, smell, touch, and movement) is experienced and turned into behavior. More than three million people are affected by SPD in the United States alone – an average of one child in every classroom. My child is one of these children/My clients are among these children, and that's why I'm writing you.

The STAR Institute is the heart of SPD research, education, and advocacy worldwide. I am trying to help STAR help children and adults with this disabling condition by raising funds to advance their work. Will you help me help?

On MONTH/DAY, I/we will be hosting a Sensation Celebration Sensory Awareness Event to raise public awareness of SPD and funds for STAR Institute, a Colorado 501 (c) 3 public charity.

You can help me/us and families in our community by making a cash donation of \$250 (or more!) or by donating goods or services to offset the cost of this event. In exchange for your donation, we will recognize you in our publicity, post your flyer or banner at our event, make your brochures or flyers available to our guests, or otherwise recognize your crucial support. All contributions will go to the STAR Institute to support continued research into this condition and are tax-deductible.

Please help me/us help "sensational" children, adults, and families by making a generous contribution to raising awareness of this little-known disorder that affects millions. A donation form is enclosed. Please complete the form and return to me at (insert mailing address). Your support will make a difference. Thank you for considering this request.

Sensationally yours,

(YOUR NAME AND ORGANIZATION)