



Sensation Celebration

A Sensory Awareness Event

TALKING POINTS/ SAMPLE SCRIPT

Talking points for fundraising at Sensation Celebration Sensory Awareness events

If you are doing a presentation at your event, you will want to make “an ask”. Be relaxed and be yourself. Don't feel the need to sound too official. Don't worry about feeling like you are begging. Your audience has just heard a presentation extolling the many wonderful aspects of the SPD Foundation and they will have no problem being asked to help such a wonderful organization. Remember that if your audience didn't want to be there, they wouldn't. They are interested and - more than likely - they want to help.

Keep these key talking points in mind:

- ▶ The Sensory Processing Disorder Foundation has made tremendous progress and is more successful than ever. Our application for diagnostic recognition of SPD was completed and submitted to the DSM committee, and we have received positive feedback from them.
This was a huge effort and we couldn't have done it without the support of our members, parents, partners, and advocates.

- ▶ The SPD Foundation is celebrating its 30th year as a public charity, educating and advocating for SPD and conducting/mobilizing the most advanced SPD research anywhere in the world.
The Foundation is the only charity committed to this mission worldwide.

- ▶ This is a bad economy. Everyone is hurting, including the Foundation. Whatever people can give will be appreciated. Just like so many, the Foundation needs help now more than ever.

- ▶ The Foundation is dedicated to ensuring that families and professionals living and working with Sensory Processing Disorder have a voice, and we cannot let the Foundation down.

- ▶ The Foundation needs our help to push awareness about SPD to the tipping point. THE TIME IS NOW. We need a sustained effort to ensure that our voices are heard by the DSM committee, by medical professionals, by teachers, by the media, by the world.

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

SAMPLE SCRIPT

This is merely a sample. View it as a guide and work in your own personal touch everywhere possible.

Keep your appeal for funds simple. Your “ask” can really be broken down into five segments:

1) Start by briefly telling your own SPD story and how your life has been affected by the SPD Foundation:

If you are a parent, tell your parenting story and how the research produced by the Foundation has given you the best treatment options available. If you are an OT, tell stories about therapy. Everyone has their own story.

2) After briefly relating your own story, use a segue:

"I know I wouldn't be anywhere without the Foundation, and now is the time they need us the most."

3) Then, dive right into the appeal:

"I cannot tell you how important it is to support the Foundation right now."

or

"I know that a lot of us here wouldn't be anywhere without the Foundation. If you can help them now, then please do."

or

"We have to help in any way that we can and right now. The Foundation needs donations."

4) Remember to tell them how to give and set a goal:

"We are accepting donations tonight and we would like to raise XXX amount of dollars."

and

"if you can't make a donation tonight, make a pledge."

5) Close your appeal with a reminder of what else they can do:

"Also remember that if you can't give money, the Foundation could use your time and skills, too. Please sign up tonight for Foundation information. Thank you for coming and thank you for your generous support!"