

RAISE ADHD AWARENESS



Planning a Walk: Expand Your Reach



what's inside



Thank you for joining us for ADHD Awareness Month!

Every day, CHADD improves the lives of the 17 million children and adults in the United States living with ADHD. ADHD is one of the most researched medical diagnoses in the world. Yet, there is still a lot of inaccurate information, leading to confusion and doubt among audiences.

Are you ready to expand the reach of your ADHD Awareness Month activities?

By reaching out to partners in the community you can increase the reach of your event. In turn, this allows you to help more people affected by ADHD develop peer relationships, foster connectedness, and enhance their access to local resources.

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getting started



Types of sponsors

A sponsor is anyone or any company that provides something to help with your event or support the mission of ADHD Awareness Month. Often sponsors donate money, services or products. In planning your walk or event you should have created a list of needs associated with the event location and logistics. Now you can determine what type of support might best help with each need.

Services

Is your need something that a person or company could provide by donating their time or materials? For instance you might have decided you would like a PA system, a photographer, and a host for your event. A supporter could be someone or a company who provides these services or materials for you at no cost.

Products

You might want to have specific products at your events such as food, water or t-shirts. A sponsor could provide these products. You can always recruit multiple sponsors to provide the same type of product, for instance you might have five sponsors providing different types of food or snacks.

Money

Sponsors can also provide money to go towards the cost of services or products or as a general donation to support the mission of ADHD Awareness Month. It is important to be able to share with sponsors what their money will provide for your walk, event or your cause in general. Often sponsors want to showcase their services in return for a sponsorship.

Walk participants: Corporate teams

A supporter can also be a company that creates a team and participates in your walk. In doing this they are supporting with their time, potentially raising funds and bringing in matching donations. By coordinating and bringing teams to your event corporations are helping expand your reach, and demonstrating their corporate social responsibility; they are showing the community that they are good corporate citizens.



your story



Sponsors will want to know why they should support your walk or event. A good starting point is CHADD's position statement (included below). You will then want to customize your story with details specific to your affiliate, state, city, or community.

Customize your story

Describe who you serve:

Parents? Adults?

Professionals? Teachers, healthcare, or another type of professional?

Any other unique characteristics?

Summarize past events or meetings

What type of support do you typically provide?

How many meetings or events per year?

How many attendees?

Describe the goals of your walk or event

How many people are you planning for?

If a walk/same event had been offered in the past how many people attended?

What information do you plan to share at your walk/event?

Make the pitch personal

Cite the prevalence of ADHD in the population of your area

Explain the likelihood that the sponsor has employees affected by ADHD

Share information about one or more co-occurring conditions

CHADD's position statement

CHADD is the leading resource on Attention-Deficit/Hyperactivity Disorder (ADHD). We provide support, training, education and advocacy for the 17 million children and adults in the United State living with ADHD, their families, educators, and healthcare professionals. As home to the National Resource Center on ADHD, funded by the U.S. Centers for Disease Control and Prevention, CHADD is the most trusted source for reliable, science-based information regarding current medical research and ADHD management, and offers comprehensive programs and services at both the national and local levels.

who to ask



1

Identify leads

Use your inner circle to find the best leads to potential supporters. Your planning committee may have connections with local businesses where you can get your foot in the door.

2

Spend time researching

Spend time researching each sponsor you plan to reach out to. You might be able to find a list of sponsors at other local events in your community. Does your city hold 5K, 10K or marathons? Who are the sponsors of those events?

3

Offer incentives

Often sponsors want to showcase their services in return for a sponsorship. Let your sponsors know what you're offering them in return for their support. Customize what you're committing to each supporter and make sure you deliver.

Incentives

- Use their logo at the event
- Promote them on your website
- Offer them a booth where they can share information about their services

4

Don't limit yourself

No company is too far out of reach. You can pursue corporations headquartered in your region, branches of larger companies (think banks, insurance or realty agencies), hospitals, or even local restaurants, doctor's offices or schools.



corporate teams



Corporate teams are an additional way for businesses to provide support to your event. Sometimes this is an opportunity for companies to allow their individual employees to become involved, in addition to the support the company is providing. Other times this can serve as an alternative when companies have said “no” to directly providing a service, product or money.

Getting Started

You’ll need at least one designated person to volunteer as the team captain. This person will serve as your point of contact with the company, help recruit additional participants, and coordinate company fundraising.

Recruit team members

Some of the benefits of participating include:

Team building An off-site event is a good way to build camaraderie among participants.

Networking For larger organizations it is a way to meet people from other departments

Health and wellness The American Heart Association recommends 10,000 steps every day. You’re encouraging employees to get out and walk on event day

Community involvement It is a great way to give back and support employees who themselves or their families may be affected by ADHD

Gifts that double

When you give to CHADD, your donation provides hope to the millions of families struggling with ADHD, protects the rights of school-aged children, answers calls from adults facing a life challenge, and supports many others seeking critical services. CHADD partners with a number of corporate, federal, state, public, and private workplaces nationwide to encourage employee giving.

If your company offers a charitable matching gift program, make sure each walk team member fills out the appropriate forms to get their contributions appropriately matched. Watch your team fundraising dollars double overnight!



more information



Podcast: Workplace Accommodations that Help Workers & Employers

About 5 percent of the workforce is affected by ADHD. Elliot D. Lasson, PhD, SPHR, SHRM-SCP, professor of the practice and director of the Industrial and Organizational Psychology Graduate Program at University of Maryland, Baltimore County, sat down with CHADD's National Resource Center Executive Director Leslie Kain, MBA, to discuss mental health issues and ADHD in the workplace. Learn about how ADHD can affect a person's job performance and the rights of employees in the workplace when it comes to reasonable accommodations.

<https://soundcloud.com/help4adhd/how-succeed-at-work-when-you-have-adhd>

Article: ADHD's Impact on Business

Mental health issues have a staggering impact on business productivity, greater than physical disorders. By reducing stigma associated with mental illness, people are more likely to get treatment. By providing supportive and accommodating workplace environments, productivity can increase and absenteeism can decrease. <http://www.chadd.org/Understanding-ADHD/About-ADHD/ADHD-Weekly/Article.aspx?issue=d2017-02-23&id=260>

Article: Workplace Accommodations Can Make You and Your Employer Successful

Did you know that you can request workplace accommodations for ADHD to improve your job performance? Most accommodations are minor, but yield a meaningful value for both employer and employee. But employers aren't required to accommodate you unless you disclose your disability, and that might worry you. How can you balance risk versus reward to get the accommodations you need to reduce your stress and optimize your productivity? <http://www.chadd.org/Understanding-ADHD/About-ADHD/ADHD-Weekly/Article.aspx?issue=d2017-02-23&id=258>

Article: Tips to Help You Succeed at Work

ADHD can make things difficult in the workplace. We have some tips you can try today to help organize your work and keep from being overwhelmed by big projects. <http://www.chadd.org/Understanding-ADHD/About-ADHD/ADHD-Weekly/Article.aspx?issue=d2017-04-13&id=296>



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