**Simple Guideline for Setting up Your State Pain**

**Awareness Event**

**GOALS:**

State Proclamation

Viewing of the Invisible Project along with your Pain

Awareness Event open to the public

**Month of July:**

1.Before beginning, prepare a notebook or folder to accurately record all your planning.

2. Prepare the request to ask your Governor to declare September as Pain Awareness month. The template is in this site ready for you to just enter your state information.

3. Call the Governor’s office to ask the appropriate email

address to send your request. Be sure to record the information of whom you are now in contact with in this office into your folder. A simple email or call to remind them is appropriate if too much time goes by after submitting your request.

4. Decide on the date, location, and length of your event in September – many times a hospital is a wonderful setting providing parking, handicap accessibility and a stream of medical staff that enjoy dropping in to listen and be educated. Other possible sites to consider are senior centers and your state house. You should be able to find a location that charges no fee. You want space that will hold at least 100 people, will allow food to be provided, a podium to use with a microphone and space to show the Invisible Project display. Allowing approximately two hours will be appropriate and can always be extended as you get more comfortable with setting this up.

5. Contact the US Pain Foundation to see if you will be able to set up the Invisible Project during your event. Requesting this now will give them plenty of time to set this up with you. Be sure to be clear as to how and who will set this display up.

6. Contact local food vendors to fine one willing to donate refreshments. If there is a Whole Foods in your area, they are very supportive of these events. Plan for food for approximately 100. Remember to keep the contact information to keep in close touch with them.

7. Begin your search for speakers for your event – if you have a doctor that you have a close relationship with, this may be a good person to start with for advice. You want a speaker to help educated and empower those dealing with pain. Pain clinic doctors or alternative doctors are wonderful people to turn to. You may be lucky that someone will just donate their time to participate, but if not and a fee is being charged, be sure to contact Paul at the US Pain Foundation to decide if this can be funded.

**Month of August:**

1. Remain connected to the Governor’s office, the location of your event, the speakers and the vendor willing to donate the refreshments.
2. Prepare a program with the order of your speakers, the US Pain Foundation contact information, and your contact information. The letterhead for this is provided on this site. Contact a local store to find one that will donate the cost of the printing for you. I have found Staples to be very supportive. Be sure to have your Business Card with you from the foundation. Plan to have your program printed no later than one week before the event.
3. Prepare your press release – the template is provided for you to work from – most newspapers request a two-week notification of your press release. It is worth a call or email to clarify this and record on our folder when to submit it to them along with the correct email address to use. If things are sent too early, they can get set aside and if sent too late, they get ignored. Send a copy to the US Pain Foundation and they may be able to send you some hard copies to also distribute to local locations such as pain clinics, hospitals, doctor offices, local stores, senior centers etc. Ask others to help you distribute these. Keep a list in your folder of contacts to send your press release to – remember papers, radio, TV, magazines etc. for forms of advertisement.
4. Contact the foundation for handouts and bags to carry them to be sent to you for distribution at the event.

**Month of September:**

1. Have you received your PROCLAMATION? If not, now is the time to re contact the Governor’s office to be sure it is going to be ready in time. Be sure to plan on setting this on display as people enter your event. Feel free to try requesting a photo shoot with your governor when this is ready.
2. Is your location set with the time and date set? Be sure to call a few weeks before to confirm the reservation. At this time, request the number of tables you want to set out your refreshments and handouts, a podium for the speakers, and a microphone. Be sure that the room will have the seats set up for you on the day of the event and confirm where you will display the Invisible Project. If you are allowed, displaying the Invisible Project in the hallway helps to draw others into your event. Request to be able to set up at least an hour before the event.
3. Have a team of volunteers ready to help you set up on the day of your event.
4. Consider purchasing or providing tablecloths for the food table and handout table, and nametags can be a lot of fun for all to wear. A table at the door opening is a nice place for people to fill in their name tags, see the proclamation and sign up to participate and learn from the US Pain Foundation.
5. If needed, purchase beverages to provide along with napkins and plates, if they are not being donated.
6. Check your folder and get those press releases out to as many forms of media as possible – papers, TV, radio. Remember to respect their request as to when they want to receive them.
7. Ask others to help hang up your announcement of the event. Get creative on where these would be noticed like doctors offices, pain clinics, hospitals, etc.
8. Make contact with your speakers to make sure they are still on board and to answer any last minute questions. Be sure to ask them for any information they would like you to include when introducing them.
9. Prepare your opening remarks and have your folder ready with the introductions for your speakers.

**DAY OF YOUR EVENT**

1. Remember to pick up the food donations.
2. Arrive early to set up with your support team.
3. Make sure the microphone is loud enough.
4. Set out the handouts on a table
5. Set up the Invisible Project display
6. Set out the food.
7. Put the proclamation on display on the table where people can sign up for future information from the US Pain Foundation and provide pens to fill out their nametags.
8. Consider is directions might be needed in the hallway of your location to help lead people to your room.

Have fun, be proud and enjoy watching how many people will be so happy to realize they are not alone with their pain. Connections will be made that can last a lifetime.

If you have any questions, feel free to contact me:

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