

International OCD Foundation



Light it Up for OCD Awareness Week

How-To Guide

Table of Contents

1

Welcome and thank you!

2

Lighting Opportunities for OCD Awareness Week

3

Important Links & Resources

4

Phone Script & Outreach Letter Template

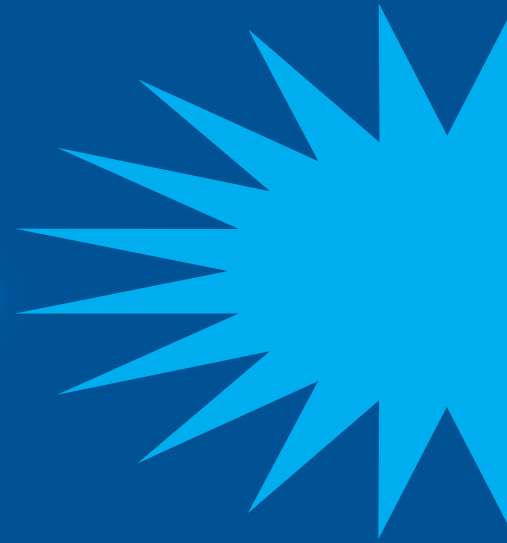
5

Spread the Word!

6

Final Resources & Thank You

Greetings Affiliates, Partners, Advocates, and Volunteers!



On behalf of the International OCD Foundation (IOCDF), thank you for your interest in our OCD Awareness Week (OCDAW) Light Up for OCD campaign!

OCDAW 2025 will take place October 12–18, 2025. Visit [IOCDF.org/ocdweek](https://iocdf.org/ocdweek) for resources, messaging, and campaign materials.

A vital component of this national outreach is the lighting partner initiative: Cities around the world will illuminate landmarks in teal to honor OCD Awareness Week and show support for the OCD community.

Every year, the IOCDF is inspired by messages from individuals, activists, and professionals who share how these lightings validate their struggles and symbolize hope. You can help make this happen by reaching out to potential lighting partners in your community using the resources in this guide.

We're grateful for your support and look forward to working with you for OCD Awareness Week 2025!

Warmly,

Liz Lindley, Director of External Relations and Partnerships

Julie Oliver, Partnership Engagement Coordinator



Step-by-Step Guide:

Lighting Up Landmarks for OCD Awareness Week

1. Get Prepared

- **Review the Lighting List** (400+ venues) – [Check this list to avoid duplicates](#).
- **Gather Resources**
 - Phone script (for calls)
 - Email template (for formal requests)
 - Teal color code (#008080 for digital displays)
- **Note Key Dates:** October 12–18, 2025 (preferred full week, but even one night helps).

2. Choose Your Outreach Approach

Option A: Contact Existing Venues

- Call or email the listed contact (facilities manager, PR team, events coordinator).

Option B: Propose New Venues

- Submit new venues (monuments, libraries, stadiums) via the [designated form](#).

3. Make the Ask (Key Tips)

Phone Call:

- Be concise, polite, and enthusiastic.

Email:

- Use the pre-written template (customize the venue/contact name).

If They Decline:

- Ask if they'd support in another way (e.g., social media post, lobby display).

4. Track & Report Responses

- New structure or update? [Submit via the provided form](#).
- Confirmed/Declined? Note it on the [Lighting sheet](#) for transparency.
- Need help? Email the IOCDF contact, Julie Oliver at joliver@iocdf.org

5. Spread the Word

- Social Media: Post about confirmed lightings (use #TealForOCD and tag @IOCDF).
- Photography: Volunteer to take pictures of lit landmarks (sign up via the provided link).
- Local Press: Share the press release with media (optional but impactful).

Important Links and Resources

- **Lighting List:** Review the list of 400+ potential venues [HERE](#).
 - Avoid duplication: Check Column A for status before outreach.
 - Submit new structures or update venue information: [Use this form](#).
 - Report outcomes: Note "Submitted" or "Approved" or "Denied" for transparency.
- **OCDAW Webpage:** Find educational and shareable resources at [IOCDF.org/ocdweek](https://iocdf.org/ocdweek)
- **Volunteer Photographers:** Capture teal-lit landmarks! Email joliver@iocdf.org

Tips for Outreach

- **Start local:** Colleges, city halls, and bridges often participate.
- **Research contacts - look for:**
 - Facilities managers
 - Communications directors
 - Special events coordinators
- **Lighting details:**
 - Color: Teal
 - Dates: Prefer the full week of OCDAW, but a minimum of one night during the week of October 12-18, 2025
- **Alternative displays:** Ask about "captivate screens" (elevator/lobby digital displays).
- **Track responses:**
 - New or updated information - [Submit this form!](#)
 - Outcomes (Approved/Denied?) - [Update the Lighting sheet directl](#)



Phone Script

"Hello! My name is [Name], a volunteer with the International OCD Foundation. I'm calling to invite [Venue Name] to illuminate in teal for OCD Awareness Week (October 12–18, 2025). This campaign raises awareness for OCD, which affects 1 in 40 people worldwide. May I speak to someone about participation?"

Key points:

- Offer to send follow-up materials.
- If declined, ask about alternative support (e.g., social media posts).

Outreach Letter Template

Subject: Request to Light [Venue Name] Teal for OCD Awareness Week 2025

Dear [Contact Name],

On behalf of the International OCD Foundation (IOCDF), I invite [Venue Name] to illuminate in teal for OCD Awareness Week (October 12–18, 2025).

Why it matters: OCD affects 1 in 40 people globally, yet stigma delays treatment by 14 years on average.

Your participation will:

- Show solidarity with the OCD community.
- Be promoted to 500K+ IOCDF followers.

Next steps:

- Confirm dates/technical requirements.
- Share our #OCDAW toolkit for social media.

Thank you for considering this impactful collaboration!

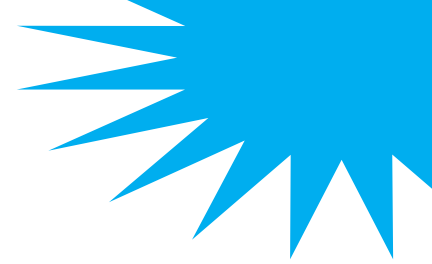
Best regards,

[Your Name]

[Your Contact Info]



Spread the Word!



Post to Social Media:

- Beacon of hope alert! 🌈 The Zakim Bridge lights up teal tonight for #OCDAW, standing with millions impacted by OCD. Grateful to @CityOfBoston for this stunning show of support! #EndTheStigma
- Thank you, @ChicagoGov, for lighting the Willis Tower in teal for #OCDAW! ❤️ #Chicago
- Grateful to @SeattleSpaceNeedle for shining a light on OCD awareness! #OCDAW #Seattle
- The Eiffel Tower glows teal tonight for #OCDAW—a beacon of hope! 🗼 #Paris

Hashtags: #OCDAW, #TealForOCD, [#Venue Tag]

Simple Guide to Getting Local Press Coverage

1. Find Contacts

- Google: "[Your local station] Assignment desk"
- Send Email or fill out the pitch form
- Subject: "Local Landmark Lighting for OCD Awareness - [Date]"
- Body:
 - "[Landmark] will light teal on [date] for OCD Awareness Week. OCD and related disorders are serious mental illnesses that impact the lives of hundreds of millions of people around the world. [Affiliate Name] can provide a local angle on OCD Awareness Week. If you're interested in arranging an interview, or would like photos or video to include in a newscast or web story, contact: [Your phone/email]"



2. Call the Assignment Desk the Next Day

- "Hi, I sent about the teal lighting for OCD awareness. Can you cover it?"

3. Follow up with photos and/or videos

- Follow up on your original email, including the photos & videos

4. Thank Them!

- If they cover it, send a quick thanks

On behalf of the International OCD Foundation,

Thank You for your support in our OCD Awareness Week (OCDAW) Light Up for OCD campaign!

Handy Quick-Reference Checklist

(Print this page for easy reference!)

Before Outreach:

- ☐ Checked [Lighting List](#) for duplicates
- ☐ Saved phone script & email template
- ☐ Researched venue contacts

After Confirmation:

- ☐ Submitted outcome via the [Lighting List](#)
- ☐ Shared details with local OCD community
- ☐ Planned photo/documentation

During OCD Awareness Week (Oct 12-18, 2025):

- ☐ Posted on social media (#TealForOCD @IOCDF)
- ☐ Sent thank-you notes to venues & media

Extra Tips for Success

If a venue hesitates:

- Offer to connect them with IOCDF staff
- Suggest alternatives (e.g., proclamations, social media posts)

Accessibility:

- Share local lighting events with:
 - Local mental health clinics
 - OCD support groups: iocdf.org/find-help
 - School counseling centers

Beyond Lightings:

- **Walk with family and friends in a Community Walk:** Start a fundraising team within the [OCD Community Walk](#) and share it with your network to walk and fundraise together (or fundraise on your own).
- **Host an Event:** Consider organizing an OCDare to Share event, especially during OCD Awareness Week (October 12-18, 2025). Learn more at iocdf.org/ocdaretoshare.

Thank You for Your Support!

Every teal light:

- Reduces stigma
- Offers hope
- Encourages treatment-seeking

The IOCDF team is grateful for your dedication. Together, we're creating a world where no one suffers from OCD alone.

Questions? Contact Julie Oliver, Partnership Engagement Coordinator, at julie@iocdf.org

