Phonathon to Start Next Week | CPD

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Shane Johnson, associate director of development at the Center for Persons with Disabilities, introduces student callers to ‘people-first’ language

A phonathon to raise money for two specific funds at Utah State University’s Center for Persons with Disabilities will begin Monday and last for about a week, according to Shane Johnson, the CPD’s associate director of development. Student callers will be soliciting pledges for the Family Assistance Fund, which allows needy families to access CPD services, and the Community Investment Fund, which awards grants to disability advocacy groups around the state of Utah. The phonathon and a spring mailer are part of the CPD’s annual giving effort, Johnson said. The list of people the students will be calling includes those who have given gifts in the past, people who have worked or are currently employed at the CPD, and people who may have studied at the CPD but their own college didn’t call them. Johnson encouraged people who receive the phone calls to offer feedback to the student callers. For many of them, this phonathon will be their first experience with disability and using ‘people-first’ language, which emphasizes the person rather than their disability.