



20th annual Law Enforcement Torch Run[®] Celebration & Kick Off

Agency Coordinator Meeting
January 22, 2016
4:00pm – 5:00pm



TIME	ACTIVITY	PRESENTERS
4:00pm	REGIONAL BREAKOUT	
	<ul style="list-style-type: none"> • Announcements/ Updates: <ul style="list-style-type: none"> ○ International (Final Leg, 2017 International Conference – Nashville, Tennessee) ○ Region 7 (New Regional Coordinator Robert Woolsey, LETR Nevada) ○ Executive Committee (Guidelines, Elections, Sponsors, Preferred Vendors.) • Agency Activity Support <ul style="list-style-type: none"> ○ Logistical Support Overview <ul style="list-style-type: none"> ▪ Agency Set Up Forms & Resources (Activation Kit & Worksheet) ▪ Fundraising Forms & Resources (Merchandise Order Form, Certificates of Insurance, Permits, etc.) ▪ Financial Forms & Resources (Collection Form, Wells Fargo LETR Agency Deposit Card, Agency Fundraising Account, etc.) ▪ General Purpose Forms & Resources (Operational Guidelines & Procedures, etc.) ○ Promotional Support Overview <ul style="list-style-type: none"> ▪ Printed Materials (Brochures, Agency Posters, Event Posters, Banners) ▪ Online (Website, Agency Memo, Agency Online Fundraising Page) ▪ Social Media (Facebook, Twitter, YouTube) ○ Agency Milestones & Incentives Overview <ul style="list-style-type: none"> ▪ \$1,000 - Bronze ▪ \$4,000 - Silver ▪ \$8,000 – Gold ▪ \$12,000 – Platinum ▪ \$20,000+ - Legend ○ Types of Fundraising Events Overview <ul style="list-style-type: none"> ▪ State Relay Run (Local / Final Leg) ▪ Area Games & State Games (Opening Ceremonies, Awards / Medals) ▪ Challenge Events (Local Only) <ul style="list-style-type: none"> • Softball Challenge, Motorcycle Challenge Event, etc. ▪ Special Events (Local, State, National) <ul style="list-style-type: none"> • Tip-A-Cop, Night at the Speedway, Polar Plunges, Inmate Fundraisers, LETR at the Roller Derby, Raffles, etc. ○ Merchandise Orders Overview <ul style="list-style-type: none"> ▪ Apparel ▪ Challenge Coins ▪ Pins ▪ Torch Icons ▪ Special Merchandise (LETR bear sales, custom department swag (coins, etc.) ○ Pre, Day-Of, & Post Activity Steps to Assisting Your LETR Activity Idea 	Oscar Solis, LETR Operations Director Scott Hardy, LETR Liaison
4:30pm	ROUND TABLE ACTIVITY	Scott Hardy, LETR Liaison
	Submit an LETR online activity (via phone)	
4:50pm	CLOSING REMARKS	Michelle Ugalde, LETR State Director