

TABLE OF CONTENTS

Section 1 – Law Enforcement Torch Run® (LETR) Introduction

- Mission of Special Olympics
- Mission of the Law Enforcement Torch Run
- Why should your agency be involved?
- Involve SO athletes in your Torch Run
- Law Enforcement Torch Run Fact Sheet

Section 2 - Roles, Responsibilities and Committee Structures

- International Structure
- Local Structure
- Coordinator Responsibilities
- Developing Agency Business
 - Overview
 - Building Agency Teams
 - Expanding Agency Business
 - Reducing Agency & Law Enforcement Personnel Burn-out

Section 3 - Financial Procedures

Section 4 - Logistics of Planning the LETR

- Release & Waiver of Liability
- Assumption of Risk & Indemnity
- Parental Consent Agreement

Section 5 - Runner Recruitment & Retention

- Fundraising Protocol
- Fundraising Basics
- Fundraising Definitions
- Sources of Money
- The Fundraising Process
- Techniques to help you ASK for money

Section 7 - Sponsorship Guidelines

- Sponsorship Overview
- Pricing: Determining what a Sponsorship is worth
- Targeting Potential Sponsors
- Developing a Sponsorship Proposal - Define the Ask
- Sample Corporate Sponsorship Letters
- The Meeting
- Key Points in Developing a Relationship with a Sponsor
- Sponsor Servicing & Increasing Renewals

Section 8 - Special Event Guidelines & Best Practices

- Special Event Guiding Principles
- Event Selection Criteria
- Planning & Preparation
- People: Audience, Donors, Volunteers, Athletes, Celebrities
- Publicity & Marketing Tips
- Budgeting: Revenue, Expenses, In Kind Donations
- Event Logistics & Risk Management
- Evaluation
- Event Themes
- Best Practices & Accompanying Guidelines
 - SOMD Fundraising Best Practices: Polar Plunge
 - SOSC Best Practice: The LETR® Tip A Cop Program
 - SOMT Fundraising Best Practice: LETR® Billboard Sit
- Guide to Putting on a Golf Tournament
- Raffles
- Increasing T-shirt Sales
- Collection Form

Section 9 - Working with the Media

- Different Areas of Publicity
- Story Angles
- LETR for Special Olympics Messaging
- Language Guidelines
- Creating a Publicity Calendar & Media Plan
- Working with the Media
- Sample Newspaper - Calendar Announcements for Events
- Sample Radio - Public Service Announcement (PSA)
- Sample Press Release - International Final Leg Runner
- Sample Media Alert - Final Leg
- Sample to the Editor

Section 10 - Fact Sheets

- What is Special Olympics?
- Official Summer Sports
- Philosophy
- What is an Intellectual Disability?

Section 11 - Frequently Asked Questions

Section 12 - LETR Glossary of Terms

Section 13 - LETR Forms

INTRODUCTION

What is the Law Enforcement Torch Run®?

The mission of the Law Enforcement Torch Run® for Special Olympics is to raise funds for and awareness of the Special Olympics movement worldwide. The primary mission of the New Mexico Law Enforcement Torch Run® is to:

- Promote community awareness of sports training and athletic competition programs offered by Special Olympics New Mexico
- Provide opportunity, encouragement and hope to the athletes and families of Special Olympics New Mexico
- Provide financial support through fund raising efforts

The History: The Law Enforcement Torch Run® began in 1981 when Wichita, Kansas Police Chief Richard LaMunyon saw a need to raise awareness of and funds for Special Olympics. Special Olympics provides year round sports training and competition opportunities to developmentally disabled children and adults. Police Chief LaMunyon realized the importance of Special Olympics in the lives of the participants. He conceived of the idea of having law enforcement personnel obtain pledges from their family, friends and co-workers to run a torch, known as the “Flame of Hope”, through their local communities. The final destination of the torch was into the stadiums of local Special Olympics competitions where the “Flame of Hope” was used to light a caldron signaling the beginning of the games.

Today: Since that time, the Law Enforcement Torch Run® has become a global event, involving all 50 states and over 35 foreign countries. It now includes not only law enforcement personnel, but all levels and branches of the law enforcement community. **It is the largest grass roots fundraising program and public awareness vehicle for Special Olympics.**

New Mexico: Over 700 law enforcement personnel from Federal, Military, State, County and Local agencies participate in the Torch Run campaign. Funds are raised through a variety of activities, such as; Tip-A-Cops, Golf Tournaments, T-shirt sales and local events created by local law enforcement personnel and Special Olympics staff. In May, hundreds of law enforcement personnel carry the Flame of Hope through our state, culminating at the Opening Ceremonies of the Special Olympics New Mexico Summer Games in Albuquerque.

How is the Law Enforcement Torch Run® Organized?

The Law Enforcement Torch Run® is more than just a run. It is a year round fund-raising organization that culminates every year at the Special Olympics New Mexico Summer Games in May. The Special Olympics Summer Games celebrates the end of the spring sports season, bringing together over 750 Special Olympics athletes throughout New Mexico to compete in a variety of different sports. The games officially begin after the Final Leg of the Torch Run has been completed and the “Flame of Hope” lights the Special Olympics caldron during Opening Ceremonies. There are various ways an agency can be involved in the Torch Run organization.

The Law Enforcement Torch Run® is overseen by an Executive Committee consisting of Law Enforcement personnel elected to office by their peers. The Executive Committee is responsible for establishing the Torch Run policies and procedures which are followed by both Law

Enforcement Personnel and Special Olympics staff. The current structure breaks New Mexico into ten (10) regions. Each region has a Regional Coordinator who is responsible for route selection and coordination. Regional Coordinators will work with Agency Coordinators who in turn will work with their local Law Enforcement volunteers to plan, coordinate, and execute a successful Torch Run in your area.

"More Than Just a Run"

The Law Enforcement Torch Run® is "more than just a run". Law Enforcement Torch Run® serves as an umbrella to various fundraising activities. These activities include:

- ◆ **T-Shirt Sales** – each year the Law Enforcement volunteers approve the design of a t-shirt that is sold as a fundraiser. T-shirts can be sold to co-workers, family, friends and at various torch run fundraising activities.
- ◆ **"Tip-A-Cops"** – Law Enforcement personnel serve as "celebrity" waiters at local restaurants and their "tips" are donated to Special Olympics.
- ◆ **Pledges for Running** – Prior to the actual torch run, participants get pledges from family, friends, co-workers and local businesses in support of their running with the torch through their community.
- ◆ **Sponsorship** – Local businesses and organizations donate money to be a sponsor and in return receive publicity and other incentives for their sponsorship. Depending on the amount donated, businesses and organizations can be a sponsor of a particular fundraising event, or for all torch run activities.
- ◆ **Jail & Bails** – Law Enforcement personnel are put in "jail" and solicit donations in order to get released. The mock jails are placed in highly visible locations within the community where there is lots of foot traffic.
- ◆ **Billboard sits/Cop on Top** – these events are handled much like the Jail & Bails. Law Enforcement personnel agree to sit on a specifically designed billboard or building for a period of time while soliciting donations. The billboards and building are in highly visible locations within the community.

The activities listed above are only a sample of fundraising ideas. Your agency can be as creative as you want in organizing activities to raise funds. Be sure and consult with your Special Olympics representative on any new ideas you may have so they can assist you to implement your idea. If you are a new agency, you should start with T-shirt Sales and "Tip-A-Cops". These activities are the easiest to start.

The Run Itself:

The actual Run takes place in the days leading up to the Special Olympics New Mexico Summer Games which occur in May. The Run is conducted over a two week period and start at various points throughout New Mexico. The starting points can change and/or increase in number as the involvement of agencies grows. The various starting points of the Torch Run come together for the Final Leg and run the "Flame of Hope" into the Special Olympics Summer Games stadium. All officers who are involved in the Torch Run are invited to attend the Summer Games.

Why get involved with the Law Enforcement Torch Run®?

- The Torch Run provides an opportunity for law enforcement personnel to have direct contact with Special Olympics athletes.

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- The Torch Run creates a positive image for Law Enforcement agencies in their local communities.
 - The Torch Run helps Special Olympics build relationships with community businesses and organizations.
 - The Torch Run is a major initiative of Special Olympics New Mexico and involves many potential Special Olympics volunteers.
 - The Torch Run provides a showcase for Special Olympics athletes.
 - The Torch Run involves many potential Special Olympics leaders.

Benefits to the Law Enforcement Community

- The image of law enforcement in many communities has been improved due to involvement with the Torch Run and Special Olympics. Officers are seen as friends and people rather than a uniform.
- The Torch Run provides a common cause and bond for members of a department working shifts at various locations and times.
- Working with the Torch Run and for Special Olympics provides personal fulfillment as well as departmental team achievements.

Benefits to Special Olympics New Mexico

- By empowering volunteers to work on local fundraising events, staff members have more time to work on other projects such as athlete recruitment, coaches training, competition staging, etc.
- The law enforcement community is also a volunteer base for coaching and/or Games.
- Awareness of Special Olympics is increased at the least within the law enforcement network.

Why your agency should become involved in the LETR

John Francis

Public Information Officer, Rio Rancho DPS

“Your agency should become involved with Special Olympics for three reasons:

1. Commitment to Community Involvement and Community Partnerships.
2. Spread awareness of the Special Olympics Programs in your city or town
3. Being able to take pride in making a true difference in the lives of citizens with intellectual and physical disabilities in your community that would otherwise not participate or become involved in any type of physical/extra-curricular activities.”

Alvis Kee

Lieutenant, San Juan County Sheriff's Office

“People given the privilege to take the oath of office in the law enforcement field; too often are exposed to unkind environments and need a refreshing opportunity to employ some of their energy in a positive measure outside of their primary mission. In doing so, they grasp the spirit of harmony within themselves when they see joy in others, thus finding inner peace and a realization that they can make a difference for other people whether they are on or off duty.”

Matt Elwell

Metropolitan Detention Center

“The LETR allows your agency to be part of the larger New Mexico Law Enforcement Community who is united in a cause of making a difference in the lives of those who are intellectually challenged. It's a very humbling and rewarding feeling you receive back just watching the joy and pride on these individuals faces when they participate in a sporting or funding raising event. The pure pleasure of being part of sports has made a difference in many of these individuals' lives. Working in a career where you deal with many who break the rules it is nice to volunteer your time with individuals that look up to law enforcement with respect and thank you for what you do for them. Volunteering in the LETR can be rewarding opportunity for your agency to be part of helping SONM make our community a more inclusive place for those with intellectual challenges, while giving them an avenue to achieve dreams and goals through sports.”

Doyle Syling

Alamogordo DPS (Ret.)

“If you ask any law enforcement officer why they became an officer their answer is always for two reasons. One is they want to help people, and the other is to make the world a better place. There is no better way to do that then to be involved with Law Enforcement Torch Run® and Special Olympics New Mexico.”

The key to the success of a Torch Run program is to work together. The Special Olympics Program and the Law Enforcement community must work hand-in-hand to:

- Ensure maximum efficiency in event promotion and planning logistics
- Ensure proper accounting procedures are followed
- Provide consistency in messaging, athlete involvement and focus on the mission and message of Special Olympics.

Managing a Law Enforcement Torch Run® Campaign is a big job! It's easy to get bogged down in the details. The basic keys to success listed below can help you focus on the high-priority activities that will have the most impact on your event's success.

- **Volunteer Organization**

The success of the Law Enforcement Torch Run® depends on recruiting a large number of Law Enforcement personnel. Volunteer-to-volunteer recruitment is the best way to involve the number of participants needed.

- **The Right Agency Coordinator**

The right Agency Coordinator is important to the success of your campaign. The coordinator serves as the liaison between your agency and your Special Olympics representative. It is the job of the Agency Coordinator to insure that accurate information is communicated within the agency, to recruit Law Enforcement personnel to work the various fundraising events and that co-workers are encouraged and supported in their fundraising efforts. The coordinator should be a prominent member of the Law Enforcement community who is extremely organized. This allows for peer level recruitment throughout the Law Enforcement community. A good coordinator must have:

- The leadership skills to manage the committee effectively.
- A positive reputation and strong ties in the community.
- The time to do the job.
- A strong desire to support Special Olympics and a good understanding of its mission.

- **Kick-off**

Conducting an agency kick-off is a great way to get people excited about getting involved. A local kick-off can be completed in an hour and is a fun way to educate and motivate new volunteers and help them feel good about being involved in Special Olympics. Be sure to include at least one Special Olympics athlete at your kick-off. **Showing a Special Olympics video and having a Special Olympics athlete and/or a family member speak** about their love of Special Olympics and how it has impacted their lives can be powerful tools to generate enthusiasm for the Torch Run. It is also a proven fact — events with kick-offs achieve revenues about 61% higher than events without them.

Along with kick-offs, you also should conduct:

- Face-to-face orientations with agencies
- Presentations at Chief's meetings

- **Sponsorship**

Sponsorship is a great way to significantly increase event income or reduce the cost of conducting events. There are two types of sponsorship:

- Cash — the most desirable
- In-kind — commitment of goods or services

Sponsors benefit from their association with the Law Enforcement Torch Run® in many ways. It's important to understand what motivates prospective sponsors, so you can tailor your sponsorship packages and proposals to them. Obtaining sponsorship involves:

- Creating attractive sponsorship packages.
- Researching potential sponsors.
- Developing persuasive proposals.
- Preparing effective contracts or letters of agreement.
- Maintaining good relationships so sponsors renew each year.
- Evaluating sponsorships and reporting results to sponsors.

Be sure to work closely with your Special Olympics representative when preparing a sponsorship package.

- **Good Communication**

Good communication between your Special Olympics representative and you helps ensure the success of your fundraising events. It is important to keep your agency volunteers, as well as other key personnel, advised of activities related to the torch run activities. Creating a Law Enforcement Torch Run® newsletter focusing on critical dates, meetings and other aspects of the Law Enforcement Torch Run® can enhance communication with all event participants and volunteers. Consider including stories about Special Olympics athletes in your newsletter so people get to “meet” the people they are supporting.

LAW ENFORCEMENT TORCH RUN® FACT SHEET

The Law Enforcement Torch Run® is Special Olympics' largest grass-roots fundraiser and public awareness vehicle. In 2009, this international program raised more than US\$34 million for Special Olympics programs throughout the world. More than 85,000 law enforcement officers carried the "Flame of Hope" around 50 states and 35 nations, and raised awareness and funds for Special Olympics.

At its most basic level, the Torch Run is an actual running event where officers and athletes run the Special Olympics "Flame of Hope" to the Opening Ceremonies of local Special Olympics tournaments or State, Provincial or National Summer or Winter Games.

At its more extensive, the Torch Run program encompasses a variety of fundraising vehicles in addition to the actual Torch Run, such as T-shirt or merchandise sales, donations or pledges for runners in the Torch Run, corporate donations, and special events such as Polar Plunges, golf tournaments or other events that have local appeal.

Every two years, law enforcement officers representing their state, province or nation's Torch Run program, comprise a "Final Leg Team" which carries the "Flame of Hope" to the Opening Ceremonies of the Special Olympics World Games.

The Law Enforcement Torch Run® began in 1981 when Wichita, Kansas Police Chief Richard LaMunyon saw an urgent need to raise funds for and increase awareness of Special Olympics. He conceived of the idea of a Torch Run as a way to involve local law enforcement personnel in the community and in support of Special Olympics Kansas. After three years of successful Torch Runs in Kansas, LaMunyon presented the program to the International Association of Chiefs of Police (IACP). With IACP's enthusiastic support and leadership, as well as the involvement of all facets of the law enforcement community - Sheriff's associations, police unions, state, county, municipal, military, and federal law enforcement, and corrections officers - the Torch Run expanded into seven states by 1985; 43 states by 1986, and 50 states and 25 nations by 1997. The International Association of Chiefs of Police is the founding law enforcement organization of the Law Enforcement Torch Run® for Special Olympics.

For more information about the Law Enforcement Torch Run® for Special Olympics, please visit our website at www.specialolympics.org or www.sonm.org.

How to Get Started

Recruiting

- The first priority is to gain the support of your Chief of Police or County Sheriff in order to insure the success of your Torch Run campaign.
- When you approach your Chief or Sheriff, stress the *benefits* of the Torch Run to Law Enforcement. The benefits are:
 - *Increases the positive visibility of Law Enforcement within the community.*
 - *Ties Law Enforcement to Special Olympics, the #1 most credible charity in the nation.*
 - *Promotes awareness of and raises funds for Special Olympics.*
 - *Improves employee morale.*
- Consider asking your Special Olympics representative to come with you when you approach your Chief or Sheriff.
- Establishing committees to handle the different fundraising aspects of the program is usually more effective in achieving agency goals. When possible, committees should consist of representatives from different areas within your agency.
- When recruiting your committees, be sure and stress the fundraising aspect of the program. Not only will you need runners, but also various personnel to handle the Torch Run fundraising activities.
- Make use of local Special Olympic athletes, staff members, family members and coaches when recruiting for committees and volunteers. Most definitely be sure to include them at your various torch run events.
- Seek the help of your local Special Olympics representative in planning your Law Enforcement Torch Run activities.

Maintaining Involvement

- Just as important as recruiting new law enforcement personnel is maintaining the involvement of past participants.
- Each year an individual is involved builds their experience and efficiency in fundraising and creates deeper dedication to the torch run efforts and Special Olympics.
- Long term involvement helps create new leadership. As individuals gain experience and become more committed because of their involvement, they have the potential of becoming leaders and possible committee chairs. Long term volunteers are more likely to take on leadership roles which will allow you more time to work with and provide guidance to new recruits.
- Be sure your torch run runners are kept advised of fundraising activities. While some individuals may only want to participate in the actual torch run, inviting them to other activities may encourage them to become more involved in the fundraising aspects as well.
- Remember to include Special Olympics athletes in all aspects of your torch run activities. Special Olympic athletes love to interact with Law Enforcement so direct involvement with the athletes will deepen the commitment of everyone involved.

Local Special Olympics

- For the Torch Run to work effectively, it is important to develop and maintain good working relationships with your Special Olympics representative.
- Prior to beginning any fundraising activities, check with your Special Olympics representative to verify that no other event is scheduled for the same time.
- Work closely with your Special Olympics representative to plan your events and coordinate your leg of the torch run.

Financial Procedures

- All funds raised through Law Enforcement Torch Run, stay in the area where they are raised.
- It is extremely important to keep your Special Olympics representative advised of all fundraising activities so that there is a record of what each individual and each agency has raised.
- Financial tracking and information is also crucial to the annual planning and goal setting each year.
- *Please work directly with your local Special Olympics representative to develop the fund tracking report that works best for your area.*

Goals

- For new agencies - be ambitious, but realistic.
- For agencies with previous experience in the Torch Run - strive to increase your results from last year.
- Make sure that upper management is behind your effort and is aware of the goal that has been set.
- Make sure everyone in your agency knows what the goal is and how they can get involved.
- Be sure and have open and effective lines of communication to increase fundraising.
- Make sure that your Agency committee consists of representatives from all areas within your agency.
- When possible, establish an internal incentive program to motivate fundraisers to achieve and exceed the established goal.
- HAVE FUN!!!!

Planning and Evaluation

Overview

- “Planning to potential” is critical to experience significant growth with the Law Enforcement Torch Run®.
- Planning and goal setting, for your torch run fundraising campaign should take place before you do anything, with the help of your Special Olympics representative.
- Volunteer involvement and buy-in are critical during the planning process.
- A good evaluation and assessment process is an important part of planning because it can help you identify existing strengths and weaknesses.
- Take advantage of planning and evaluation tools to identify your total market potential and set goals.

Planning

- Campaign and strategic planning for Law Enforcement Torch Run® should take place no later than July.
- Working with your Special Olympics representative, create a written plan. Look at the market potential, determine what percentage of the agency and organizations you want to target and then establish goals.

Four Steps to Successful Campaign Planning

Examine Potential

- Determine how many Law Enforcement Agencies are in your area and the number of employees each agency has on staff.
- Consider everyone in your agency as potential participants in your fundraising campaign.

Set Goals

- Set achievable goals.
- Allow no more than 20 percent for fund-raising expenses in overall campaign of Torch Run.

Manage and Cultivate Volunteers

- Create a volunteer management base to manage committees effectively.
- Monitor volunteer efforts and successes by maintaining bi-weekly or monthly communications with them.
- Cultivate Law Enforcement Torch Run® personnel who raise \$250 or more and encourage their involvement on your committees.

Train Volunteers

- Be sure volunteers understand their roles.
- Provide job descriptions, a calendar of events as well as phone numbers and names of who they can contact should they have any questions or need any clarification. Utilize your Special Olympics representative to help you create these tools.

Logistics of Planning a Law Enforcement Torch Run®

The actual Torch Run™ event preceding a Special Olympics competition is the signature event of the Law Enforcement Torch Run® for Special Olympics. This section will help serve as a checklist of tasks to accomplish in planning the actual running event.

Goals of Event

The first step in planning your Torch Run is to define the goals for your event. This decision should be made collaboratively between the law enforcement leadership and Special Olympics New Mexico to best meet the needs and goals of these two participating organizations. The goals factor into the entire event plan and contribute to route and ceremony decisions. Some goals of a Torch Run may include:

- Maximize fundraising for Special Olympics
- Maximize media exposure for the Torch Run and that supports the local Special Olympics Program in a specific town
- Maximize grass-roots exposure of law enforcement and Special Olympics in schools and small communities
- Integrate law enforcement from a particular community
- Recognize and highlight specific sponsor support and retail locations

Establish Committees

Among your key law enforcement leaders, devise committee structures and delegate responsibilities. Additional tasks that may be delegated are:

- Recruiting other agencies and officers
- Communicating with participants
- Others as necessary
- Decide your Running Route Leaders
 - This person is responsible for one leg (section) of the run. This person leads the planning of all of the logistics for their portion of the run prior to the event, and on the day of the event is in charge of making sure things run smoothly and on time, watching for runner safety, those falling behind, torch exchanges, etc. This person is also the first point of contact if an injury or incident does occur while on the run.

Run vs. Relay

A Torch Run may be a short distance event with all participants running together, or it may cover an entire state, province or country with the Torch being handed off to different runners and departments through various towns. The decision to do a run or a relay should be based on the goals for your Torch Run as both may be effective for different purposes.

- **A Run** is a shorter distance, one-day event. 5K – 15K is the typical distance for a run. One group of runners runs the entire distance of the event.
 - A run can be more effective for public awareness, for media photos and for drawing attention in a town.

- Cape Town, South Africa, had a run with 1,000 runners participating. The media covered the event extensively and photos of roads full of runners all wearing T-shirts with the Torch Run logo made people take notice.
- **A Relay** travels a longer distance with runners passing the Torch on from one group of runners to the next and may last several days.
 - A relay is good for covering larger distances, across a state for example.
 - Runners run manageable distances (5K for example) then pass the Torch on to the next group of runners. This also allows local law enforcement to run the torch through their own town then pass it on at the city border to the next department.
 - A relay may have more stops than a run. Ceremonies at schools, hospitals, sponsor locations, etc. may be scheduled to bring the Torch and the message of Special Olympics directly to the people in the community.

Route

- Pick a start and an end location.
 - These should be high profile areas where a large public ceremony can be staged.
 - Good start locations: Government building, Police Headquarters, Sponsor's location
 - Good end locations: Special Olympics event, cauldron lighting, professional sports match with Special Olympics athletes included in demonstration sports or speech to educate public
- Plan on 10 minutes per mile for the run.
- Runner safety is always the primary concern.
 - The shortest route is not always the best route. Keep in mind:
 - Traffic patterns in town
 - Streets that will need to be closed
 - Number of intersections the route passes
 - Consider time of day and avoid the busiest traffic times.
- Routes should include stops, ceremonies, and speeches at public places that will allow an opportunity to educate the general public on the mission of Special Olympics and the Torch Run. Possible ceremony locations include:
 - Schools for people with and without intellectual disabilities
 - Community centers
 - Sponsor store locations
 - Other prominent locations
- When planning your route, always conduct a test run.
 - Drive your route during the times you expect to run and time it accordingly.
 - Test ceremony sites:

- Look for locations at the ceremony site to gather runners together to enter as a team.
- Time the distance it takes to get from the main running road to the ceremony site which may include walking through parking lots, driveways, parks, tracks/stadium grounds, etc.

Events & Ceremonies

- Plan your ceremonies strategically to draw crowds and allow time for speeches to educate the general public on Special Olympics, intellectual disabilities and the Torch Run.
- Invite press and media to the ceremonies to ensure maximum coverage.
 - A full media plan should be developed for the event. Ideas on what to include are addressed in the *Media* section of this book.
- Schools, community centers, government buildings are good examples of places to stop and hold brief ceremonies along your route.
- Whenever possible, ceremonies should include remarks or speeches by:
 - Local or national celebrity (mayor, chief of police, sheriff, sports star, etc.)
 - Special Olympics athlete
 - Torch Runner
 - Sponsor
- The ceremony should be scheduled and scripted with each speaker allotted a specified amount of time.
- The local team preparing the ceremony site should have radio or cell phone contact with the lead vehicles and the leader of the run to know if there are any delays, changes, or emergencies with the group of runners.
- During the Opening Ceremony of Special Olympics Games, the law enforcement runners typically hand the torch to a Special Olympics athlete at the ceremony location.
 - The athletes light the actual cauldron to officially start the Games.
 - The law enforcement officers involved in the run may follow the athlete or may form a line leading to the cauldron and salute the athlete as he or she passes. They may be in official police uniforms or in running gear.
 - It is important to work with the Special Olympics ceremonies organizer early to agree to role of officers during the show and placement.

Timeline

- The Torch Run event should be planned to the minute and documented.
 - Provide the start time and end time.
 - Mark milestone times along the route for example: Pass National Zoo entrance at 10:07am

- Mark times for ceremonies and allow enough time for all of the speeches, recognition, music or other events taking place at the ceremony. Script each ceremony with allotted time for each speaker, etc.
- On the day of the event, provide a notebook complete with maps and time schedule from start to finish to key leaders of the run, drivers of the lead vehicles, ceremony participants and media.
- The leader of the run is responsible for keeping the run on time.
 - Slower runners should not hold up the pace of the run. They may ride in a truck until they are rested and able to keep the pace.
 - If the run falls significantly behind schedule, put all the runners in a truck to move along.
 - A ceremony slated for 3:00 pm needs to start at 3:00 pm so that dignitaries and other non-runners invited to speak are not inconvenienced.

Escorts

- The minimum escort should be two marked law enforcement units: one to lead the runners and the other to follow the runners.
 - Additional, small safety escorts such as marked motorcycle units, marked bicycle units or horse units may ride along side the runners to protect them from road traffic.
- The lead vehicle keeps the pace.
 - Marked units drive in front of the runners and can be motorcycles, bikes, horses, cars, etc.
 - This unit should use its lights and/or sirens.
 - The lead vehicle should work in connection to the local police units on duty for the run and alert them via radio or cell phone as the runners approach intersections or streets that are closed or blocked.
 - On duty police units are responsible for traffic control and street and intersection closures.
- Tail vehicles keep the run contained.
 - Tail vehicle should not slow to the slowest person.
 - Keep the pace and keep the runners contained in a pack.
 - If anyone falls behind, the leader of the run should ask the runner to ride for a while until they can keep up again.
- All support vehicles should have two-way radio contact or cell phone communication with each other and with the leader of the run.
- Other support vehicles may include:
 - Torch Truck – pickup truck to keep all of the spare torches, miner's lamp, fuel, fire extinguisher, etc.
 - Van or bus behind runners for those who fall behind and need a break.
 - Pickup truck with refreshments: water, oranges and fruit, sports drinks.

- All of these additional support vehicles should ride behind the runners.
- Things to consider in choosing and planning your escorts and support vehicles:
 - Agencies might want exposure with the run, and several may need to be invited to participate with a marked vehicle, bike, etc.
 - Marked escorts may need to be armed if there is threat of danger to exposed officers running in the street.
 - Sponsors should also be recognized on the run. If appropriate, they should be invited to provide a logo'd vehicle, vehicle decals for support vehicles or lead banners with logos.

Runner Registration

- On the day of the event, there should be a registration area for all runners to check-in.
 - The Agency or Regional Coordinator should collect the names and emergency contact information for all runners on the day of the event. Please keep a copy on hand for day of event needs and turn originals into the SONM Torch Run Liaison as soon as possible.
 - The Special Olympics Program must register all runners as Class B (regular) or Class C (day of event) Special Olympics volunteers for insurance reasons. Registration forms include contact information for the runners such as agency, address, phone, fax and e-mail for future communications.
 - These runners are also excellent candidates to donate funds to Special Olympics or to become coaches or volunteers at other types of Special Olympics events.
- In the U.S. and areas where insurance and liability laws are a concern, runners must sign participant waiver (Runner Registration) forms at check-in. A sample waiver form is included in the "LETR Forms" section of this book.
- At registration, provide all runners with a "Fact Sheet" on the run which may include emergency contact numbers, route information, tips on runner safety, proper hydration and identification of leaders of the run and emergency personnel should assistance be needed.

Torch Etiquette

- **The Torch always leads the run.** The person carrying the Torch should be the first person behind the lead car. No one should run ahead of the Torch.
- **Only law enforcement officers or athletes may carry the Torch.** Anyone may participate in the run, but only law enforcement and athletes should be carrying the Torch. The only exception is if you have a guest of honor running with the torch he or she may hold it as long as they are holding it in unison with an athlete or law enforcement officer.
- It is not mandatory to keep the flame lit the entire time that you are running, however, remember that the media very much prefers to use pictures where there is a visible flame.

Be sure that the flame is safely lit when any pictures are being taken or whenever there are many spectators. Be prepared with plenty of lighter fluid and matches.

How to use a Torch

- Use only the Law Enforcement Torch Run® Torch
- Unscrew the wick assembly and remove from torch.
- Place the wick into a plastic container that can hold the whole wick. Add enough fuel, approximately 10 oz., to fully saturate wick. Lamp oil (paraffin oil) is the best fuel to use.
- Remove the wick from plastic fuel container and install wick into torch. Do not force parts or over-tighten wick assembly. Keep threads clean and lubricated with petroleum jelly to avoid jamming.
- Ignite the torch using a match or lighter. The torch will remain lit for approximately 15 minutes. (Have second torch ready with additional wicks to switch out if the run will last longer than this.)
- After fueling, discard any excess fuel left in the container.
- Always hold the torch by the handle and away from clothing, hair, and other combustibles.
- To extinguish, place a metal snuff cap (metal can) over the flame. The snuff cap should be accessible at all times.
- Make sure the torch is completely extinguished and cooled before placing in any case you might carry it in.
- Always remove the wick from the torch and let it dry thoroughly before storage.
- Always check for the proper ventilation when preparing, lighting and carrying the torch.
- Keep the torch away from children.
- Always keep a fire extinguisher on hand when lighting and carrying the torch.

Please return all torches to the Special Olympics office after the Run.

**Special Olympics New Mexico
Attn: Torch Run Liaison
6600 Palomas NE, Ste. 207
Albuquerque, NM 87109
(505) 856-0342**

Torch Run Safety

The following information provides guidelines in setting up safe Torch Runs.

Basic Rule

- Safety is the first priority. All the public awareness and fund raising benefit generated by a Torch Run can be threatened or destroyed by one serious accident.

Safety & Security

- All areas selected for the start and stop points for the run and torch exchange should be off the road in a secure area, clear of all traffic.
- Proper parking should be arranged in an area away from where the runners are warming up.
- Arrangements should be made to either close the road completely, or halt traffic at intersections until all runners are safely through.
- Any incident involving injury should be reported to the appropriate emergency personnel and Torch Run event organizers.
- Place escort vehicles in a position to maximize runner safety; in front of the running group and directly behind the group.

Emergency Preparedness

- Each support or escort vehicle should carry a basic first aid kit and fire extinguisher.
- Each support vehicle, run leader and key event organizer should have two-way radio or cell phone capabilities.
- Organizers and runners should be aware of potential medical problems inherent in running and recognize symptoms of distress. (Signs or flyers/pamphlets with key symptoms should be handed to runners at registration or visible throughout the run.)
- Be prepared to deal with weather (extreme heat, rain, etc.)
- Have sun block available!!!
- Run organizer should have an emergency plan ready to implement in case one occurs.
 - Emergency personnel should always be on hand.
 - An ambulance may be on-site at the event, following the runners.
 - Emergency numbers should be known by all event organizers and support vehicle drivers. Numbers may be printed on a sticker attached to clothing.
- Make sure plenty of liquids (water) are available for all runners and when possible, fruit, sports drinks and energy bars.

The Day of the Torch Run

- The escort vehicle entourage should consist of a minimum of two marked law enforcement vehicles: one lead marked vehicle and one tail marked vehicle to travel

behind the runners. Two additional support vehicles are recommended to ride behind the runners.

- Runners should stay to the side of the road as much as possible or on the shoulder if it is not too rough.
- The escort vehicle should follow the runners with emergency lights on. The driver should be provided refreshments and be relieved if escorting a long distance.
- The actual exchange of the torch should be made in an area that is safely away from traffic.
- Runners must run as a group and runners lagging behind will be picked up by support vehicles. This is run leader's responsibility.

What if an Emergency occurs?

In the event of an emergency such as an illness, accident or death, the situation must be dealt with in a calm manner. The following steps should be used in dealing with emergency situations.

- If an incident occurs, the leg leader should:
 - Get medical help from on-site emergency personnel for the injured person(s).
 - Notify the Torch Run event leader and Special Olympics New Mexico's Executive Director.
 - Complete an Incident Report form and return it to the Special Olympics office.
 - Special Olympics New Mexico media person should work with emergency personnel and law enforcement to handle questions from the media regarding the situation.
 - If the media or anyone else asks questions always refer them to the Special Olympics designee assigned to work with the media.

Special Event Situations

- Runners in a road race that is a special event fundraiser are not considered volunteers for Special Olympics. Therefore, a waiver of release of liability should be signed by all participants.
- Special Olympics does not have liquor liability insurance coverage. No alcohol should be served during or in connection with the Torch Run event.

Runner Recruitment & Retention

Getting Started

The idea of starting a Torch Run in a specific area may come from any number of sources: the local Special Olympics Program office a police officer who met someone involved in the Torch Run in another area, or a Chief or Sheriff who heard about the initiative through membership communications of an international association. Regardless of where the thought originated, it will be important to secure buy-in from the right people in both groups so the proper resources and energy may be dedicated to the project.

Securing Law Enforcement Involvement

Secure support from the highest possible level, the Chief of Police or National Police Commissioner.

- To respect law enforcement hierarchy, it is usually best to secure approval from the highest person in the agency first, who can then assign the Torch Run as a project to a Captain or Lieutenant. Depending on the culture of the local department, proper channels may need to be followed to approach this high-ranking official:
 - An officer within the agency may be able to speak directly with the Chief, Sheriff, Commissioner, etc. and solicit support of the Torch Run within the department.
 - Alternatively, a high-ranking official may need to be approached by a peer according to protocol, especially where National Police Forces are in use. If such contact, or letter of introduction is needed, SOI and the Torch Run Executive Council may be able to assist through their contact with the International Association of Chiefs of Police (IACP) and its members.
- Look for different types of departments that might be able to help:
 - Correctional Facilities
 - Military Police
 - Sheriff's Offices
 - Local, County, State/Provincial, National Police Departments
 - Police Training Academies, etc.
- Once the route is outlined, recruit support from departments located along the route.
- Develop a plan for recruiting officers to participate.
 - Find one good leader in each agency, city, town, department, to serve as your contact person and leader in getting people in their department involved. Communication is important.

Who can Run?

A participant in the Torch Run need not be a "runner". Non-runners have the opportunity to be involved by running very short distances, normally in a group of others, in highly visible areas. As long as a support vehicle is present, "non-runners" can run for a short distance then ride when a rest is needed. Additionally, a non-runner can assist with logistics or drive a support vehicle. When selecting runners to perform the bulk of the required distance, consider the following:

- Everyone can participate, running 100 yards or 100 miles.
- Schedule 8 – 10 minute miles for the entire run.
- Try to get as many people involved as possible.
- Do not limit yourself to experienced runners, except for longer stretches. Use experienced runners for longer stretches or hilly sections.
- Group runners of similar ability together.
- Law enforcement officers and Special Olympics athletes should be the first people recruited.
- Encourage registered Special Olympics athletes from the local Program to participate in the event or run, ensuring the athlete's medical does not prohibit this type of activity.
- Use Chiefs of Police or other high-ranking officers through towns.
- Do not assume celebrity runners are experienced at running very long distances. Ask them exactly how far they would like to run, and schedule their participation appropriately.
- Don't forget, some agencies utilize officers on bicycles. Be sure and invite them to ride on the route
- If safe, participants may walk, rollerblade, ride horses or bicycles during the event. Keep these people separate from runners with their own escorts.

Each lead runner should contact their Special Olympics representative to confirm the route and schedule. **For insurance purposes, all runners must sign a waiver prior to running.** The wavier can be found in the "LETR Forms" section of this manual.

Retaining Runners and Creating Incentives

Recruiting new runners may be a first challenge, but maintaining the levels of support from year to year should be a top priority as well.

- Keep a database of event participants.
 - Communication is the key to successful events and runner and volunteer retention.
 - Keep a database or file of event participant's name, agency, address, phone, fax and e-mail and events in which they participated.
 - Send period updates to participants and volunteers to help them feel informed and included.
 - Creating a Torch Run newsletter is a good vehicle for such updates.
 - Highlight athlete news and information, event information athlete successes on the playing field and in the community and workforce.
 - Highlight Torch Run news and information and Torch Run volunteer fundraising and awareness successes by department and individually.
- Torch Run participants are more likely to stay involved if they feel a personal connection to Special Olympics and our athletes.
 - Recruit runners to volunteer at Special Olympics sport event competitions.
 - Ask Torch runners to become coaches for their local athletes.

-
- Create a mentorship program where an officer or department “adopts an athlete” and follows his or her training progress, writes letters or runs and trains with a particular athlete.
 - Create competition between departments.
 - Friendly competition is a good motivator to excel, and departments may be rewarded for excellence in any number of areas: funds raised, number of runners, percent growth over previous years, etc.
 - Departments may be rewarded with an actual plaque or prize.
 - Rewards may also be mention in a news article, on an annual report or newsletter or on a web site.
 - A fun “disincentive” may also include the last place agency agreeing to wash all of the cars in the winning agency’s unit or some other creative idea.
 - Create an incentive program for individuals.
 - Outstanding individual efforts may also be rewarded with recognition or actual prizes.
 - In the case of awarding prizes, it is important to balance the cost of the prize with the amount raised. Prizes may include:
 - T-shirts, hats or merchandise
 - Plaques, awards or certificates
 - A trip to the annual Torch Run International Conference
 - Other honors and recognition may also reward top participants and may include:
 - The right to carry the Torch to a prominent ceremony
 - The right to speak at an event
 - Induction into a locally created “Hall of Fame” or other local award
 - Remember to thank and honor those who put forth outstanding effort. A letter after an event from the President of Special Olympics New Mexico or a personal note from an athlete can go a long way towards securing a returning runner.
 - A letter of commendation sent to the department Chief recognizing a runner’s participation is also a nice gesture.
 - Planning for the future should always be a priority, and training new people each year, adding new people to committees to develop the next generation of Torch Run volunteers leaders is a sound investment in the future of the program.

INVOLVE SPECIAL OLYMPICS ATHLETES IN YOUR TORCH RUN

One of the goals of the Torch Run has always been to include Special Olympics athletes as Torch Run runners. Throughout Special Olympics' history, the goal has been to change the public's perception that Special Olympics is only a "once a year track meet for handicapped kids". Special Olympics participants are capable athletes who have gained skills and confidence through training and discipline. The Torch Run has become a fantastic opportunity to showcase these skills to a public who is only beginning to realize what Special Olympics is all about.

Hosting events and running the torch is great fun, but your officers will feel truly rewarded by the relationships they develop with Special Olympics athletes.

Getting Officers Involved with Athletes

- Officers coach or volunteer at Games
- Develop a mentor program between officers and athletes to train between seasons and participate in Torch Run activities together when appropriate
- Bring officers to your Games to award medals and see the athletes in action
- Adopt-An-Athlete programs give departments a personal relationship with one athlete and allows them to track that athlete's progress as a group
- Officers can participate in Unified Sports™ events with Special Olympics athletes

Keeping your Torch Run Officers and Athletes Informed

- Exchange contact information with officer and athlete
- Create a calendar of events (Special Olympics competitions and Torch Run events)
- Provide athletes with Torch Run dates and times, and route itineraries so they can see their officers in action

How to involve Athletes in Group Activities

- Speak at meetings (Global Messengers)
- Attend sponsor proposal meetings with officers and Special Olympics staff
- Emcee check presentation events and thank sponsors publicly
- Play in golf outings and Unified Sports™ events
- Attend special events and fundraisers, participate in Polar Plunges and on Plane Pull teams
- Send thank you notes to sponsors and/or runners
- Plan photo opportunities with the athletes and law enforcement representatives.

The most important thing to remember is that using Special Olympics athletes can only enhance the Torch Run. It also further promotes the positive image of Law Enforcement in the community. Public interaction between Law Enforcement runners and Special Olympics athletes increases the runner's commitment to Special Olympics.

Finally, and maybe most importantly, including athletes gives the runners the opportunity to learn first-hand about developmental disabilities and to see close-up the unique abilities of the athletes. Runners are able to witness the commitment and courage that the athletes possess. Interaction with the athletes is a learning experience, which will serve the law enforcement runners well in both their professional and personal lives.



Communications and Promotion for the Actual Torch Run

Overview

- It's very important to include local Special Olympics representatives in publicity planning for the Torch Run.
- Publicity will generate awareness of the event and Special Olympics, provide visibility for sponsors, and increase motivation for volunteers and Law Enforcement personnel.
- Newsletters can be a simple, inexpensive way to promote the Torch Run to many audiences.
- Focusing on Special Olympics athletes helps build passion for the event.
- Involve a Special Olympics Athlete, who is a trained Global Messenger, as a spokesperson in key event activities and promotional opportunities as much as possible.
- Including prominent athletes from Olympic, professional and collegiate sports will increase public and media interest in the Torch Run.

The Role of Promotion and Publicity

When planning LETR promotional efforts, keep in mind that publicity will:

- Make the community more aware of the Law Enforcement Torch Run.
- Provide additional visibility for sponsors.
- Promote a positive image and goodwill for your agency in the community.
- Make volunteers, sponsors and LETR personnel feel they're part of a community-wide event.

Newsletters

Newsletters, even simple one-page faxes or emails, are good tools for:

- Motivating Law Enforcement personnel.
- Communicating logistical information for the torch run such as location, time, parking, etc.
- Promoting sponsors.
- Communicating agency goals and successes.

Keys to Success for your Torch Run

- Recruit as many communications volunteers as you can. Recruit public relations or communications directors from participating agencies whenever possible.
- Allow plenty of time to plan and execute promotions.
- Get the date and time of the torch run listed in newsletters, calendars for walking and sports clubs, and fitness centers at least three months in advance (earlier in larger communities). Be sure a torch run pledge form is included with the material.
- Get media coverage before the event. Try to have your key Law Enforcement Personnel interviewed on local TV and radio shows.
- Carefully plan where, when and how you will mention sponsor participation and hand out sponsor information.
- Always protect the image of Special Olympics. The Special Olympics logo cannot be changed or altered in any way. If you have any questions on how to use the Special Olympics logo, please contact your Special Olympics representative.

T-shirt Sales

The fundraising shirt design changes annually and is sold to raise money for Special Olympics. These t-shirts can be sold to anyone, including coworkers, friends and family, and at any torch run fundraising events.

Increasing T-shirt Sales

While the fundraising t-shirt is popular, they do not sell themselves so the best method to sell them is to show them to groups or individuals. You can promote T-shirts sales at daily briefings, roll call, meetings with merchants or other groups and other people you come in contact with. Merchandise can be sold to neighbors, family, friends, or co-workers. Many communities have street fairs, festivals or other gatherings that bring a large number of people to one area. This is a great opportunity to set up a booth and sell T-shirts, as well as display other law enforcement literature. The people who have been most successful at T-shirt sales continually sell shirts every chance they get. The top t-shirt fundraisers always have t-shirts with them and promote their sale whenever possible. Your Special Olympics representative will work with you to determine the number of t-shirts to order for your agency and can arrange to have them shipped directly to your agency.

Because of certain nonprofit and tax laws, a nonprofit must be careful when selling T-shirts to specify that all **proceeds from sales** benefit Special Olympics. Alternatively, merchandise may be given away as a gift for a cash donation.

Sponsorship Exposure

Lots of fundraising T-shirts are sold each year and worn year round. This is a great selling point when seeking sponsors. Depending on the level of sponsorship, company/organizations logo or name can be included on the back of the t-shirts.

Remember

Selling T-shirts is fun and a great way to inform others about the Law Enforcement Torch Run program benefiting Special Olympics. The sale of each shirt makes a difference for the athletes.

Important Elements of the T-shirt

- Shirt Design, Sizing, Quality, Price
- Be sure to include both the Special Olympics logo and Torch Run Logo

How and Where to Sell T-shirts

- All police and Special Olympics Torch Run functions
- All police academies or conferences throughout the state
- Can any of your sponsors sell T-shirts for you?
- Sell them to the law enforcement community and the general public
- Sell them year-round, not just for a few months
- Getting more officers involved definitely increases sales!

Incentives

- Develop a plan that challenges the officers to win a prize for reaching the highest goal
- Tap into the friendly competition between other law enforcement agencies and create prizes for those winners.
- Remember to make the incentive items different from Torch Run items they may already own.
- Always make a deadline for winning or date the incentive items

SPECIAL EVENT GUIDELINES

Special Event Guiding Principles

Law Enforcement Torch Run events and activities are special events. And with any fundraising effort done on behalf of Special Olympics, Torch Run volunteers should **coordinate with the local Special Olympics Program office**.

A special event fundraiser should be more than just about raising money.

It should also raise awareness, create positive community relations and help recruit and increase volunteer involvement for Special Olympics New Mexico. Law Enforcement Torch Run events are very good at both. Ultimately, the goal is to create a community of donors and supporters that will continue year after year.

Athlete Involvement

More and more athletes are directly involved in special events and fundraising. They are runners, plungers, pledgers and hold positions on event organizing committees. Their input and involvement will benefit them and your event. Drawing the event attendee closer to understanding the importance of Special Olympics is also a goal. The attendee should walk away from the event feeling emotionally moved and motivated by the cause. The warmth, spirit and inspiration of Special Olympics should come across loud and clear. The presence and involvement of athletes in the event usually takes care of this immediately.

Laying the Foundation for Future Successes

If volunteers, attendees and donors feel energized and inspired to help your Torch Run event and Program after the event it is also a mark of success. This event should help future projects, events and fundraising efforts in the future. Capitalizing on this new energy also determines future success so follow up with new contacts is essential.

People, Planning & Budgeting

How many months in advance do you need to prepare for this event? What volunteers do you have in place or have to recruit, hire or train in order to pull off this event? What cash resources must you have available to cover expenses for the event? What is your expected net? You cannot do all this alone. It requires teamwork to put on a successful special event.

Create a Call to Action

It is important in the course of the event – either prior to or during it - to create a “Call to Action” that informs people how to donate, how to get involved and/or how to purchase a ticket. Looking back on your event goals of raising money, volunteer support and publicity – if you’ve done all this work and spent lots of money to have a captive audience– ask them for something and be specific! Whatever it is, ask them now.

Evaluation

What monetary and human resources were utilized in order to reach this goal? Was it worth it? Don’t just look at the money raised, and the invested effort of staff and volunteers but the opportunities that weren’t pursued due to your effort to put on this event.

This chapter will present ideas and tips on how to successfully implement a special event fundraiser with the above principles as a guide.

Event Selection Criteria

Choose the event carefully. For instance: research and evaluate your ideas according to the criteria below before you dive in.

Know what your event revenue, awareness and publicity goals are. This will help determine the size, scope and amount of planning necessary to put on the event.

Know if this type of event is an appropriate fit with the mission of Special Olympics. Does it uphold the mission of Special Olympics? How will you involve the athletes?

Know if this type of event is appropriate for your community. Is the community a large city or rural town with a large or small population? What are the demographics of the people in the community? This will help determine what activities would interest possible attendees.

How is this event different from other community events? What will distinguish your event from others? Is it timing, the mission, the ticket price, the entertainment?

Know if this event is within the scope of your resources? Do you have enough volunteers to help? What will it cost you? What committees will have to be formed to help you?

Know if it is timed to avoid conflicts? Find a calendar of events in your community and be informed about the events around you before deciding on the time.

Decide what risks will be involved and how you will prepare for them? Be sure to check for any contracts, insurance and approvals you'll need prior to the event.

Planning & Preparation

When to Start

Depending on the size and scope of the event, you should start planning as early as possible. Considering all the coordination and communication that is required to successfully pull off an event, **plan 8 to 12 months in advance for best results.**

Select Functional Committees

Decide the roles and responsibilities of each key fundraising area such as sponsorship, ticket sales, advertising, signage, in-kind donations, and VIP/ honored guests committees. These committees can help you further define the event and your goals and monitor each element of the event.

Set Goals & Create a Budget for the Event

Decide how much money you need to raise for the Special Olympics Program. Be sure your expectations align with the local Special Olympics Program's goals. Decide what the expenses

are going to be for the event. Set goals for publicity/public awareness, athlete involvement, and the cultivation of contacts, etc. With these in mind, create a budget of revenue and expenses. Then follow it, use it as your management tool to monitor the event and help you reach your goals.

Create Action Plan

This action plan should cover all the committee functions and include dates and deadlines. This action plan has a brief description of the approach or activity, who is responsible and by when the tasks should be completed. Assign someone with the responsibility of updating this action plan and circulating it to members to ensure accountability.

Set Tone & Themes for Event

After going through the careful process of selecting your event it's time to be creative with themes, fun ideas and entertainment. Consider the demographics, time of year and weather. See the suggested event themes list at the end of this chapter for more ideas.

People: Audience, Donors, Volunteers, Athletes, Celebrities

Know your Audience

It's very important to know the demographic information of your audience not only for potential sponsors but also for decisions you make on messaging, theme, and ticket price, etc. Do you know what audience you want to attract to the event? Is it a group of old or new donors? Do you know anything about their age, work, where they live, marital status, or household income?

If you want to know more about your audience, the event is also the time to conduct an audience survey, or capture names and addresses through a raffle or sweepstakes. This will ensure you can send thank you cards, invite them to next year's event or add them to your mailing list to keep them involved. Keep a database or tracking system of these attendees.

Athlete Involvement

There are numerous ways to involve athletes in special events. Asking the athletes themselves will provide you with the best answers. Just be sure to describe the jobs that need to be done and take that list to an Athlete Input Meeting or an ALPs Committee meeting for their full input.

Here are some suggestions:

- Speaking, emceeing, greeters, ushering people to seats
- Stationed at merchandise, food or volunteer sign up booths
- Handing out materials, buttons/pins, programs, awards

Be sure to involve athletes so that donors, volunteers and supporters can interact, meet and get to know them and understand how important Special Olympics is. Ultimately, their involvement will improve your event and enhance everyone's experience.

Recognition of Donors & Volunteers

If you have corporate sponsors or philanthropic donors there should be a recognition plan in place that uses signs, posters/flyers, newspaper, radio/TV or public announcements to

acknowledge their contribution. These methods of recognition should be done prior to and during the event. Consider incorporating a time for the donor to speak at the event if appropriate.

For volunteers, no matter how many you have, design a recognition plan for them with either some form of public recognition, hosting an after-party for them, giving awards, or sending thank you notes. You can never thank volunteers enough at the event and throughout the year. In addition, the more they are thanked and feel useful, the more likely they are to come back and help next year.

Relationships with Other Groups

Another way to save money is by partnering with a group such as the Lions or Kiwanis clubs that already have an audience/network of people for you to tap into. This way you do not have to create a new communication system, you rely on theirs to distribute news and announcements. Other groups such as these are also helpful:

- Civic or Service clubs
- Schools
- Trade associations
- Convention and visitors bureaus
- Chambers of commerce
- Religious groups
- Business clubs and associations

Training Volunteers

We strongly urge you to find time to train your volunteers with a training session prior to the event. This reduces confusion during the event and enhances the overall process. Training should include background information on Special Olympics, the Torch Run, a brief history of the success and participation in the area as well as event specifics, roles, emergency plans, facility locations, etc. Be sure to designate a volunteer coordinator who will train, manage and communicate to all law enforcement volunteers.

Working with Celebrities

Celebrities are able to draw a large crowd due to their fan base and popular appeal. The Special Olympics Public Relations Guide has a full description of how to work with honored guests for your reference. Here are key benefits to having celebrities be a part of your event:

Celebrities:

- Provide added entertainment value to event
- Provide assistance in gaining positive public support and exposure for the Program.
- Can give or solicit donations for Special Olympics
- Lend their voice, image and time to add credibility to Special Olympics and the Torch Run
- Enhance image and awareness levels
- Should help the cause, not hinder it

When working with celebrities:

- Find out who handles a celebrity's philanthropy
- Learn about the celebrity and their interests
- Reach out to celebrities with few charitable commitments
- Try to build a lasting relationship with them
- Make the most of connections they have
- Consider many types of support
- Teach the celebrity how to be an advocate
- Always thank them and follow up on requests

Publicity & Marketing Tips**Multiple Marketing & Publicity Techniques**

Each community and audience reacts differently to various forms of marketing and publicity. Using a variety of methods ensures the maximum audience is reached. For instance, putting flyers up at the local school and making an announcement over the Public Announcement system is one way to reach school-age children. In order to reach company employees you would have to try to get an announcement in their company newsletter or email system. Using the local radio station to promote the event, help sell tickets and host a sweepstakes drawing in conjunction with a local retailer is a way to reach people on the weekends, stay-at-home mothers and retired persons. The end goal of all this publicity is to sell as many tickets as possible before the event.

Compelling Entertainment

Perhaps the celebrity you asked to attend IS your entertainment, but if they aren't able to perform it is important to have compelling entertainment during the event. Many events that incorporate the audience into the entertainment are the most memorable. This is especially meaningful for the sponsor when they can bring their product directly into contact with your audience. Some of the most successful events in the US are ones where everyone participates and that becomes the entertainment! The polar bear plunge challenges people to jump into a cold body of water to benefit Special Olympics. Other participatory events are a plane or truck pull that requires people to tug a huge truck past a certain point to benefit Special Olympics. Having athletes and coaches give demonstrations of their sport or showing off a new dance or cheer they learned is also effective.

Target Celebrity or Leadership Involvement

A celebrity has an ability to draw a crowd and the media more than the average person. It doesn't matter if it is a local, national or international celebrity, they usually have a fan base of some size that will come to an event just to see him or her. Public officials or people in positions of leadership in your town or city also have their own constituents that can help to increase your audience size. By targeting celebrities and leaders to attend or lend their name to your event, they can help achieve your many goals of raising public awareness, publicity, and increasing ticket sales. The ultimate goal would be for the celebrity to see the power of Special Olympics and commit to return year after year.

Media Sponsors

Any time you can obtain a media sponsor, it adds tremendous value to your event because of the in-kind service and benefit of free media that will help you reach your public awareness goals at the same time saving you money. For every form of media there is a company behind them that can possibly donate these services. Before offering to pay for these services explore as many ways as possible to get it donated first.

Collateral Materials

These are various event materials ranging from tickets, invitations, posters, flyers, or program booklet that act as a form of advertising so people can learn more about the event. Donors or sponsors may also receive recognition on these materials as a benefit.

Budgeting: Revenue, Expenses, In-Kind Donations

Keep Costs Low & Under Control

Fundraising special events can easily run over budget and often do. It is expected that for each \$1 earned you must spend .50 cents. When you budget for your event and fundraising goals - your aim should be to make 50% profit or higher. In addition, as many ways as there are to raise money - there are ways to reduce costs. Getting as much as you can donated, provided "at cost" or deeply discounted is a very effective way to make sure your net or profit (revenue after costs are taken out) is as high as possible.

Here are ideas on how to control or reduce your costs:

- Stick to your budget and know your break-even costs.
- Write in contingency budgets that allocate monies to cover overages.
- Secure as much in kind services, products or resources as possible
- Get the largest costs donated such as space, food, printing and transportation
- Keep complimentary tickets and products to a minimum
- Recruit other agencies, departments, police associations or other volunteer groups to help
- Recruit agency Chief Information Officers, PR firms or Ad Agencies to donate their services

Revenue Sources

Special events have terrific potential to secure multiple forms of revenue – from individuals and corporate sponsorship to in-kind donations and merchandise. Often a banquet or gala dinner or walk-a-thon or sports celebrity carnival will have 4-5 revenue different components. Set goals for each category and include how you will reach them in your Action Plan.

- Individuals
- Corporations
- Civic Clubs
- In-kind donations

Ticket Price

Pricing is always a tricky thing – for nonprofits and for profit organizations. Please refer to the corporate sponsorship section of this guide for questions to help guide you in making this decision.

Sponsorship

A company wants to sponsor a Special Olympics event for many reasons. See the full description of why and how in the Corporate Sponsorship section of this guide. However, a sponsor usually sees an event as providing:

- A receptive audience of dedicated volunteers, families, athletes who are potential consumers of goods and services in that sponsor's marketing area.
- A marketing and sales environment where a company can interact with that audience face-to-face.
- Event coordination by the cause - driving the event, booths, marketing, staff and volunteers, etc.

In-kind products or services

Special Olympics manages many in-kind donations and services, also called VIK or value-in-kind, to support its efforts. When sponsors provide services and products that help reduce the overall expense budget, it creates benefits to Special Olympics in the form of more cash. Be able to recognize the difference between budget relieving and budget enhancing donations.

Budget Relieving

Water and food
Box lunches for volunteers
Equipment for teams
Executive on loan, staff
Pro-bono consulting
Media support

Budget Enhancing

Candy
Goody bags
Bumper stickers
Wrapping paper
Electronics/Technology you
are not able to maintain

Other considerations when managing in-kind donations

- Demands on staff time and resources to manage
- One-time event or year-round donation
- Product quality and association with Special Olympics
- Product conflicts with other sponsor categories already taken
- Is this donation able to leverage others (auction items that spark more donations)
- If marketing benefits are given to a company, make sure it was part of the original agreement or re-negotiate the contract for increased in-kind value.
- Be sure to distinguish between a philanthropic donation and a company's need to receive marketing benefits.

Companies can offer things beyond cash

- Products or services
- Advertising and promotional help

-
- Employee volunteers
 - Fundraising efforts
 - Loaned executives
 - Board leadership
 - Celebrities

EVENT LOGISTICS AND RISK MANAGEMENT

- Try to reduce confusion by communicating to the donors, sponsors, board members or special guests the order of the event and what is expected of them.
- Write up a “day of logistics plan“ that ensures your staff and volunteer know what tasks are to be finished and by when throughout the day.
- Prepare a back up or “rain date” plan.
- Transfer risk (for liability) when ever possible, including by purchasing insurance for the event and having contracts that protect the Special Olympics Program.
- Have emergency evacuation plan on hand and exits clearly marked.
- Make sure you have Emergency, Medical, Security and Safety measures in place.
- Ensure that the event space has easily understandable and clearly defined traffic patterns and be sure to measure ahead of time for any space limitations for tables, seating, parking, dancing, booths.
- Ensure you communicate all information to vendors and event staff on shipping, deliveries and loading and unloading. This includes which entrances and exits to use as well as appropriate parking.
- Consider you will need: audio/video equipment, staging, water power and electrical needs.
- Does the event space allow printing and business services on site?
- Be sure to ask what the regulations or exclusive arrangements are with the event site before signing other commitments. This may be especially applicable for in-kind food and beverage donations in certain venues.
- Remember to build in staff and time to set up and take down the event staging, signage, tables, etc.
- Does the event have handicapped accessible entrances, insurance requirements, or any on-site security (especially for celebrities).
- What is available or necessary to know for the food and beverage concessions, and hospitality booth arrangements?
- Have you been able to arrange parking for VIPS, celebrities, and the rest of the attendees?
- If food is provided, can it be properly stored to avoid spoilage?
- Make sure if cash is collected that procedures are in place to account for the funds and collect and deposit them on a regular basis.

EVALUATION

Did you reach your targets? Compare your results against the goals you set for publicity, revenue, volunteer involvement and potential for future support.

- Conduct a post-event evaluation and review the event with staff, volunteers and sponsors. This can be done informally or formally with a survey.
- Study the numbers: revenue vs. expenses, the number of volunteers, attendees, newspaper articles, radio or television announcements, donors, athletes, etc.
- If your event didn't reach its targets consider:
 - time you spent planning
 - number of volunteers you secured and training required
 - number and kind of sponsors you were able to secure
 - overall costs you incurred
- After you've collected the evaluation input, begin plans for next year based on what you learned.
- Assemble all the materials from your efforts such as memos, contracts, and photos of the event into a notebook to refer to again next year or teach new staff and volunteers.
- Be sure to capitalize on new contacts and relationships made and assign people to pursue them in the weeks following the event. You'll have to start recruiting sponsors and volunteers for the next event soon enough.

It is impossible to over-plan a special event – someone has to know who, what, where, when and how it all gets done. Always plan for the unexpected!!

EVENT THEMES

60s, 70s, 80s, dance/musical event/ battle of the bands/ rock-a-thon
 Airplane pull/ Fire truck Pull
 Anniversary party / celebration/ Founders Day Festival/ Reception
 Auction – car, celebrity services
 Celebrity Waiters and Bartenders/ Tip-a-cop programs
 Charity bingo/Meet and Greet Bingo
 Cop Billboard sit/ Cop Lock up
 Fashion show/ Talent show
 Food events: International Night/ Food Festival or tasting event / Progressive dinners/
 Renaissance festival/ VIP/Celebrity cook off
 Gala dinner/ Awards night/ masquerade ball
 Gambling / Monte Carlo Night
 Golf tournament: Celebrity/VIP
 Health Club/Fitness night
 Jeopardy / Trivia contest
 Live or silent auction
 Outdoor Summer movie series/Concerts
 Polar Plunge™ or penguin plunge

Program or Product launch party/ Store opening / Ribbon Cutting ceremony/ Retail or Mall or
Street fair promotion
Run or Walk-a-thon, Bike-a-thon / Dog walk- a- thon/ Bowl a thon/ Jump rope a thon
Scavenger Hunt (or virtual Scavenger Hunt on the web)
Speakers series/symposiums/lectures series/ VIP breakfasts with speakers
Special Olympics Day – festival of sports, demonstrations, entertainment and fun.
Sports activity or tournament – Tennis, bowling, Golf, Basketball, Volleyball, etc.
Sports Celebrity Carnival / Local All-star/Alumni event
Sweepstakes/Raffle
Telethon with entertainment
Theater/Movie Premiere party
Tourism: Virtual, Historic, environmental, art tours
Truck Convoy™
Torch Run™

TIP-A-COPS

What is a “Tip-A-Cop”?

“Tip-A-Cops ” are fun-filled fundraisers for Special Olympics that bonds the community and develops partnerships. Partnering with local restaurants, law enforcement agencies provide personnel to serve as “celebrity waiters’ with their “tips” donated to Special Olympics. During the course of their duties, the agency personnel educate the customers about the event and Special Olympics, and solicit “tips” as donations for Special Olympics. The “tips” solicited are in addition to those given the regular food servers. The key to a successful event is planning and having fun.

Coordinator Role and Responsibility:

“Tip-A-Cop” events can be some of the most fun filled and rewarding experiences during the torch run fundraising campaign. They are not only profitable for Special Olympics, but provide Law Enforcement personnel an excellent opportunity to have positive interaction with people in their community. *The key to a successful event is preparation!*

You will need to select a location and coordinate a date and time with restaurant management. Determine the number of law enforcement personnel needed and what their responsibilities will be during the event. Have a financial plan arranged before the event so there is no confusion as to how money will be handled. Arrange for auxiliary activities if necessary such as T-shirt sales, patrol cars, etc. All these issues should be discussed with restaurant management.

Advertising your event is very important. Radio, newspaper and television are all excellent ways of publicizing your event and don’t forget to provide the restaurant with posters to promote the event! Coordinating a “Tip-A-Cop” event can be easy and a highly rewarding process, but planning is everything. Allow yourself eight to ten weeks if you can for effective planning and advertising.

Steps For A Successful “Tip-A-Cop”

Planning:

A successful event hinges upon proper preparation. There are a variety of issues that must be considered prior to the event such as location, date and time, auxiliary activities, personnel, advertising and a financial plan. First time planners should allow themselves eight to ten weeks for planning and advertising. Assistance is available by contacting other Coordinators, who have held an event, your local Special Olympics representative or an Executive Committee Member.

Location:

Selecting the proper location is very important to a successful event. Special Olympics has developed relationships with many large restaurant chains who sponsor these events. The restaurants listed below have been sponsors of “Tip-A-Cops”.

- ◆ The Range Café
- ◆ Applebee’s
- ◆ Red Lobster

Be sure and check with your Special Olympics representative to see if one of these locations is in your jurisdiction.

Any restaurant can work, however experience has demonstrated that locations with certain characteristics are more profitable. Try to select a location that has an active, lighthearted family atmosphere. Facilities that offer a lounge area tend to draw larger crowds. Pick a location that is normally active and if possible, select a day and time of the week when crowds are at their peak. History shows Thursday, Friday and Saturdays are most popular with consumers; however a good advertising plan can make any day successful. Plan to operate for least three hours. Some agencies have held multiple events at the same location, or have made a single event an entire day affair. Coordinate these details with restaurant management.

Financial Plan:

- You will receive donations in a variety of ways; checks, cash and credit cards. Special Olympics has developed a standard process to accommodate ALL types of donations and streamline record keeping while maximizing accountability. *It is essential that you follow these procedures at all Tip-A-Cop events. Be sure to brief all participants as to the financial procedures.*

Your Special Olympic representative will provide you with preprinted envelopes to be placed on each table and special Tip-A-Cop aprons, if desired. The donation options offered on the envelopes are the following:

- **Cash:** donations are placed in the envelope and sealed.
- **Check:** Checks should be made payable to Special Olympics, placed in the envelope and sealed
- **Credit Card:** The customer simply completes the credit card form (either on the backside of the envelope or a separate form to be inserted into the envelope).

All donations should be turned over to the Law Enforcement person who is overseeing the Tip-A-Cop. It is important that any funds raised from merchandise sales (T-shirts, pins, etc) be kept separate from Tip Money. ALL Special Olympics donations and transactions are kept separate from those of the restaurant. The Law Enforcement Personnel in charge is responsible for ensuring that all funds are given to the appropriate Special Olympics representative or their designee.

Advertising:

Do not rely on word of mouth or the normal activity of the restaurant to make your event a success. Be creative with your advertising campaign but *advertise, advertise, advertise*. Kick off your advertising campaign at least four weeks in advance of your event. Contact local radio stations, newspapers and networks. Create posters and hang them in your department lobby and other locations throughout the city. If you have a local radio station, try to arrange a celebrity spot, such as a mayor, police chief, etc., and have the radio station play it several times a day. If you have a PIO in your organization, they can be a great help in arranging a full media blitz.

At the event, provide information about Special Olympics and how people can get involved. Consider having Special Olympics athletes hand out information or place table tents on tables explaining the event that is taking place. A few simple facts about Special Olympics and a phone number that people can call for more information goes a long way. Consider having other LETR information, including dates and times of other torch run fundraising activities. Don't forget to have fundraising t-shirts on hand for sale during the Tip-A-Cop!

Personnel:

Before recruiting volunteers to work your Tip-a-Cop, consider the size of the restaurant. You want to have as many people as possible working the event, but want to be mindful of the wait staff and patrons who are dining. If you are recruiting for your first Tip-a-Cop you may find it difficult to find volunteers to work the event because they don't like to "sell". They won't have to. Once your volunteers understand that they are there to simply promote Special Olympics AND their agency and only need to inform patrons of the "tip" envelopes on the table, they will have a great time interacting with the diners. Public relations is a huge part of the event so good communication skills and a positive professional presence are essential. Look for those people in your organization that could sell oceanfront property in Kansas. We all have them. Public relations officers, press information officers, or community oriented policing officers are all good places to look for the personalities you will want to have present. If you can't find enough officers to participate, don't forget about other department personnel.

The role your staff plays is limited to the number of personnel you find to participate and what the restaurant can accommodate. Roles include, but are not limited to servers, greeters, hosts and hostesses. If you have other activities during your event you will need to arrange for those personnel as well, such as motorcycle units, air units etc. Also, try to line up local celebrities, government officials, sports stars etc.

Be sure to coordinate the duties and responsibilities of all participants with the restaurant management. Ensure a clear understanding of the responsibilities for servers. Some restaurants prefer to limit the activities of the server. If this is the case, honor the restaurant's request. Remember that they will be partnered with one of the restaurant's regular employees. Do not allow your participants to serve alcohol. This situation can get complicated and is best avoided.

Summary:

Good planning and a cooperative partnership with a local restaurant will lead to a successful event. Depending on what restaurant you choose to host your event, there may be more detailed instructional information available unique to the restaurant. The primary goals of a "Tip-A-Cop" event is to raise money for Special Olympics but remember to HAVE FUN and the donations will take care of themselves. If you are interested in having a "Tip-A-Cop" event and would like further information, contact your local Special Olympics representative.

Revenue from Tip-a-Cops can be generated from a variety of sources during the event. These sources can include Tips, T-shirt sales, athlete sponsorships or other memorabilia sales such as hats or pins. Financial contributions can come in cash, check, or credit card. The following are procedures to follow depending upon the location of your Tip-A-Cop event. (Note: All check donations are to be made out to Special Olympics New Mexico.)

Financial Protocol:

Officer in Charge (OIC) Each event should have a prearranged officer in charge. This officer shall be responsible for all funds (in coordination with your Special Olympics representative).

Tip Collection

Patrons donate tips by placing their donation in a “TAC Envelope”, which is placed on each table in advance. Envelopes are available through your Special Olympics staff representative. Cash, checks and credit cards can be accepted for tips. Credit card information needs to be completed in the specified place on the TAC envelope. Envelope should be collected as soon as table is emptied by patrons. All envelopes are turned into the officer in charge for tallying.

Revenues other than tips: In all cases, revenues other than tips should be turned over directly to the officer in charge. These include T-shirt sales, athlete adoptions, etc. These purchases are to be maintained separate from the tips. If there are any uncertainties, contact your local Special Olympics representative.

For more information, please contact the SONM Torch Run Liaison at (505) 856-0342.

SPONSOR AN ATHLETE

“Sponsor an Athlete” is one of the easiest and fastest ways to start building a successful fundraising campaign within your department. This program requires minimal organization and planning. Support materials are readily available from your Special Olympics Representative to help you get started.

What is Sponsor an Athlete? For a \$250 tax -deductible donation, individuals sponsor a Special Olympics athlete. The \$250 covers the costs associated with training, traveling, and uniforms for one athlete for one sport season. In return for their donation, contributors will receive a biography and photo of their sponsored athlete.

How to get started: Your first step, as with all Special Olympics/Torch Run activities, is to gain the support of your Chief of Police. Take time to make a presentation to the Chief explaining the mission of the Law Enforcement Torch Run and its impact on Special Olympics. Discuss the benefits to the department and the community, show a video, and introduce an athlete. Most importantly, use the support, expertise and influence of Special Olympics staff members and the Torch Run Executive Committee to help you get started.

Contributors to the Sponsor an Athlete program can come from anywhere. Individuals, local businesses, service organizations, as well as any number of associations are potential donors. Anyone in your department or sphere of influence can provide leads to finding a potential supporter of this program. Enlist the help of co-workers and make a list of people and businesses that you want to approach. Be sure and consider businesses that have a close affiliation with law enforcement like uniform companies or alarm companies. Once you have determined your target, locate the person within the business or organization that is responsible for approving donation requests. When possible, make contact in person and if appropriate, bring along a Special Olympics athlete. If personal contact is not an option, establishing phone contact and following up with a letter has been proven successful. Consider creating a Sponsor an Athlete flyer to promote the program. If you feel that the company you are targeting has the potential to contribute more than the \$250 Sponsor an Athlete sponsorship, work with your Special Olympics representative and consider asking for one of the larger sponsorships (\$5,000, \$2,500 OR \$1,000).

A word of caution: The integrity of the Torch Run, Special Olympics and your department is paramount. We understand the sensitivity of police personnel soliciting donations, particularly on duty. The manner in which you approach people should be in strict compliance with your department policies. When requesting donations for the Sponsor an Athlete program, we recommend you do it off-duty and in civilian attire. Again, if you encounter resistance, seek the guidance of the Torch Run Executive committee, or a Special Olympics staff member.

Start today!

Billboard/Jail and Bail Fundraising

Steps in planning a Billboard sit or Jail and Bail:

Promote the Billboard or Jail and Bail and solicit volunteer(s) to participate.

- Begin recruiting volunteers 8 - 10 weeks in advance
- Resources for volunteers include people from your local community, fellow officers, command staff, Sheriff or Chief, and your Special Olympics staff representative
- Look for “outgoing personalities” to participate in Billboard or in Jail and Bail
- Consider having agencies work together and provide volunteers who can accommodate the time commitment
- Get firm commitments from your volunteers
- Get the support of your department's administration to promote the event.

Once you have recruited your volunteers:

- Schedule your event on a day(s) that will provide you with the best possible public contact and visibility
- Consider conducting the event in conjunction with a community street fair or other public community events.
- Contact local merchants and seek permission to host the event outside their local business

Things to consider when planning your event:

- If possible host the events at multiple locations at the same time.
- Plan the event where there will be lots of foot traffic (the best source of donations)
- Be sure and check to see if any special permits are needed and if there are any insurance requirements.
- Consider asking local restaurants to be a sponsor by providing free meals to the participants.
- If the event will include an overnight stay, seek a hotel sponsor to house the participants.
- Consider other ways that local merchants or organizations can sponsor the event in order to reduce costs.

Volunteers for money collection (Bucket Brigade)

- Keeping in mind that volunteers always have the best intentions, plan on recruiting at least 1 ½ times the number of volunteers you need to cover volunteers who may have a conflict the day of the event.
- Schedule your volunteers in shifts.

Press and other advertising

- Contact local media to promote the event
- Invite local radio stations to broadcast from the Billboard sit or Jail and Bail.
- Seek the help of your Special Olympics staff representative to help promote the event.
- Promote the event in departmental newsletters and other departmental media resources
- If possible schedule local celebrities or sports figures to visit the event.

Support staff and equipment

- Be sure and provide food and water for the officers and volunteers.
- Be sure there are restrooms that are available nearby.
- If the event will involve an overnight stay, be sure to arrange motel accommodations close by the event
- Be sure there is a night guard on duty to watch the billboard or Jail
- Have plenty of money collection cans and/or buckets on hand
- Have trusted volunteers assigned to counting money and schedule period bank deposits
- If the event will go on into the evening, be sure proper lighting is in place to highlight the activities.
- Include Special Olympics athletes at the event to encourage donations and show support to the participants.
- Be prepared for the weather conditions, sunscreen and tarp or tent for sun or rain should be available.
- Provide chairs, music, snacks, ice chest with drinks and extra batteries
- Be sure participants have cell phones available for radio call ins and donation solicitations.

Goals

- Set a realistic financial goal
- Keep a running tally of the donations and periodically announce the total to promote the excitement of reaching the goal
- After the conclusion of the event, be sure and send thank you letters and include the amount of money raised.

RAFFLES

Raffles are an easy way to sell tickets for quality merchandise and earn significant profits for Special Olympics. Prizes should be large enough to warrant a higher ticket price, and raffle tickets available should be contained to a smaller amount to increase the odds of winning. A typical example of a raffle is to raffle the latest model Harley Davidson motorcycle, sell 2,500 tickets for US\$20 each.

Decisions to make before you start

- What do you want to raffle off?
 - What is the cost of the item? Can you get it donated?
 - Do you have one prize or several?
- Do you need a license for gambling?
 - Gambling laws vary by state, province and country. When researching the possibility of conducting a raffle, it is important to check local laws and be sure to comply with all requirements. (Coordinate with the local Special Olympics Program, as there may be additional laws regarding charitable raffles.)
- How many tickets do you have to sell to reach your goal and at what price?
- How many weeks or months do you have to sell the tickets?
- When and by what date do you need to print the tickets?

Once these decisions are made, you must work to promote the Raffle

- Create a news release announcing the raffle and send to local radio, television and newspapers. Send in pictures of previous years to get the newspapers to take the story.
- Create and hang posters and flyers or send email notices announcing the raffle.

How to Sell Tickets

- Decide who sells them and try to recruit as many officers as possible.
- Decide where to sell them
- Try to sell them state-wide, not just in your town.
- Police stations
- Local businesses – set up ticket sales booth and prize display
- Get a booth at fairs, carnivals
- Have local businesses sell them at their counters or in their stores/ offices.
- Work with the local Special Olympics Program to sell them at Special Olympics events

Sponsorships

Corporate Sponsorships

- Obtaining Corporate Sponsorships is a high priority for the Special Olympics New Mexico LETR
- It encompasses many components so it is important for you to work with your Special Olympics representative before approaching anyone for a sponsorship.
- Because sponsorship, by definition, implies the potential sponsor expects some form of compensation; (i.e., promotion, marketing, tax deduction), in return for their money, it is important that you provide the correct information to the sponsor.

How to get started:

- Develop a comprehensive list of potential contributors, starting within your own sphere of influence.
- Expand your list by incorporating the corporate contacts and influence of other employees, friends, and family.
- Do your research on the company you are about to approach. What is their commitment to the community and what types of charitable groups do they support? Once you understand their corporate climate and their needs you can tailor your approach and explain why sponsoring the Law Enforcement Torch Run is a benefit for them.
- Don't be afraid to ask. Many companies are looking for opportunities to associate with successful organizations like Special Olympics and Law Enforcement to expand their image at the local level.

Who, what, where, when, why?

- Find the right person within the company to approach with your sponsorship proposal. Be sure the person you are dealing with has the authority to make decisions for donations.
- Search Websites for company information to try and determine which department handles charitable donations and who is in charge of making decisions. (Often the Human Resources and/or Marketing Departments make charitable donation decisions)
- Once you have found the correct person, whenever possible, arrange for a face-to-face meeting.
- If appropriate, bring a Special Olympics athlete with you to put a face to the cause. Work with your Special Olympics representative to secure an athlete for your meeting.
- Be prepared to go through an applications process which generally requires a letter of introduction and supporting documents, such as the purpose of the request and Special Olympics financial statements.
- In your approach and application, convincing the potential sponsor that a partnership with Special Olympics and law enforcement has value for the company is a key element.
- Before making your request, be aware that the ability of a company to provide sponsorship monies will be directly tied to their budget cycle. You may eliminate some frustration by finding out when your target company considers donation requests. Do this well in advance though, as bureaucratic red tape may slow your request and cause a missed opportunity.

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- Make it easy for the sponsor to say yes. If you've done your research, you should know what specific aspects of the Torch Run Campaign match the corporate philanthropic goals.
 - Focus your sponsorship toward regional and local organizations who will want to keep their influence local. National and worldwide organizations may be looking at a larger audience. In the event your organization is interested in National or worldwide sponsorship, please contact your Special Olympics Torch Run representative.
 - Be sure your presentation conveys the message that there is positive value for their corporate image in sponsoring the Law Enforcement Torch Run and Special Olympics.
 - Take advantage of using the expertise and experience of the Special Olympic staff and the LETR Executive Committee members.

FINANCIAL PROCEDURES

Special Olympics New Mexico is the only legal entity authorized to administer the Special Olympics Program. Law Enforcement Torch Run® for Special Olympics is an extension of the Special Olympics Program.

Clean, clear, transparent financial management of the Torch Run through the local Special Olympics New Mexico office is important because Special Olympics must be able to show its donors, corporate partners, governmental regulators and other nonprofit evaluation groups that all funds are accounted for in a prudent and professional manner and are being properly used to support the mission.

Based on SOI General Rules, operating policies require that all funds are raised in the name of Special Olympics New Mexico. All funds must be deposited into a bank account opened and maintained solely in the name of Special Olympics New Mexico.

There are several practical reasons that make a centralized financial and cash handling system beneficial:

- The risk of financial improprieties will be lessened.
- The Special Olympics New Mexico finance staff will handle the task of reconciling the Torch Run account statement. All records will be immediately available at the end of the year for the purpose of calculating proceeds back to the area for which Torch Run funds were raised. This will eliminate the local agency's need to spend time gathering records and other information for this purpose.
- The records generated by the Law Enforcement Torch Run® allow the Special Olympics New Mexico Board and staff to track fund raising and expense trends at the local level. This tracking is important in the development of future budgets and monitoring historical financial information.
- These procedures and subsequent financial reports for each Torch Run agency will provide each of the agencies immediate accountability from the Special Olympics Program, and should assist agencies in assessing its various fundraising events and activities.
- Fundamentally, it is Special Olympics' obligation to provide this accounting service to Torch Run agencies in return for their active and dedicate efforts to generate funds to support the activities of Special Olympics athletes.

IN-KIND DONATIONS

There are two different types of in-kind donations that must be accounted for:

- 1) Non-cash donations of goods, and
- 2) Donation of services by specialists and professionals

The brief descriptions provided below for both of these will help clarify what these are and how to quantify the value of the donations. All in-kind donations should be documented on an "In-kind Donation" form (included in the "LETR Forms" section of this manual) and sent in to the Torch Run Liaison at the Special Olympics New Mexico office.

In-kind contributions can only be recognized if:

- A. the asset is used internally, or for program purposes by the not for profit organization or
- B. the goods can be sold by the organization and/or
- C. would be purchased by the organization if they had not been provided by contribution.

For example, a donation of softballs and bats is considered in-kind since the organization would have had to purchase the equipment to conduct a softball tournament. To record the contribution, ask the donor to report the wholesale price of the goods donated on a "Certificate of Donation." The value of the item(s) must be listed on the "Certificate of Donation" and on the thank you note that is given to the donor for tax purposes.

Generally, volunteer time is not an in-kind deductible gift. One exception might be the time of a professional nurse or doctor who covers one of your events, and you have determined you must have this professional coverage.

Please make sure you understand the rules and complete the required form when appropriate. If you have any questions regarding in-kind donations, please contact the Special Olympics New Mexico office for clarification.

United States IRS Substantiation Requirements:

The U.S. IRS requires charities to provide donors contributing cash or in-kind of \$250 or greater (in any one gift) a substantiation form. Please use the "Certificate of Donation" form. It has been designed to meet IRS requirements.

If the donor gives \$500 to you to support a golf tournament, and you give him a free slot valued at \$50, you must deduct the \$50 on the proper line on the form as a service received in return for the contribution.

DEPOSITS

It is imperative that all monies received by the Torch Run for Special Olympics be deposited immediately upon receipt. Funds not deposited in a timely manner could be misplaced and/or stolen. Please turn all monies into the Special Olympics New Mexico office as soon as possible.

CASH SECURITY PROCEDURES

Cash receipts/contributions from fundraising events are always subject to risk when it comes to theft. For that reason, wherever practical, checks, money orders and travelers checks are encouraged.

Proper and consistent use of these cash handling guidelines will help eliminate some of the risk, provide structure to give donors and regulatory agencies comfort in the professional management of funds, as well as protect volunteers and staff from unfounded accusations.

Procedures for Handling Cash

- At all events or locations where cash is received, at least two individuals should be assigned to receiving and handling these receipts.
- Pre-numbered, carbonized, donation receipts should be give to each event participant (upon request) with each sale or donation.
- At least two people should always be in possession of the cash receipts.
- AT the completion of the event or activity, at least two persons (one Special Olympics staff member and one Class B registered law enforcement volunteer) should be responsible for counting the cash.
- The deposit should be made by the Special Olympics New Mexico office only.

Financial Procedures

- All funds raised through Law Enforcement Torch Run, stay in the area where they are raised.
- It is extremely important to keep your Special Olympics representative advised of all fundraising activities so that there is a record of what each individual and each agency has raised.
- Financial tracking and information is also crucial to the annual planning and goal setting each year.
- *Please work directly with your local Special Olympics representative to develop the fund tracking report that works best for your area.*

LAW ENFORCEMENT TORCH RUN® GLOSSARY OF TERMS

Ambush marketing

A promotional strategy whereby a non-sponsor attempts to capitalize on the popularity/prestige of a property by giving the false impression that it is a sponsor. Often used by the competitors of a property's official sponsors.

Arrest-a-thon™

Law Enforcement Torch Run® fundraising event which includes a chief of police or other high-visibility person or local celebrity who is “arrested” in a public display. A predetermined “bail” must be collected from local donors before the person can be released. Capitalize this term.

Assets

The tangible and non-tangible benefits the property has to offer sponsors. Used to determine the pricing of sponsorship packages.

Billboard/rooftop sit

Law Enforcement Torch Run® fundraising event in which an officer lives on top of a billboard or building until a designated amount of money is collected. Typically the sit lasts two to five days. Do not capitalize this term.

Boilerplate proposals

One proposal used for all sponsor categories that is not customized with a specific sponsor or category, but is more general in nature.

Business-to-business sponsorship

Programs intended to influence corporate purchase/awareness, as opposed to individual consumers.

CARQUEST® Auto Parts

The Premier International Partner (corporate sponsor) of the Law Enforcement Torch Run®. CARQUEST provides funds to SOI for an account overseen by the Torch Run Executive Council each year to support SOI assistance to Torch Run activities and a grant program for new Torch Run activities internationally. To find out more about these funds please contact the SOI Torch Run Specialist.

Category exclusivity

The right of a sponsor to be the only sponsor within its product or service category associated with the sponsored property.

Cause marketing

Promotional strategy that links a company's sales campaign directly to a nonprofit organization. Generally includes an offer by the sponsor to make a donation to the nonprofit organization, or

cause, with each purchase of its product or service. Unlike philanthropy, money spent on cause marketing is a business expense, not a donation, and is expected to show a return on investment. See: Sponsorship.

Collateral Materials

Printed materials use to promote and build excitement about your event

Cosponsors

Sponsors of the same property.

Cross-promotions

A joint marketing effort conducted by two or more cosponsors using the sponsored property as the central theme.

Event marketing

Promotional activities specifically designed around an event to raise awareness or funds for a cause or to promote a company or product.

Executive Council (Law Enforcement Torch Run®)

The international advisory body for the Law Enforcement Torch Run® for Special Olympics, comprised of 11 Regional Coordinators, three at-large representatives for Special Olympics, three at-large representatives for law enforcement, two SOI appointees and two law enforcement appointees. The Council is authorized by SOI and supported by the International Association of Chiefs of Police for the purpose of advising SOI in connection with the promotion, planning, expansion and coordination of Torch Run Activities worldwide. Capitalize this term.

Final Leg

The last miles of a Law Enforcement Torch Run®, which takes place in the days immediately preceding Opening Ceremonies of a Special Olympics competitive event, especially a major competitive event. For World Games, the officers chosen to be the Final Leg team represent nations from around the world. Capitalize Final Leg; do not place inside quotes. Law enforcement officers participating in a Final Leg can be referred to as “Guardians of the Flame” (capitalize, place within quotes, do not italicize). See Law Enforcement Torch Run®.

“Flame of Hope”

The torch carried in the Law Enforcement Torch Run® and used to light the cauldron at Special Olympics Games. Place inside quotes, but do not italicize.

Fraternal Order of Police

National law enforcement organization that regularly supports and sponsors Torch Run activities. Abbreviate as FOP after first mention.

Fundraiser, fundraising

Do not hyphenate. Examples: The fundraiser brought in US\$1 million. We attended a fundraising event for Special Olympics last night.

Games

Capitalize in all instances when referring to Special Olympics Games. See below for specific guidance.

- **World Games**

Capitalize. Designate the season in title of World Games, unless otherwise specified. After first reference, events may be referred to as World Games, the 1999 Games, or the Games, if the meaning is clear. See complete list of past and upcoming World Games for correct full titles.

- **National Games**

Capitalize. Identify the season for Programs that hold Games for both summer and winter sports (e.g., Special Olympics Austria National Winter Games). For Programs that hold infrequent National Games, identify the event as National Games (e.g., Special Olympics Tanzania National Games).

- **U.S. State Games**

Capitalize. Identify the season for Programs that hold Games for both summer and winter sports (e.g., Special Olympics Maryland State Summer Games).

- **Other**

Capitalize names of multinational or multi-state events, many of which have specific names. For example:

- Special Olympics Asia-Pacific Games
- Mid-Atlantic Invitational Golf Tournament
- Special Olympics European Games
- Special Olympics Peace Games

Games Organizing Committee

An organization formed to plan, organize, finance and conduct Special Olympics World or Regional Games. Spell out and capitalize on first mention; abbreviate as GOC thereafter.

Grass roots

Two words; hyphenate when used as an adjective.

“Guardians of the Flame”

Law enforcement officers carrying the “Flame of Hope.” Capitalize, place within quotes, do not italicize. See Final Leg.

Hospitality

Hosting key customers, clients, government officials, employees and other VIPs at an event. Usually involves tickets, parking, dining and other amenities, often in a specially designated area, and may include pro-am spots, backstage tours, etc. Synonym: Client Entertainment.

In-focus coverage

The amount of time sponsor identification is visible to a TV viewing audience during the event broadcast.

In-kind sponsorship

Payment (full or partial) of sponsorship fee in goods or services rather than cash.

International Association of Chiefs of Police

The founding law enforcement organization of the Law Enforcement Torch Run® for Special Olympics. Abbreviate as IACP after first mention.

John Carion Memorial “Unsung Hero” Award

Award created to recognize individuals who have contributed to the success of the Law Enforcement Torch Run® on a local, state or community level in an unheralded fashion.

Law Enforcement Torch Run®

Law enforcement officers carry the “Flame of Hope” (torch) prior to a Special Olympics competition to raise funds for and awareness of the Special Olympics movement worldwide. The largest grass-roots fundraiser and public awareness vehicle for Special Olympics in the world. Refer to as Law Enforcement Torch Run® for Special Olympics on first mention; use Law Enforcement Torch Run® or Torch Run thereafter. The first use of the full title should include the copyright registration symbol ® after the word “Run.” Law Enforcement Torch Run® officers are also called “Guardians of the Flame” (inside quotes, not italicized). In text, law enforcement officers is lower case, no hyphens. See also Final Leg, “Flame of Hope.”

Licensing

Right to use an organization’s logos and terminology on products including for retail sale. Note: While a sponsor will typically receive the right to include an organization’s marks on its packaging and advertising, sponsors are not automatically licensees.

Media equivalencies

Measuring the exposure value of a sponsorship by totaling the media coverage it generated and calculating what it would have cost to buy a like amount of ad time or space in those outlets based on media rate cards.

Media sponsor

TV and radio stations, print media and outdoor advertising companies that provide either cash, or more frequently advertising time or space, to a property in exchange for official designation.

Millions, billions

Use figures with million or billion.

Example: Special Olympics services more than 1 million athletes.

Opening Ceremonies

Capitalize. Treat as a collective plural rather than a collective singular expression.

Example: Closing Ceremonies were held at Duke University (not “was held”).

Option to renew

Contractual right to renew a sponsorship on specified terms. See: Right of First Refusal.

Perimeter Advertising

Stationary advertising space around the perimeter of an arena or event site, often reserved for sponsors.

Philanthropy

Philanthropy is a cash or product gift to a charitable cause with no expectation of receiving services, products, or specific recognition in return. Companies are increasingly making their contributions decisions with business goals in mind. Some people use the terms philanthropy, altruistic philanthropy or traditional philanthropy to differentiate the contributions made with no specific business purpose from strategic philanthropy, focused philanthropy, or corporate social investing, which is designed to achieve a business purpose. While a grant-making partnership may not be as dynamic or deep as other multi-faceted partnerships, the corporate grant-maker and the nonprofit grantee each deliver something of value to each other. Synonym: Patronage.

Plane Pull®, Plane Pulls®

A Law Enforcement Torch Run® fundraiser in which teams of 20 pay to compete at pulling a plane the longest distance in the shortest amount of time with the least combined team weight. A festival events may also accompany a Plane Pull for spectators. Capitalize. On first reference, include the ®.

Polar Plunge™

A Law Enforcement Torch Run® fundraiser in which individuals solicit pledges to run into freezing waters. A festival event may also accompany a Polar Plunge for spectators. Capitalize this term and use the small ™ symbol to indicate that Polar Plunge is a Special Olympics trademark.

Premiums

Promotional items, products or apparel designed specifically to coincide with an event or promotion either to be given as incentives or purchased. An example is National Public Radio/Starbucks co-branded CDs that are given as premiums for new and renewing memberships.

Presenting sponsor

The sponsor that has its name presented just below that of the sponsored property, i.e., "The Kroger Senior Classic presented by Fifth Third, bank" or "The Music of Andrew Lloyd Weber presented by MCI."

Primary Sponsor

The sponsor paying the largest fee and receiving the most prominent identification. Also known as the title sponsor.

Product Donation

A contribution in the form of a service or product. Also known as Value In Kind, VIK, or In-kind support. Some partnerships include a product donation to the nonprofit organization.

Program Survey

A year-end annual survey used to collect information on funds raised throughout the year, sponsorship and event practices for the Law Enforcement Torch Run®.

Programs

The word "Program" is always capitalized when referring to an accredited Special Olympics Program to differentiate it from initiatives and activities. Example: Special Olympics Belgium held its National Games 23-26 May 2001. It is one of the largest Programs in Europe.

- **National Programs**

Capitalize. Example: Representatives of nine National Programs attended the seminar. **In National Program names, "Special Olympics" precedes the country name (Special Olympics Zimbabwe, not Zimbabwe Special Olympics).**

- **State and Provincial Programs**

In state and provincial Program names, "Special Olympics" always precedes the state or province name.

Examples: Special Olympics Massachusetts, Special Olympics District of Columbia, Special Olympics Ontario.

The same rule applies to city Programs.

Example: Special Olympics Toronto.

Do not abbreviate U.S. Program names (Special Olympics North Carolina, not SONC).

Property

An organization, program or event that sells sponsorship (typically in sports, arts, events, entertainment or causes). Synonyms: Rights Holder, Seller.

Regional Coordinator (Law Enforcement Torch Run®)

Individual responsible for advising and overseeing the development of Torch Run programs in the states or countries within that individual's region. There are seven regions in the contiguous United States, plus Canada, Europe, Hawaii and the Pacific, and the Caribbean. Always capitalize.

Regions

Special Olympics is organized into seven Regions. The regional offices, staffed by SOI employees, provide training and support to the Programs in their geographic area.

Special Olympics Africa (David Mutambara, Managing Director)

Special Olympics Asia/Pacific (Rajesh Bajaaj, Managing Director)

Special Olympics East Asia (includes China, Taiwan, Hong Kong and Macau; George Smith, Managing Director)

Special Olympics Europe/Eurasia (Mike Smith, Managing Director)

Special Olympics Latin America (Dennis Brueggemann, Managing Director)

Special Olympics North America (Jim Schmutz, Managing Director)

Special Olympics Middle East/North Africa (Ayman Aly Abdel Wahab, Managing Director)

Always use the full region name; do not abbreviate (Special Olympics Europe/Eurasia, not SOEE).

Richard LaMunyon Hall of Fame

The highest honor awarded to Torch Run volunteers who have made significant contributions to the mission and expansion of the Law Enforcement Torch Run on the local, national and international levels. Chief Richard LaMunyon was the founder of the Law Enforcement Torch Run® in Wichita, Kansas in 1981.

Right of first refusal

Contractual right granting a sponsor the right to match any offer the property receives during a specific period of time.

Signage

Banners, billboards, electronic messages, decals, etc., displayed on-site containing Sponsor ID.

Sole sponsor

A company that has paid to be the only sponsor of a property.

Special Olympics athletes

Never use Special Olympians.

Special Olympics World Summer and Winter Games

(Note the change from "International" to "World" in 1991.)

1968

The First International Summer Games
Soldier Field, Chicago, Illinois, USA

1970

The Second International Special Olympics Summer Games
Soldier Field, Chicago, Illinois, USA

1972

The Third International Special Olympics Summer Games
University of California at Los Angeles, Los Angeles, California, USA

1975

The Fourth International Special Olympics Summer Games
Central Michigan University, Mount Pleasant, Michigan, USA

1977

The First International Special Olympics Winter Games
Steamboat Springs, Colorado, USA.

1979

The Fifth International Special Olympics Summer Games
State University of New York at Brockport, Brockport, New York, USA

1981

The Second International Special Olympics Winter Games
Stowe and the Village of Smugglers' Notch, Vermont, USA

1983

The Sixth International Special Olympics Summer Games
Louisiana State University, Baton Rouge, Louisiana, USA.

1985

The Third International Special Olympics Winter Games
Park City, Utah, USA.

1987

The Seventh International Special Olympics Summer Games
University of Notre Dame and Saint Mary's College, South Bend, Indiana, USA

1989

The Fourth International Special Olympics Winter Games
Reno, Nevada, and Lake Tahoe, California, USA

1991

The Eighth Special Olympics World Summer Games
Minneapolis and St. Paul, Minnesota, USA

1993

The Fifth Special Olympics World Winter Games
Salzburg and Schladming, Austria

1995

The Ninth Special Olympics World Summer Games
New Haven, Connecticut, USA

1997

The Sixth Special Olympics World Winter Games
Toronto and Collingwood, Ontario, Canada

1999

The 10th Special Olympics World Summer Games
Raleigh, Durham and Chapel Hill, North Carolina, USA

2001

The Seventh Special Olympics World Winter Games
Anchorage, Alaska, USA

2003

The 11th Special Olympics World Summer Games
Dublin, Ireland

2005

The Eighth Special Olympics World Winter Games
Nagano, Japan

2006

The First Special Olympics USA National Games
Ames, Iowa

2007

The 12th Special Olympics World Summer Games
Shanghai, China

Sponsorship

The relationship between a sponsor and a property (in this case Special Olympics or Torch Run), in which the sponsor pays a cash or in-kind fee in return for marketing benefits affiliated with the property. Should not be confused with philanthropy. Philanthropy is the support of a cause

without any commercial incentive. Sponsorship is undertaken for the purpose of achieving commercial objectives.

Sponsor

An entity that pays a property for the right to promote itself and its products or services in association with the property.

Sponsor ID

Visual and audio recognitions of sponsor, e.g., sponsor name/logo on participant clothing, equipment, etc.; in property's publications and advertising; public-address and on-air broadcast mentions

Sponsorship agency

A firm which specializes in advising on, managing, brokering or organizing sponsored properties. The agency may be employed by either the sponsor or property.

Sponsorship agent

A person or agency selling sponsorship on behalf of the property.

Sponsorship fee

A cash or in-kind payment made by a sponsor to a property.

Sports marketing

Promotional strategy linking a company to sports (sponsorship of competitions, teams, leagues, etc.). See: Sponsorship.

Supplier

Official provider of goods or services in exchange for designated recognition. This level is below official sponsor, and the benefits provided are limited accordingly.

Tip-A-Cop™

Law Enforcement Torch Run® fundraising event in which officers assist with waiting tables at a restaurant and collect "tip" donations for Special Olympics. Cops and Lobsters is the name of a specific Tip-A-Cop fundraiser held at Red Lobster restaurants across the United States. Tip-A-Cop is a Special Olympics trademark. Capitalize (including the "A") and use hyphens.

Title sponsor

The sponsor that has its name incorporated into the name of the sponsored property, e.g., the Mobil Cotton Bowl Classic. Note that Special Olympics sports events are prohibited from having title sponsors.

Torch Lighting Ceremony

Always capitalize.

Torch Run™

Short for Law Enforcement Torch Run® for Special Olympics. Use only after the full name has been used. Capitalize. Does not need the ® in the shortened form. Torch Run is a Special Olympics common law trademark and should be marked with a small ™.

Torch Run Director

Law enforcement volunteer leader of the Torch Run efforts and development in a state, province or country. Always capitalize.

Torch Run Liaison

Special Olympics staff member responsible for working with Torch Run volunteers and supporting development in a state, province or country. Always capitalize.

T-shirt

Capitalize the “T.”

Unified Sports™

A program that brings together athletes with and without mental retardation, people of similar age and athletic ability who train and compete on the same team. On first mention, refer to as Special Olympics Unified Sports™. Thereafter, use Unified Sports.

Worlds Largest Truck Convoy®

Law Enforcement Torch Run® fundraising event in which truckers collect pledges and with the assistance of Law Enforcement personnel partake in convoys across the nation raising funds for Special Olympics.

Venue Marketing

Promotional strategy linking a sponsor to a physical site (sponsorship of stadiums, arenas, auditoriums, racetracks, etc.).