



LAW ENFORCEMENT
TORCH RUN[®]
FOR SPECIAL OLYMPICS
MINNESOTA

Special Events and Fundraising Overview

This section is devoted more to the mechanics and different methods of raising funds for the Torch Run. Some of these methods are used statewide while others may be successful only in certain areas. You may think of something totally new that will be just as successful. Any or all of these fundraising projects can help your department to raise much-needed dollars for athletes with intellectual disabilities across Minnesota. Although raising funds for Special Olympics is the main theme of the Torch Run, we must be careful where/how funds are raised. Do not be so focused on fundraising that we forget about protecting the image and reputation of Special Olympics and law enforcement. (Special Olympics Incorporated's policy states that no Special Olympics program will accept money from an alcohol or tobacco company.)

How to ask for donations:

The best way to ask for a donation is to simply ask! Ask as many people as you can. Remember you are not asking for yourself, but to provide the opportunity for an individual athlete with intellectual disabilities to discover his or her potential.

Who to ask:

Everybody! Ask friends, family, co-workers. Ask your doctors, car mechanic, neighbor or barber. Members of a club or group that you belong to are also good prospective donors. Let's face it, everyone loves a winner—and the Minnesota Law Enforcement Torch Run is definitely a winner!

How to raise money for Special Olympics:

Fundraisers! See below for numerous fundraising options. Please contact General Torch Run Info at 612.333.0999 or torchrun@somn.org if you are interested in any of the following fundraisers or have an idea of your own!

T-Shirt/Hat Sales

Our chief mechanism for raising funds continues to be Torch Run T-shirt sales. Therefore, it is essential that we have a quality T-shirt that people want to wear and that we make distribution of the T-shirts as efficient as possible.

The official 2009 Minnesota Torch Run T-shirt is a blue, 100% cotton pre-shrunk Lofteez with a colorful design on the front and back. The shirts are sold statewide by law enforcement agencies. The T-shirts are available in adult sizes: small – XXXL.

Please be very conscientious and responsible when ordering T-shirts and keep a good accounting system for the T-shirts you distribute and sell. In an effort to curb waste, it is better that your initial order be conservative rather than overly optimistic – not that we want to discourage optimism but this helps us fulfil all initial orders with a confidence that they will all be sold. If your department sells



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all of those T-shirts, we will be happy to send you more. Please remit funds to Special Olympics Minnesota for the T-shirts you sold before placing another order.

For new departments that have not sold T-shirts in the past, we ask that you start with a small order and re-order only after your initial order has been sold and the funds have been remitted to Special Olympics Minnesota.

Jail 'N Bail (April)

Jail 'N Bail is an event hosted on the University of Minnesota campus for all students, faculty and staff to participate in. For 13 years the Sigma Alpha Epsilon (SAE) fraternity has been holding the Jail 'N Bail fundraiser on the U of M campus to benefit Special Olympics Minnesota.

The members of SAE fraternity, in conjunction with the Minneapolis and U of MN Police Departments, coordinate mock arrests around the U of MN campus. Students, faculty and staff who are "arrested" are then taken to "jail". Our jail is much different (and better) than what you might picture. "Jail" consists of a tent outside of Northrop Auditorium where you will be entertained with music, food and a Jail 'N Bail t-shirt. While in "jail", "inmates" will have their mug shot taken. They then use their cell phones to raise pledges to make "bail" to support Special Olympics Minnesota.

This fundraiser can be done at other college campuses with the support of campus organization and local law enforcement.

Polar Bear Plunge (January – March)

Currently there will be 11 Polar Bear Plunge events held throughout Minnesota with plans to continue to expand. Law enforcement coordinate these events encouraging the community (individuals, teams and organizations) to raise pledges so they can jump into Minnesota's chilly waters!

Tip-A-Cop (year-round)

Officers act as celebrity waiters/greeters. For their efforts customers leave a 'tip' for the officer with all donations raised during these events going to Special Olympics Minnesota. Customers can also donate by credit cards. Feel free to combine nights with other departments and don't feel limited to just one day or night for this promotion. This campaign used to be specifically held in Red Lobster restaurants (hence Cops 'N Lobsters) and the majority of Red Lobster Restaurants participate throughout Minnesota. However, if there is not a Red Lobster in your community and you would like to hold a Tip-a-Cop event, you are encouraged to utilize any local and willing restaurant using the



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same promotion structure. Contact General Torch Run Info (torchrun@somn.org) for more info. An event planning guide is on pages 58-59.

Torch Run Final Leg

Law enforcement involved in the Final Leg are encouraged to collect donations for their efforts on behalf of Special Olympics Minnesota. A brochure will be available in 2008 to use when soliciting donations and to keep track of them.

Cop-On-Top

Officers sit on a building/billboard for approximately three to five days to raise awareness of and funds for Special Olympics. Through effective interaction with the media, and counting on the charity and interest of the general public, thousands of dollars can be raised!

Golf Tournaments (Summer/Fall)

Golf tournaments can be effective fundraising special events. More details on planning a golf tournament in this section on pages 63-67.

Adopt-a-Cop (year-round)

The Adopt-a-Cop concept is easy. Each law enforcement runner enlists a school, club, civic group or small business to solicit funds for the Torch Run in his/her name. The group in effect "adopts" the runner.

Make a guess about what the person or business that you are soliciting a donation from, is willing to give. Sometimes it's useful to have a range for giving. For example, you could say: "Some people give me \$10, some give \$500. I'd like you to give what you are comfortable with." Some people have found success by passing the donation form around with an envelope at businesses- use your office routing system. Let other people help you. Give your friends, family or club members a sponsor sheet and ask them to support you as you raise money for Special Olympics. All donations are tax deductible.

Here are some reasons why Adopt-a-Cop is such a success:

- Provides an opportunity for groups to join an established project rather than create a new one
- Creates an opportunity to learn more about, and become less intimidated by, law enforcement
- Builds employee and/or group morale



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Pledges (year-round)

Officer themselves can use the same concept for Adopt-a-Cop. In other words, you can get the pledges yourself rather than asking a sponsoring organization to “adopt” you.

The Quarter Mile (year-round)

Did you know that it would take 68,640 quarters laid end to end to make a mile. That’s \$17,160! Radio stations and shopping malls love gimmicks and the “Quarter Mile” is an excellent promotion that raises big bucks! Ask a local DJ to make appeals over the air to raise money for the Torch Run and collect the money at retail stores, a mall or a chain of convenience stores.

Tie in with your UNITED WAY Campaign (Fall)

Even though Special Olympics is not a United Way agency, there is a program called “donor choice” that Special Olympics is eligible for. Check the box marked “other” and write in Special Olympics Minnesota/LETR. The first step is to contact your local United Way to see if the “donor choice” option is available. If it is not, ask if they will make an exception for your dept.

Pick up your United Way brochure and look for the pledge card and designation form, if needed. Then just follow the instructions to designate the agency of your choice. To support Special Olympics Minnesota/LETR through the United Way, fill in this information:

Special Olympics Minnesota/LETR,
100 Washington Ave. South, Suite 550
Minneapolis, Minnesota 55401

Civic & Service Organization Support (year-round)

VFW, American Legion, Jaycees, Lions, Elks, Knights of Columbus, Rotary Clubs, etc.

The Minnesota Fraternal Order of Police, Minnesota State Troopers Association, VFW, American Legion and other civic service organizations, all have shown a strong tendency to contribute to local Torch Run efforts. In fact, many have charitable gambling that can be tapped into. Every year since 1997 the state F.O.P. has donated \$5,000 to the Torch Run. Contact your local FOP lodge president and talk to them about the Torch Run.