



Law Enforcement Torch Run (LETR) for Special Olympics Massachusetts

LETR BADGE PAPER ICON KIT

CARRY THE TORCH FOR INCLUSION.

The Law Enforcement Torch Run is a year-round fundraising and awareness building program, designed to allow members of the law enforcement community the opportunity to support Special Olympics athletes who live, work, and compete in their local communities.

The LETR BADGE PAPER ICON program is a great tool for law enforcement officers and/or event planning committees to raise funds for one of Special Olympics Massachusetts' fundraising campaigns: Polar Plunge, Over the Edge, Xtra Mile, Tip-A-Cop, etc.

The LETR BADGE PAPER ICON program will not only rally local law enforcement and their communities around a central cause, but will also help us advance the important work of the Special Olympics mission.

PAPER ICON PROGRAM.

The LETR BADGE PAPER ICON program is an easy way for you to raise funds to meet and exceed your fundraising goal.

Through the program, you can partner with stores in your area to sell paper icons in support of the Law Enforcement Torch Run for Special Olympics Massachusetts.

By participating in this fundraising effort, you can raise awareness of Special Olympics Massachusetts within your community and reach a much larger base of potential donors – increasing the dollars you can raise to ensure opportunities of inclusion and joy, free of charge, for over 12,000 Special Olympics athletes in Massachusetts.





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HOW-TO GUIDE FOR PAPER ICON SALES.

To get started with the LETR BADGE PAPER ICON program, follow these easy steps:

1. **Think about the businesses and stores in your area.** These can include bars, restaurants, grocery stores, doctor's offices, hair and nail salons, fitness centers, banks, dry cleaners, etc. Keep in mind that chain stores might need permission from headquarters to sell paper icons.
2. **Contact your LETR County Coordinator or the Special Olympics LETR Liaison to choose a potential Retail Partner.** Ask to speak with the store owner or manager and share background on your involvement with the Law Enforcement Torch Run for Special Olympics Massachusetts. This is an opportunity to share a personal story or connection to the cause and ask for their support in selling paper icons at their retail location.
3. **Once you have a Retail Partner on board,** provide them with LETR BADGE PAPER ICON promotional materials, a paper icon package (500 icons) and a copy of our how-to guide for retail partners. We recommend the program last a minimum of **one month** but locations are welcome to sell paper icons for as long as they would like.
4. **Customers will be asked by sales clerks at checkout to purchase a paper icon,** which can be sold for \$1, \$5, or any amount to help support athletic training and competition for Special Olympics athletes. Customers write their names on the icons which will then be displayed throughout the store.
5. **Make regular visits to your Retail Partner** to thank them for their support and see how the sales efforts are going. This is an opportunity to provide your Retail Partner with additional supplies, if needed.

FOR RETAIL PARTNERS

- Confirm the date range of your LETR BADGE PAPER ICON program with your LETR County Coordinator or the Special Olympics LETR Liaison
- To keep track of paper icon sales, you may want to adjust your current check-out system to include a Paper Icon button or code.
- At the end of the campaign, use the Post Event Form to record total icons sold and funds collected.
- **TURNING IN FUNDS:** You can elect to have a Special Olympics or LETR representative pick-up the funds and post-event form, or you can mail a check along with the form in to the Special Olympics Massachusetts headquarters (512 Forest Street, Marlborough, MA 01752). Checks should be made payable to Special Olympics Massachusetts and mailed at the attention of Torch Run.

For more information, contact TorchRun@SpecialOlympicsMA.org or call 508-485-0986 x256.



Dear Supporter of Special Olympics Massachusetts:

On behalf of the Law Enforcement Torch Run (LETR) for Special Olympics Massachusetts (SOMA), thank you for your interest in our LETR Badge Paper Icon program. We are excited to partner with your business to raise funds for SOMA.

The Law Enforcement Torch Run is a year-round fundraising and awareness building program, designed to allow members of the law enforcement community the opportunity to support Special Olympics athletes who live, work and compete in their local communities.

The LETR Badge Paper Icon program is a great means by which your business can partner with law enforcement officers and/or Special Olympics event planning committees to raise funds for one of SOMA's fundraising campaigns: Polar Plunge, Over the Edge, Xtra Mile, Tip-A-Cop, etc. The LETR Badge Paper Icon program will not only rally your business, local law enforcement and your community around a central cause, but will help us advance the important work of the Special Olympics mission.

How It Works

In coordination with your LETR representative or Special Olympics LETR Liaison, you will choose a date range of at least a month to sell paper icons. You will be provided with all necessary supplies for the program, including: promotional materials, a paper icons package (a minimum of 500 paper icons), a post-event evaluation form, and a copy of our LETR Badge Paper Icon Kit which includes an in-depth how-to guide for paper icon sales.

Your sales clerks, wait staff, and other appropriate employee groups, will be responsible for asking customers to purchase an LETR Badge Paper Icon, which can be sold for \$1, \$5, or any amount to help support sports training and competition for Special Olympics athletes. Customers write their names on the icons which will then be displayed throughout your store.

Your Impact

The success of Special Olympics is entirely dependent on the efforts of Massachusetts' businesses, industries and its law enforcement agencies as athletes (individuals with intellectual disabilities) are never charged to participate in programming thanks to supporters like you. This year, 2018, marks the 50th anniversary of the Special Olympics Movement. We invite you to leave your own mark and join us as we celebrate the last fifty years and prepare for the next fifty and beyond!

We are excited to partner with your business around the LETR Badge Paper Icon program. If you have any questions, please contact 508-485-0986 x256 or email TorchRun@SpecialOlympicsMA.org.

Thank you,

LETR/Special Olympics MA
TorchRun@SpecialOlympicsMA.org
508-485-0986 x256

Chief Jim DiGianvittorio
Co-Director, LETR
Chief@MiddletonPolice.org

Chief Rick Pierce (retired)
Co-Director, LETR
RPierce2082@Comcast.Net

Law Enforcement Torch Run

In Partnership with
Special Olympics Massachusetts
512 Forest Street, Marlborough, MA 01752
Tel 508-485-0986 Fax 508-481-0786
Email TorchRun@SpecialOlympicsMA.org
www.MassTorchRun.org | www.Facebook.com/LETRMA



DONATE to Special Olympics TODAY



**Sponsor the next generation
of Special Olympics athletes.**



Donate \$1, \$5, or more! All funds raised will help fund high-quality sports training and competition for Special Olympics athletes in your community and across Massachusetts. Ask our team about the Paper Icon program and how you can support Special Olympics today.

*The **Law Enforcement Torch Run** is a year-round fundraising and awareness building program, designed to allow members of the law enforcement community the opportunity to support Special Olympics athletes who live, work, and compete in their local communities.*





POST EVENT FORM

This form must be completed and returned with event revenue to Special Olympics Massachusetts within one week of the event.
OK TO PHOTOCOPY.

Name _____ Agency _____
 Phone (____) _____ Email: _____
 Event: _____ Date: _____

o List all LETR volunteers (name and email address) for this event on the back of this page.

Accounting of Funds Raised

Amount

- Checks	\$ _____
- Credit Cards	\$ _____
- Ones	\$ _____
- Fives	\$ _____
- Tens	\$ _____
- Twenties	\$ _____
- Fifties/Hundreds	\$ _____
Total Amount	\$ _____

Funds must be counted by two unrelated members of the event committee who are SOMA Class A approved Volunteers.

Signature #1: _____
 Printed: _____
 Signature #2: _____
 Printed: _____

Procedures Please use the following in handling and returning funds raised at an LETR event.

1. Plan for volunteers and security appropriate for the amount collected.
2. All checks should be made out to Special Olympics Massachusetts with LETR in the notes or memo line.
3. At the conclusion of the event revenue should be counted by two unrelated members of the event team who are Class A approved
4. This form should be completed and delivered with event revenue within one week to:

Special Olympics Massachusetts LETR The Yawkey Sports Training Center 512 Forest St. Marlborough, MA 01752

- a. Never mail cash.
- b. Do not deposit money into your personal account and write a personal check.
- c. If you mail funds to Special Olympics, obtain a cashier's check for any cash you received. It is acceptable to pay for the cashier's check from cash received, and place receipt in the return envelope.
- d. If you are unable to mail funds raised or bring to the Special Olympics State Office within one week of event please call regarding other options.

** If a Special Olympics staff member is present, please turn all funds into him/her after counting. **

** Contact Special Olympics at (508) 485-0986 x225 with any questions or concerns **

For Special Olympics State Office Use Only

_____ Date Rec'd. _____ Rec'd. By _____ Office Count _____ Initials _____ Initials