



# Run With The Law Tool Kit

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RUN WITH THE LAW

The Law Enforcement Torch Run® for Special Olympics is the movement's largest grass-roots fundraiser and public awareness vehicle in Virginia and worldwide. In Virginia, hundred's of law enforcement personnel support the Torch Run through local fundraising events, corporate sponsorships and the sale of Torch Run T-shirts and hats.

At its most basic level, the Torch Run is an actual running event in which thousands of officers run the "Flame of Hope" across 2,000 miles of Virginia's roads to open the Summer Games in Richmond.

Special Olympics Virginia and the Law Enforcement Torch Run is piloting a new fundraising opportunity for area/local programs using our Torch Run as the vehicle by which area/local programs can raise money to support their activities. We have developed this program to be flexible so that it can best meet the needs of each Special Olympics program. The premise of the fundraiser is that the registered athletes and volunteers can raise money for the opportunity to run in the Law Enforcement Torch Run.

**A few key facts:**

Your area/local program will set minimum fundraising goals in order to participate. Whatever your minimum is, the Torch Run will provide t-shirts to all that meet the minimum. Beyond the minimum, area/local programs are free to set up their own incentive program.

**All** of the money raised by the area/local program will be handled by the area/local program and will be deposited directly into your account.

Anyone can participate regardless of whether you can run a few steps or a few miles. The area/local programs will need to provide their own chase vehicles.

The Torch Run will provide a Run With The Law Tool Kit to area/local programs to include contribution forms, directions for on-line giving, t-shirt order form and wrap up report. Once an area/local program has registered, geographically specific information such as the torch run routes and Torch Run contact information for your local law enforcement agency will be provided.

This program does not preclude your involvement with the Torch Run if you choose not to participate. This program is in place to allow you the opportunity to generate revenue in relationship to the Torch Run.

### **A few simple rules:**

Register your program in this event by May 1.

Area/local programs make contact with Torch Run volunteer whose name is provided to you by Special Olympics Virginia staff. This will be a person who is designated by the law enforcement agency. They will insure you are kept up to date on any changes (route or time) as well as to insure your safe participation. Please do not make contact with anyone until we give you that information.

The local torch run community is helping the area/local programs by coordinating the logistics of the run. Area/local programs are not to solicit funds from the torch run community.

Area/local programs provide a follow-up to report how much money they raised during the RUN WITH THE LAW.

The Torch Run does begin in some areas on the Saturday before Summer Games and continues through Friday of Summer Games. Since we aren't able to adjust Summer Games schedules to accommodate participation in the torch run, check out the routes at [www.torchrunva.com](http://www.torchrunva.com) to see where the Torch Run comes into your neck of the woods and if the schedule works for your summer games commitments

If the torch run schedule conflicts with your travel to Summer Games but are still interested in participating in a Run With The Law event, please let us know and we will work with you and your local law enforcement agencies to plan a separate event.



## RUN WITH THE LAW Registration Form

Contact Name \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

Area # \_\_\_\_\_

Local Program \_\_\_\_\_

Approximate number of participants \_\_\_\_\_

Minimum Contribution to be required \_\_\_\_\_

If you have developed an additional incentive program, please describe \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Fax to Ellen Head at 703.359-4306

Or email to [ehed@specialolympicsva.org](mailto:ehed@specialolympicsva.org)

Deadline to register for is May 1



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## Special Olympics Athletes

### RUN WITH THE LAW

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At its most basic level, the Torch Run is an actual running event in which thousands of officers run the "Flame of Hope" across 2,000 miles of Virginia's roads to open the Summer Games in Richmond.

Athletes and volunteers are raising money to support their Special Olympics program and to earn the privilege of running with their local law enforcement officers as the "Flame of Hope" travels across the Commonwealth to the Opening Ceremony of the Special Olympics Summer Games in June.

Every dollar helps to provide an opportunity for a Special Olympics athlete to demonstrate his talents and skills and an opportunity to **BUID BIGGER AND BETTER COMMUNITIES!**

## REGISTRATION FORM

Name \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

## CONTRIBUTION FORM

In order to

**RUN WITH THE LAW,**  
I am raising a minimum of  
\$\_\_\_\_\_.

Thank you for your support

Name	Amount
1. _____	\$ _____
2. _____	\$ _____
3. _____	\$ _____
4. _____	\$ _____
5. _____	\$ _____
6. _____	\$ _____
7. _____	\$ _____
8. _____	\$ _____
9. _____	\$ _____
10. _____	\$ _____
11. _____	\$ _____
12. _____	\$ _____
13. _____	\$ _____
14. _____	\$ _____
15. _____	\$ _____
16. _____	\$ _____
17. _____	\$ _____
18. _____	\$ _____
19. _____	\$ _____
20. _____	\$ _____
Total	\$ _____

# **ON-LINE FUNDRAISING OPPORTUNITY FOR RUN WITH THE LAW**

Steps to set up your on-line personal fundraising page after it has been created by Special Olympics Virginia:

1. Go to [www.firstgiving.com/sova](http://www.firstgiving.com/sova). This is the Landing Page (or Home Page) for Special Olympics Virginia's on-line fundraising program.
2. Click on "Get Started"
3. Select the event you wish to raise funds for Run with the Law and click "Continue"
4. Please enter your email address (you must have an email address to raise funds in this fashion.)
5. Click on the "I'm new to this site" box (if you have never used FirstGiving before. If you have, you can just log in and skip to step 9)
6. Click "Continue"
7. Enter your biographical information to register you as a fund raiser for SOVA
8. Click "Continue"
9. Find your local program name in the large text box entitled "Yes- I am raising funds as part of a team" and click the select button next to your program name. If your team is not already on the list, then one person from your team will need to enter your organizations name and team name in the text box entitled "Can't find your team?"
10. Personal Fund Raising Page Creation
  - a. Choose a web address for your page (suggestion is to use your name)
  - b. Title your page (Support the Flame of Hope for Special Olympics)
  - c. Set your fundraising target (We recommend \$500 or \$1000)
  - d. Edit your Personal Message:
  - e. Change the image on the page if you wish. Images must be less than 1500K to upload.
  - f. Add a caption to your photo if you wish.
  - g. Personalize your donation confirmation thank you that goes to people who give on your site.
  - h. Click on box at bottom of page if you wish to be notified by email whenever anyone donates to your page. By doing this you will know who donates and be able to quickly thank them personally for their support.
11. Click "Continue"
12. Preview your Personal Fundraising Page. Make changes or click Happy with my Changes to continue.
13. Congratulations! Your Personal Fundraising Page is now set up and ready!
14. Click on "Email your supporters now" to send an email message and link to your page to friends and family and start raising money on your page to support the Torch Run.
15. Add email addresses of friends and family in the "To box" (they can be copied from your address book to this box).

16. Add a subject to the Email (Please sponsor me!)
17. Edit test for the message
18. Click "Send" to send your message to everyone that you have listed in the email. Once you send the email the addresses are added to your just giving address book so you can send additional emails from your page to everyone with updates and future requests.
19. You are now on your with to RUNNING WITH THE LAW by raising funds online! You can follow the directions on the web site to add gifts received off line to keep your total effort! You can check your page whenever you like and resend emails to those that have not yet helped you reach your goal!
20. Thank you for helping us with this new online fundraising program.

Torch Run T-shirt Order Form

The Law Enforcement Torch Run will provide torch run t-shirts to any member of your program who has registered with you to raise the minimum contribution that your local program has determined to be appropriate (we suggest at \$20 or more).

This order form must be received by May 15<sup>th</sup> in order to process the order and have the shirts delivered.

Minimum Contribution Required \$ \_\_\_\_\_

Number of Participants \$ \_\_\_\_\_

Shirt Sizes

Small \_\_\_\_\_

Medium \_\_\_\_\_

Large \_\_\_\_\_

Extra Large \_\_\_\_\_

2XL \_\_\_\_\_

3XL \_\_\_\_\_

4XL \_\_\_\_\_

Address to ship the shirts to (No PO BOX)

Name \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Contact name/email or phone if there are any questions

\_\_\_\_\_



Run with the Law  
Post Event Wrap Up  
Due: June 30 to Ellen Head  
ehhead@specialolympicsva.org

Contact Name \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

Area # \_\_\_\_\_

Local Program \_\_\_\_\_

Number of participant's \_\_\_\_\_

Minimum Contribution required \$ \_\_\_\_\_

Amount raised on-line via Firstgiving

\$ \_\_\_\_\_

Amount deposited directly into your account

\$ \_\_\_\_\_