



**Cop on a Rooftop**



**JOIN US AS LOCAL POLICE OFFICERS**



# History





# History

- Late 90's/early 2000's athletes were part of Grand Opening celebrations at new Dunkin' locations
- Dunkin' was looking for ways to give back to community
- In 2003, Dunkin' and Special Olympics partnered to create Cop on a Rooftop



# What is Cop on a Rooftop?

# What is it?

- Annual fundraiser for Law Enforcement Torch Run benefitting Special Olympics
- Local law enforcement take to the roofs to raise awareness and donations
- Day to celebrate Special Olympics Athletes



# What is it?

- 2017 marked the 15<sup>th</sup> consecutive year
  - In 2003, 9 stores raised \$21,000
  - In 2017, over 270 stores raised over \$700,000
- To date, nearly \$4 million raised for Special Olympics





# Best Practices





# Best Practices

- Designate event leaders to be main contacts
  - Book law enforcement & confirm locations
  - Best not to reach out to departments/stores individually



# Best Practices

- Special Olympics & Dunkin' Utilize partnerships with local media/sports teams
  - Live radio remotes/TV broadcasts
  - Mascot/player appearances
  - Encourage to post to social media



# Best Practices

- Law Enforcement Enthusiasm
  - Stores with engaged law enforcement raise the most dollars
  - Fun interaction with guests on the roof and in drive-thru
  - Recruit Special Olympics Athletes
  - Get creative (bullhorns, signs)



# Best Practices

- Real-time Social Media Presence
  - Important to post pictures/video during the hours of your event
  - Tag Dunkin' and local Special Olympics /Torch Run in posts
  - Use #CopOnARooftop



# Best Practices

- Build solid partnerships with media partners
  - After 15 years, Chicago owns morning media on event day
    - Radio/TV reach out to us for involvement
  - Top trending hashtag for consecutive years





# Promotional Materials



My friend Erin is a  
Special Olympics Athlete,  
and she can do anything.



## COP ON A ROOFTOP

FRIDAY, MAY 19 FROM 5AM - 2PM

Join us at this DUNKIN' DONUTS, as local police officers  
**RALLY THE COMMUNITY TO RAISE DONATIONS** for the Law  
Enforcement Torch Run benefitting Special Olympics Illinois!





My friend Erin is a Special Olympics Athlete, and she can do anything.

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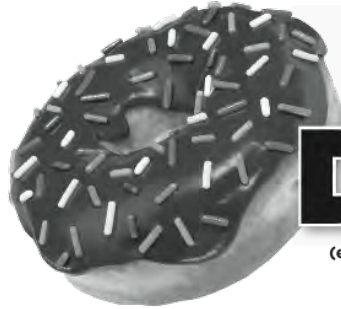
### COP ON A ROOFTOP DUNKIN' DONUTS STORE LOCATIONS

- |   |  |  |   |
|---|--|--|---|
| 33 E Lake St • Addison                    | 1080 E Oakton St • Des Plaines         | 3011 W. 159th St • Markham               | 3225 11th St • Rockford                   |
| 1750 West Lake St • Addison               | 250 W. Sibley Blvd • Dolton            | 4632 Lincoln Hwy • Matteson              | 4105 Charles St • Rockford                |
| 1469 S Randall Rd • Algonquin             | 1136 E. Sibley Blvd • Dolton           | 3523 Diamond Dr • McHenry                | 7370 E. Stale St • Rockford               |
| 1319 E Algonquin Rd • Algonquin           | 522 Ogden Ave • Downers Grove          | 4502 W Elm St • McHenry                  | 1001 N. Alpine Rd • Rockford              |
| 12150 S. Cicero Ave • Alsip               | 1931 W. Ogden Ave • Downers Grove      | 14631 Pulaski Rd • Middelton             | 3350 Kirchoff Rd • Rolling Meadows        |
| 442 Orchard St • Antioch                  | 882 S. Main St • East Dundee           | 106 N. Ridge Rd • Minooka                | 649 N Independence Blvd • Romeoville      |
| 1010 E Rand Rd • Arlington Heights        | 17494 Doble Highway • East Hazel Crest | 2061 Ridge Rd • Minooka                  | 238 S Weber Rd • Romeoville               |
| 2933 Kirk Rd • Aurora                     | 1702 W. Evergreen Ave • Elmhurst       | 8810 W 19 1st St • Mokena                | 247 E. Irving Park Rd • Rosele            |
| 1255 N Farnsworth Ave • Aurora            | 780 N Main St • Elburn                 | 18700 S Wolf Rd • Mokena                 | 9781 W. Higgins Rd • Rosemont             |
| 2112 W. Galena Blvd • Aurora              | 95 Clock Tower Plz • Elgin             | 3501 Avenue of the Cities • Moline       | 2502 N II Rte 83 #2506 • Round Lake Beach |
| 1237 N. Eola Rd • Aurora                  | 263 S Randall Rd • Elgin               | 6001 W Monee Manhattan Rd • Monee        | 309 E. Rollins Rd • Round Lake Beach      |
| 2380 South Eola Rd • Aurora               | 1500 Larkin Ave • Elgin                | 1601 Douglas Rd • Montgomery             | 2057 Lincoln Hwy • Saint Charles          |
| 2681 E New York St • Aurora               | 50 Blesterfield Rd • Elk Grove Village | 197 E Us Route 6 • Morris                | 2701 E Main St • Saint Charles            |
| 108 S Northwest Hwy • Barrington          | 1900 Dempster St • Evanston            | 5843 Dempster St • Morton Grove          | 1566 E Main St • Saint Charles            |
| 751 S Route #59 • Bartlett                | 195 E. Butterfield Rd • Elmhurst       | 1301 N Wolf Rd • Mount Prospect          | 1711 W Main St • Saint Charles            |
| 2002 W Wilson St • Batavia                | 6008 N. Illinois St • Fairview Heights | 820 E Rand Rd • Mount Prospect           | 2703 E Saak Trail • Sauk Village          |
| 1004 W. Irving Park Rd • Bensenville      | 7200 Circle Ave • Forest Park          | 1001 S Busse Rd • Mount Prospect         | 2263 W Schaumburg Rd • Schaumburg         |
| 5725 St Charles Rd • Berkeley             | 4501 S Harlem Ave • Forest View        | 348 N Lake St • Mundelein                | 1440 N Meacham Rd • Schaumburg            |
| 109 E Lake St • Bloomingdale              | 5 E. Grand Ave • Fox Lake              | 700 E Us Highway 45 • Mundelein          | 477 West Golf Rd • Schaumburg             |
| 760 S Weber Rd • Bolingbrook              | 916 Northwest Hwy • Fox River Grove    | 722 S. RL 83 • Mundelein                 | 4121 N Mannheim Rd • Schiller Park        |
| 112 E Bethel Dr • Bourbonnais             | 19420 S Harlem Ave • Frankfort         | 702 S Washington St • Naperville         | 1201 W Jefferson St • Shorewood           |
| 1940 Roosevelt Rd • Broadview             | 20551 S Lagrange Rd • Frankfort        | 1991 Brookdale Rd • Naperville           | 955 Brook Forest Ave • Shorewood          |
| 9208 Ogden Ave • Brookfield               | 10131 W Grand Ave • Franklin Park      | 811 E Ogden Ave • Naperville             | 5150 Touthy Ave • Skokie                  |
| 1687 Wetland Rd • Buffalo Grove           | 1811 S. West Ave • Freeport            | 970 Laraway Rd • New Lenox               | 1051 W Main St • Sleepy Hollow            |
| 1189 N. Old McHenry Rd • Buffalo Grove    | 171 E Higgins Rd • Gilbert             | 2516 N Cedar Rd • New Lenox              | 245 Randall Rd • South Elgin              |
| 245 McHenry Rd • Buffalo Grove            | 226251 North Ave • Glen Ellyn          | 7235 N. Caldwell • Niles                 | 514 Randall Rd • South Elgin              |
| 8049 S Harlem Ave • Burbank               | 1080 Roosevelt Rd • Glen Ellyn         | 7525 N Harlem Ave • Niles                | 405 N McLean Blvd • South Elgin           |
| 533 Torrence Ave • Calumet City           | 530 Crosscut Blvd • Glen Ellyn         | 8080 N Milwaukee Ave • Niles             | 460 E. 162nd St • South Holland           |
| 834 River Oaks Dr • Calumet City          | 81 Green Bay Rd • Glenwood             | 7039 W Dempster St • Niles               | 102 Chatham Rd • Springfield              |
| 1400 W 127th St • Calumet Park            | 1750 Milwaukee Ave • Glenview          | 1603 N. Main St • Normal                 | 5216 W North Ave • Slone Park             |
| 59 W. Locust St • Canton                  | 813 E. Behlshire Rd • Grayslake        | 5050 N. Cumberland Ave • Norridge        | 656 S. Suttin Rd • Streamwood             |
| 1181 Rendleman Rd • Carbonate             | 5414 Grand Ave • Gurnee                | 257 Geneva Dr • North Aurora             | 1840 Dekalb Ave • Sycamore                |
| 106 E North Ave • Carol Stream            | 350 N Hunt Club Rd • Gurnee            | 407 S. Lincolnway • North Aurora         | 34484 N. U.S. Hwy 45 • Third Lake         |
| 2270 Randall Rd • Carpentersville         | 7450 Barrington Rd • Hanover Park      | 2829 22nd St • North Chicago             | 7935 W. 171st St • Tinley Park            |
| 830 Northwest Highway • Cary              | 16242 S Haledel • Harvey               | 8360 W Cermak Ave • North Averside       | 7086 W 183rd St • Tinley Park             |
| 1302 N. Prospect Ave • Champaign          | 7847 W. 95th St • Hickory Hills        | 2775 Dundee Rd • Northbrook              | 819 Edwardsville Rd • Troy                |
| 515 S. Neil St • Champaign                | 1990 Skokie Valley Rd • Highland Park  | 148 W North Ave • Northlake              | 404 W. University Ave • Urbana            |
| 3310 W Addison St • Chicago               | 335 S. Wolf Rd • Hillside              | 5159 159th St • Oak Forest               | 700 N Milwaukee Ave • Vernon Hills        |
| 6342 N Milwaukee Ave • Chicago            | 9400 Joliet Rd • Hodgkins              | 6820 W. Roosevelt • Oak Park             | 298 W North Ave • Villa Park              |
| 749 W 31st St • Chicago                   | 1165 N Barrington Rd • Hoffman Estates | 17521 Roosevelt Rd • Oakbrook Terrace    | 280 S Us Highway 12 • Volo                |
| 800 N. Kedzie Ave • Chicago               | 2089 Barrington Rd • Hoffman Estates   | 3252 Voltmer Rd • Olympia Fields         | 26 721 Stale Route 58 • Warrenville       |
| 2801 S. Kedzie Ave • Chicago              | 14135 S Bell Rd • Homer Glen           | 11309 W 143rd St • Orland Park           | 1901 Washington Rd • Washington           |
| 3206 W 111th St • Chicago                 | 15060 S Bell Rd • Homer Glen           | 14461 S La Grange Rd • Orland Park       | 409 W Liberty St • Wauconda               |
| 233 S. Wacker Dr • Chicago                | 17579 Haledel St • Homewood            | 15809 S. Harlem Ave • Orland Park        | 21 S. Greenbry Rd • Waukegan              |
| 500 W Madison St • Chicago                | 12090 Princeton Dr • Huntley           | 8940 W 159th St • Orland Park            | 3925 Fountain Square Place • Waukegan     |
| 1519 W Madison St • Chicago               | 9600 Route 47 • Huntley                | 2420 Route 34 • Oswego                   | 422 Washington St • Waukegan              |
| 3000 N Ashland Ave • Chicago              | 1350 Hobolt Rd • Joliet                | 3300 Orchard Rd • Oswego                 | 185 W. North Ave • West Chicago           |
| 7240 W Devon Ave • Chicago                | 3011 Plainfield Rd • Joliet            | 2749 Columbus St • Ottawa                | 1491 W Roosevelt Rd • West Chicago        |
| 500 W. Roosevelt Rd • Chicago             | 174 W Court St • Kankakee              | 801 East Dundee Rd • Palatine            | 110 W Roosevelt Rd • West Chicago         |
| 5200 N Lincoln Ave • Chicago              | 707 Rockland Rd • Lake Bluff           | 231 W Northwest Hwy • Palatine           | 330 S. Neilson Blvd • West Chicago        |
| 4851 W. Belmont Ave • Chicago             | 620 N Western Ave • Lake Forest        | 12807 S Harlem Ave • Palos Heights       | 1005 S Mannheim Rd • Westchester          |
| 7921 S Western Ave • Chicago              | 290 N. Randall Rd • Lake In The Hills  | 13029 S Lagrange Rd • Palos Park         | 11204 31st St • Westchester               |
| 2477 S Archer Ave • Chicago               | 485 South Rand Rd • Lake Zurich        | 11901 S 80th Ave • Palos Park            | 19 W 63rd St • Westmont                   |
| 2565 W. Fullerton Ave • Chicago           | 17733 Torrence Ave • Lansing           | 2606 Dempster St • Park Ridge            | 121 W Ogden Ave • Westmont                |
| 1651 W Roosevelt • Chicago                | 12371 Derby Ln • Lemont                | 742 W Higgins Rd • Park Ridge            | 950 E. Roosevelt Rd • Wheeling            |
| 120 N Haledel St • Chicago Heights        | 15629 W 127th St • Lemont              | 1129 W Touthy Ave • Park Ridge           | 7247 Kingery Hwy • Willowbrook            |
| 3225 Chicago Rd • Chicago Heights         | 210 Pelerson Rd • Libertyville         | 2001 Court St • Pekin                    | 3207 Lake Ave # 4-A • Wilmette            |
| 2147 S Cicero Ave • Cicero                | 435 Milwaukee Ave • Lincolnshire       | 613 N. Western Ave • Peoria              | 516 W. Irving Park Rd • Wood Dale         |
| 4021 W 183rd St • Country Club Hills      | 3846 W Devon Ave • Lincolnwood         | 4525 N. Sterling Ave • Peoria            | 6820 Route 53 • Woodridge                 |
| 5500 S. La Grange Rd • Countryside        | 3200 W Sand Lake Rd • Lindenhurst      | 1800 N. Knoxville Ave • Peoria           | 2401 W. 75th St • Woodridge               |
| 1724 N Plainfield Rd • Crest Hill         | 1103 Maple Ave • Lisle                 | 13313 S State Route 58 • Plainfield      | 1820 87th St • Woodridge                  |
| 13661 Cicero Ave • Crestwood              | 1069 E 9th St • Lockport               | 7010 burroughs Ave • Plano               | 335 S. Eastwood Dr • Woodstock            |
| 450 N. Route 31 (Shop 190) • Crystal Lake | 1160 S Main St • Lombard               | 1828 West Reynolds • Pontiac             | 6707 W 111th St • Worth                   |
| 4817 Northwest Hwy • Crystal Lake         | 411 E North Ave • Lombard              | 3101 W. 147th St • Posen                 | 1004 N Bridge St • Yorkville              |
| 3010 N. Walter St • Decatur               | 85 Yorktown Shopping Center • Lombard  | 1204 S. Milwaukee Ave • Prospect Heights | 1830 S Bridge St • Yorkville              |
| 489 Lake Cook Rd • Deerfield              | 807 Ogden Ave • Lyons                  | 2602 Broadway St • Quincy                | 2101 Sheridan Rd • Zion                   |
| 1101 W Lincoln Hwy • DeKalb               | 1552 Rand Rd • Des Plaines             | 402 S. Century Blvd • Rantoul            |   |
|   |  | 3937 Sauk Trl • Richton Park             |   |





AS A THANK YOU FOR YOUR DONATION GET A



# FREE DONUT

(excludes Croissant Donuts, Fancies and Squares)

Limit 1 per person

OFFER NOT VALID ON MOBILE APP ORDERS. NO PURCHASE NECESSARY. Limit one coupon per customer per visit. Coupon must be presented at time of purchase. Shop must retain coupon. No substitutions allowed. No cash refunds. Void if copied or transferred and where prohibited or restricted by law. Consumer must pay applicable tax. May not be combined with any other coupon, discount, promotion combo or value meal. Coupon may not be reproduced, copied, purchased, traded or sold. Internet distribution strictly prohibited. Cash redemption value: 1/20 of 1 cent.

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Coupon is valid May 20, 2017 through June 19, 2017.



AS A THANK YOU FOR YOUR DONATION GET A

# FREE FILL UP

## OF YOUR SPECIAL OLYMPICS ILLINOIS TRAVEL MUG

Limit 1 per person

OFFER NOT VALID ON MOBILE APP ORDERS. NO PURCHASE NECESSARY. Limit one coupon per customer per visit. Coupon must be presented at time of purchase. Shop must retain coupon. No substitutions allowed. No cash refunds. Void if copied or transferred and where prohibited or restricted by law. Consumer must pay applicable tax. May not be combined with any other coupon, discount, promotion combo or value meal. Coupon may not be reproduced, copied, purchased, traded or sold. Internet distribution strictly prohibited. Cash redemption value: 1/20 of 1 cent. © 2017 DD IP Holder LLC. All rights reserved. Good only at Dunkin' Donuts® locations listed on the other side. Mug must be cleaned to be filled. Coupon is only valid on Friday, May 19, 2017.



**DD** Dunkin' Donuts (US)  
Published by Sprinklr [?] · May 9 at 3:32pm · \*

Join us on Friday, May 19 for our 15th Annual #CopOnARooftop fundraiser for the Law Enforcement Torch Run benefitting Special Olympics Illinois. For a list of participating locations, click here [bit.ly/2rmd152](http://bit.ly/2rmd152)



73,795 people reached View Results

Like Comment Share

Kevin McMaster and 2K others Top Comments

454 shares

Write a comment...

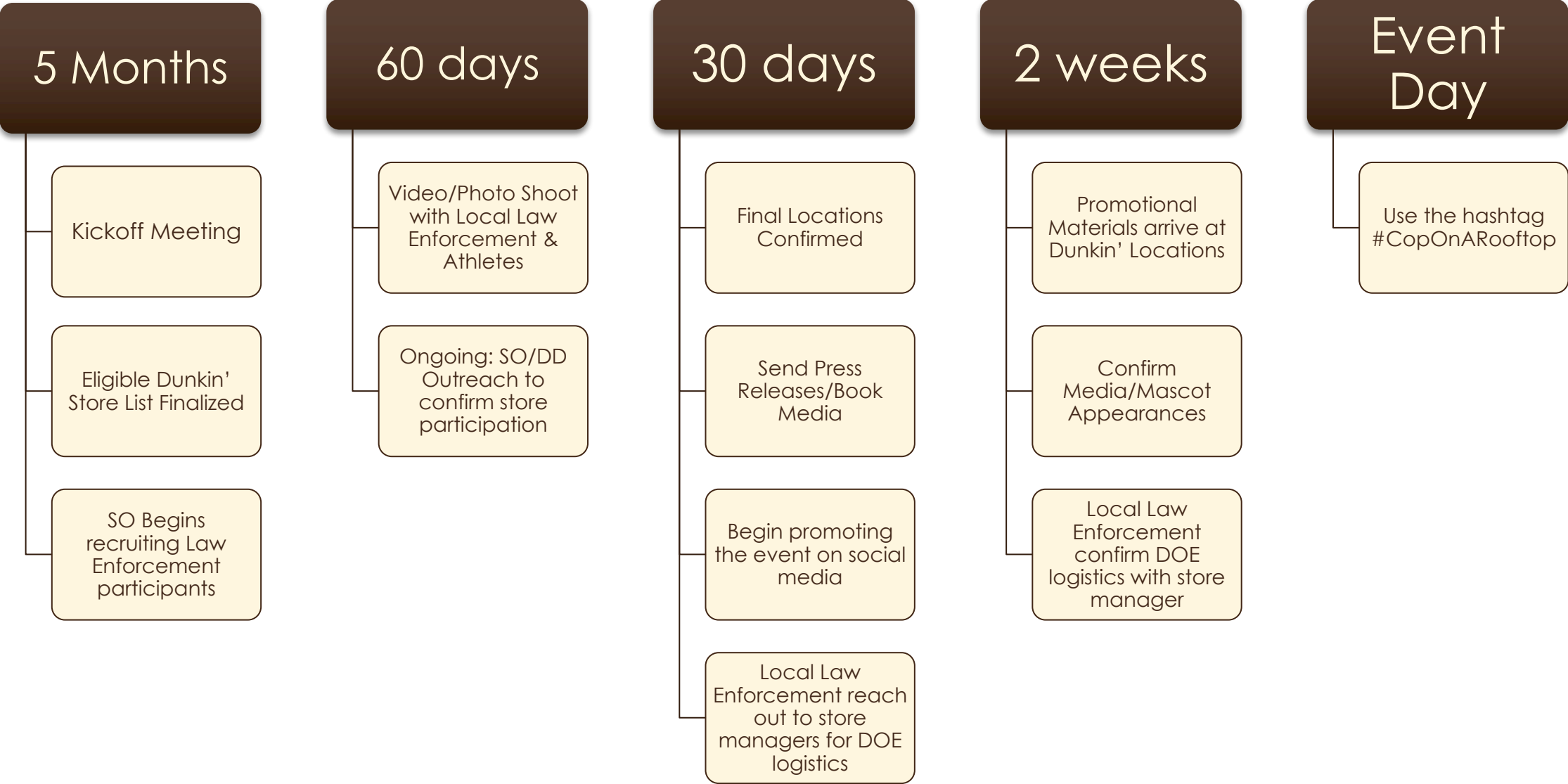
View all 27 comments



# Timeline



# Timeline





# Next Steps

## Next Steps

- Interested in holding a Cop on a Rooftop event:
  - Discuss the opportunity with your local Special Olympics Liaison
  - Liaison should contact Sandy Nash, Special Olympics Illinois
    - Phone: 309-888-2562
    - Email: [snash@soill.org](mailto:snash@soill.org)
  
- Special Olympics IL will filter requests to Dunkin' Donuts
  - Allow a minimum of 3 weeks for a response

## Next Steps

- Congratulations! Your State is Approved.
  - Request your location(s)
  - Secure volunteers
  - Promote your event
  - Day of Event Supplies
  - Have Fun

# Next Steps

- Request your location(s)
  - Always work through your Special Olympics Liaison
    - Do not reach out directly to Dunkin' stores
  - Wait to contact Dunkin' stores until Special Olympics Liaison gives approval





# Next Steps

- Secure Volunteers
  - Best to have a minimum of 5 volunteers, the more the merrier!
    - Rooftop, drive-thru, store entrance, Special Olympics table
  - Work with Special Olympics Liaison to secure athletes



# Next Steps

- Promote Your Event
  - Issue press release
  - Invite local dignitaries
  - Special Olympics & Dunkin' will work with local media
  - Utilize social media



AT&T LTE

9:11 AM

DunkinChicago  
11.7K Tweets

94%

Tweets

Media

Favorites



**Kankakee Co Sheriff** @KankakeeSheriff · May 19  
Don't forget to stop by and see us at the Manteno @DunkinDonuts for the @SO\_Illinois @IllinoisLETR #CopOnARooftop Event. Be here until 2pm!



7  
7

Who to follow

cmd ⌘

⌘ cmd

AT&T LTE

9:11 AM

DunkinChicago  
11.7K Tweets



Media

Favorites

Tweets

A.H.P.D. @ArlHtsPOLICE · May 19  
#coponarooftop don't miss it @DunkinDonuts 1010 E Rand Road Arlington Heights - we're here now! 5am-2pm @SO\_Illinois



#coponarooftop



3



4



Me

AT&T LTE

9:11 AM

DunkinChicago  
11.7K Tweets

94%



Tweets

Media

Favorites



**Lake County Sheriff** @LakeCoILSheriff · May 20  
Thank you for supporting @SO\_Illinois during #CopOnARooftop - LCSO raised

over \$6K at Third Lake & Knollwood @DunkinDonuts locations!!



1

2



Who to follow

# Next Steps

- Have Fun
  - Bring props to grab attention
  - Donut Delivery
  - Online Auction





# Post Event

## Post Event

- Send donation totals to your Special Olympics Liaison
- Update store manager(s) with grand total
- Schedule a “Thank You” post on social media

