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 15th 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
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!
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DUNKIN’ DONUTS®

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COP ON A ROOFTOP DUNKIN’ DONUTS STORE LOCATIONS

1243 S. Oak Park Ave. • Oak Park 60304
1909 W. 137th St. • Crestwood 60418
2265 S. Western Ave. • Chicago 60616
2217 W. 47th St. • Chicago 60621
1643 W. 35th St. • Chicago 60609
2035 S. Western Ave. • Chicago 60616
1565 N. Damen Ave. • Chicago 60622
7957 W. Fullerton Ave. • Chicago 60634
1320 S. Ashland Ave. • Chicago 60607
1146 W. Lawrence Ave. • Chicago 60622
1238 S. Kedzie Ave. • Chicago 60621
3825 W. North Ave. • Chicago 60624
2855 W. Peterson Ave. • Chicago 60657
1440 W. Lawrence Ave. • Chicago 60657
1647 W. Roosevelt Rd. • Chicago 60607
1460 W. Roosevelt Rd. • Chicago 60607
1732 W. Roosevelt Rd. • Chicago 60607
1420 W. Roosevelt Rd. • Chicago 60607
1520 W. Roosevelt Rd. • Chicago 60607
1440 W. Roosevelt Rd. • Chicago 60607
1490 W. Roosevelt Rd. • Chicago 60607
1450 W. Roosevelt Rd. • Chicago 60607
1410 W. Roosevelt Rd. • Chicago 60607
1370 W. Roosevelt Rd. • Chicago 60607
1330 W. Roosevelt Rd. • Chicago 60607
1290 W. Roosevelt Rd. • Chicago 60607
1250 W. Roosevelt Rd. • Chicago 60607
1210 W. Roosevelt Rd. • Chicago 60607
1170 W. Roosevelt Rd. • Chicago 60607
1130 W. Roosevelt Rd. • Chicago 60607
1090 W. Roosevelt Rd. • Chicago 60607
1050 W. Roosevelt Rd. • Chicago 60607
1010 W. Roosevelt Rd. • Chicago 60607
970 W. Roosevelt Rd. • Chicago 60607
930 W. Roosevelt Rd. • Chicago 60607
890 W. Roosevelt Rd. • Chicago 60607
850 W. Roosevelt Rd. • Chicago 60607
810 W. Roosevelt Rd. • Chicago 60607
770 W. Roosevelt Rd. • Chicago 60607
730 W. Roosevelt Rd. • Chicago 60607
690 W. Roosevelt Rd. • Chicago 60607
650 W. Roosevelt Rd. • Chicago 60607
610 W. Roosevelt Rd. • Chicago 60607
570 W. Roosevelt Rd. • Chicago 60607
530 W. Roosevelt Rd. • Chicago 60607
490 W. Roosevelt Rd. • Chicago 60607
450 W. Roosevelt Rd. • Chicago 60607
410 W. Roosevelt Rd. • Chicago 60607
370 W. Roosevelt Rd. • Chicago 60607
330 W. Roosevelt Rd. • Chicago 60607
290 W. Roosevelt Rd. • Chicago 60607
250 W. Roosevelt Rd. • Chicago 60607
210 W. Roosevelt Rd. • Chicago 60607
170 W. Roosevelt Rd. • Chicago 60607
130 W. Roosevelt Rd. • Chicago 60607
90 W. Roosevelt Rd. • Chicago 60607
50 W. Roosevelt Rd. • Chicago 60607
10 W. Roosevelt Rd. • Chicago 60607

MAP & DIRECTIONS

Visit DUNKIN’ DONUTS® on Facebook and Twitter for more information and updates.
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. © 2017 DD IP Holder LLC. All rights reserved. Good only at Dunkin’ Donuts® locations listed on the other side. 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.
Join us on Friday, May 19 for our 15th Annual #CopOnARoof fundraiser for the Law Enforcement Torch Run benefiting Special Olympics Illinois. For a list of participating locations, click here bit.ly/2mD152
Timeline

5 Months
- Kickoff Meeting
- Eligible Dunkin’ Store List Finalized
- SO Begins recruiting Law Enforcement participants

60 days
- Video/Photo Shoot with Local Law Enforcement & Athletes
- Ongoing: SO/DD Outreach to confirm store participation

30 days
- Final Locations Confirmed
- Send Press Releases/Book Media
- Begin promoting the event on social media
- Local Law Enforcement reach out to store managers for DOE logistics

2 weeks
- Promotional Materials arrive at Dunkin’ Locations
- Confirm Media/Mascot Appearances
- Local Law Enforcement confirm DOE logistics with store manager

Event Day
- Use the hashtag #CopOnARooftop
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

- 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
Kankakee Co Sheriff @KankakeeSheriff · May 19
Don’t forget to stop by and see us at the Mar TECHNO @DunkinDonuts for the
@SO_Illinois @IllinoisLETR #CopOnARooftop Event. Be here until 2pm!
#CopOnARooftop
A.H.P.D. @AriltsPOULCE: May 19

coponarooftop don't miss it @DunkinDonuts 1010 E Rand Road Arlington Heights - we're here now! 5am-2pm @SO Illinois

TODAY IS THE DAY

#coponarooftop
Lake County Sheriff @LakeCol Sheriff · May 20
Thank you for supporting @SO_Illinois during #CopOnARoof top - LCSO raised over $6K at Third Lake & Knollwood @DunkinDonuts locations!!
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