Law Enforcement Torch Run
Fundraising 101

...or getting to YES
TYPES of FUNDRAISING

- Corporate Sponsorships
  - Exclusivity agreements
- Foundation Funding
  - More national than local...don’t rule it out
- Direct Marketing & Direct Mail
  - Contractual obligations make these limited opportunities
- Special Events
  - Go for it!
- Individual Giving
Area Fundraising

- Recruit a “full time” volunteer to lead the effort
  - Marketing exec
  - Public relations Director
  - Sales Executive
  - Local Celebrity
  - Qualities
    - Knowledge of the area, good communication skills
    - Willing to ask for $$$$$$$
Develop a Plan

- What... are you going to do?
- When... when are you going to do it?
- Where... will it be done?
- Who... is going to get it done?

THINK IT THROUGH!!!!!
Identify sources of support

- Past supporters
- Foundation directories
- Corporate giving directories
- Annual reports for business in your area
- Chamber of Commerce
- Social Clubs (Lions Club, Optimists, Elks, Moose, KOC....)
- FOP’s, PBA’s
- Corporate websites (MSNBC, CNBC)
- Non profit websites
Identify sources of support

- Business publications
  - Crains, Business Journal
- Any and all local publications
- Newspapers, magazines
- Local TV Stations, Local Cable TV, Local Government TV
- Drive around
- Industrial parks, etc.
Who Do I Call…?

- Sole proprietorship – call the owner
- Medium – GM, Branch Manager
- Larger business – public relations, community relations, public affairs office
- Social Clubs – President, friend(?)
Before You Visit

- Determine what it is you are asking for
- Current/past connection with TR / SO?
- Contributions in the past?
Asking for an appointment...

- Introduce yourself as a local law enforcement official representing TR / SO
- Ask to meet to discuss law enforcement’s involvement with SO in general terms
- Have a specific date and time in mind
- Tell them how much time you will need
- Tell them what you hope to accomplish
Now You’re There

80% Listening

20% Talking
While You’re There!!!!!

- Limit “small talk”
- Start by asking questions
  - Tell me a little about your organization...Are you familiar with Special Olympics...are you familiar with Law Enforcement’s fundraising and awareness efforts to benefit Special Olympics
- Get to the point
  - Why are you there
- Find out what you need to know
  - Do you have the right person...what is the decision process
- Watch the time
While You’re There….

Finally……

If you get what you want
While You’re There……

STOP TALKING!!!
Before You Leave

- Wrap up your discussion
- Agree on next steps
- Set a follow up time
Managing Relationships

- Know your contact
  - Family, outside interests, Alma Mater, professional interests, etc.
- Find a reason to stay in touch
  - Birthday, articles of interest, company news
- Never write/email when you can call
- Never call when you can visit
Why support the Law Enforcement Torch Run to benefit Special Olympics?
Why Special Olympics?

- High name recognition
- Encompasses all age groups
- Special Olympics Voted “Most Credible Charity”
- Awarded Nonprofit “Standards for Excellence” award
Why LETR / SO?

Between Law Enforcement and Special Olympics you represent the most powerful charitable cause and partnership in the WORLD!
How to ask for $$$$ 

- Sell the cause
- Ask for those served (it’s all about the athletes!), not the event
- Keep it simple
- Don’t hint – ASK
- Overcome objections
- Be Honest – if you can’t do it, don’t commit
Special Events

What is a Special Event?

A unique fundraising program that strengthens Law Enforcement’s & Special Olympics image in the community; it raises money as well as friends.
5 Goals for a Successful Special Event

1. Raise money
2. Educate your constituency
3. Motivate major givers
4. Expand the LETR / Special Olympics network
5. Solicit Endorsements
Special Events

Key Elements for a Special Event
1. Goal Setting
2. Planning
3. Organizing
4. Administration
Special Events

- **Goal Setting**
  - Set a monetary goal for the event
  - Estimate attendance
  - Construct a realistic budget

- **Planning**
  - Determine a leadership structure/committee
  - Time line (printing, mailing, etc.)
  - Who will be the target market – how will you get names and addresses?
Special Events

- **Organizing**
  - Recruit event leadership and committee
  - Set committee meetings

- **Administration**
  - There may be contracts to consider – address early
  - Printing requirements need to be planned early
  - Get the word out- fliers, newspapers, radio, TV
Special Events

Piggyback revenue sources
- Sell food
- Silent Auction on donated products
- Do a 50/50 raffle
Fundraising Event Ideas

TIP A COP

- Officers act as celebrity waiters and receive tips for Special Olympics
- In most cases officers will serve water, tea and may clear the tables, but will not handle cash or serve alcoholic drinks
- There are many restaurant establishments that are ready, willing and able to host a Tip-a-Cop event!
Fundraising Event Ideas

Fire Truck Pull
- One-day event with teams competing to pull a fully loaded fire truck 12 feet in the fastest time
- Each team consists of 12 people and pays a fee (e.g., US$500) to compete
- Winner is based strictly on time. If you choose to division by weight (total combined weight of team members), you may award prizes for top three places for each division
Fundraising Event Ideas

Tournaments

• Golf, Bowling, Softball, Volleyball
• The largest expense is usually the facility but that could possibly be donated for letting them enter a team or proceeds from concessions
• Revenue can come from entry fees, sponsors, concessions, 50/50 raffles, etc.
Sponsorships

- Develop a budget
  - Fixed costs
  - Variable costs
  - Sponsorship costs
  - In-kind replacement costs

- Emphasize what you offer
  - Positive image
  - Signage and media coverage
  - Employee volunteer opportunities
Sponsorships

- What you offer (cont)
  - VIP treatment at the event
  - Opportunity to use LETR / SO logo
  - Promote company as good corporate citizen
  - Opportunity to reach other markets
  - Opportunity to differentiate their product
Sponsorships (cont)

What they want

- Exposure and awareness of their product
- Identify their product with a particular lifestyle
- Opportunity to sell more product
- Promote company as good corporate citizen
Some Do’s and Don’ts

- Keep proposals short and to the point
- Focus on **results**
- Do not underestimate the value of what you represent
- Personalize proposals/presentations as much as possible
- Always attempt to discuss pricing in person
Clubs and Organizations

- Many have contributing/donating as part of their charter
  - Specific causes
  - Volunteers
  - Services
  - Sponsor

Try to get in front of the group as a whole to present your cause
Other Sources

- Foundations
- Large individual donors
- Grants
- Local Government
In Kind Donations

- Business who are moving
- Professionals (LAWYERS, CPA’s, )
- Product samples
- Companies promoting new products
- Corporate volunteer teams
- Restaurants
- End of season merchandise
What can you get

- Equipment or supplies
- Publicity
- Postage
- Vehicles
- Space
- Printing
- Brochure design
Be Thankful

- Personalize it
- Publicize it
- Show them what their support enabled an athlete to accomplish
- Have an athlete thank them
- Give them VIP treatment at events
Be Thankful...

Being acknowledged makes you feel good. When something makes you feel good, you are likely to repeat it.
Who can Help

- Torch Run Director
- Torch Run Regional Coordinators
- Special Olympics Staff
- Family, friends, professional colleagues