

# 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.

# Special Events

## 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