Truck Convoy®

Public Relations Tool Kit
# Public Relations Tool Kit

## TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>National Publicity Overview</td>
<td>2</td>
</tr>
<tr>
<td>Promoting Your Local Event</td>
<td>3-6</td>
</tr>
<tr>
<td>Customizable Media Release</td>
<td>7-8</td>
</tr>
<tr>
<td>Customizable Fact Sheet</td>
<td>9</td>
</tr>
<tr>
<td>Customizable Media Alert</td>
<td>10</td>
</tr>
<tr>
<td>Customizable Radio Public Service Announcements (PSAs)</td>
<td>11-12</td>
</tr>
<tr>
<td>Customizable Calendar Listings</td>
<td>13</td>
</tr>
<tr>
<td>Key Messages and Talking Points</td>
<td>14-15</td>
</tr>
<tr>
<td>Customizable Talking Points TEMPLATE</td>
<td>16</td>
</tr>
<tr>
<td>Pitch Letter</td>
<td>17</td>
</tr>
<tr>
<td>Sample Facebook, Twitter and Instagram Posts</td>
<td>18</td>
</tr>
</tbody>
</table>
NATIONAL PUBLICITY OVERVIEW

The Truck Convoy® for Special Olympics provides a unique publicity opportunity for both Special Olympics and the Law Enforcement Torch Run® for Special Olympics. The media are eager for visually appealing events to cover, as well as compelling stories and profiles.

Event Goals:
- Local television placements
- Three Local Print placements from each LETR program
- Radio coverage with PSAs and local interviews
- Billboard advertising

How your LETR program can contribute to Media Coverage:
- **Provide great stories and stories of impact. We need the following types of stories:**
  - Truckers who have gone above and beyond
  - Truckers who are parents or siblings of Special Olympics athletes
  - Truckers who may be Special Olympics coaches or volunteers
  - Law enforcement members and truckers who may have a unique friendship
  - Outstanding events – including concerts, celebrity appearances, etc.
  - Remarkable fundraising figures from the previous year
  - First time programs & participants

- **Offer potential spokespeople for interviews:**
  - Truckers who have been involved for multiple years
  - Law enforcement members who can promote the event and talk about the opportunity for a positive relationship between members of law enforcement and truck drivers
  - Athletes and their family members who have been involved in events
  - Celebrities involved with local events
  - Inspirational stories/background for participation

- **Offer your event to be open to media. Share your plans and invite media to cover your events.**

- **Other thoughts:**
  - Let a media personality be a big-rig rider; offer media ride along opportunities
  - Decorate the rig
  - Leverage other local events that could host or simply promote your truck convoy (ie, a local truck show or driving competition, a truck with appropriate signage in a local parade could literally serve as a “free billboard”)
PROMOTING YOUR LOCAL EVENT

Please follow the steps below and use the materials and resources in this kit to easily promote your local Truck Convoy® event.

Customize materials:
- Please finalize event details and plans and customize the materials in the kit before you begin reaching out to the public for involvement. This will ensure a consistent message and will prepare you when a reporter asks you to send more information. In the kit you will find the following customizable materials:
  - Media release
  - Fact Sheet
  - Media alert
  - Radio Public service announcement script & traffic warning
  - Calendar event listings
  - Talking Points/key messages
  - Pitch Letter

Choose and train spokespeople:
- Having prepared spokespersons will not only help publicize the event, but if needed, you will be comfortable in asking those same individuals to participate in media interviews and promotion opportunities. After your details are finalized, prepare yourself and your identified spokespersons with the following:
  - Provide all customized materials to spokesperson
  - Provide talking points
  - Provide a brief media training by asking a series of questions a reporter would ask to gauge your spokesperson’s comfort level with interviewing
  - Prepare a biography/profile of the spokesperson including their Special Olympics involvement
  - Ask for a high resolution photo of your spokesperson to share with the media

Identify your audiences:
- There are many types of people you need to attract to participate in this event. With each type of audience you may have a different type of participation. Although not called out specifically, find a way to engage your athletes as ambassadors at each event. Athletes should be involved in every media opportunity. See the Target Audience Activation Matrix for recommendations.
# Target Audience Activation Matrix

<table>
<thead>
<tr>
<th>Audience</th>
<th>Participation/Activation</th>
<th>Outlet</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Truckers</strong></td>
<td>Drive in the convoy, Talk about the impact of Special Olympics on their life</td>
<td>Radio, magazines, Trucker websites, and social media</td>
</tr>
<tr>
<td><strong>Law enforcement and Special Olympics constituents</strong></td>
<td>Supports the event, highlight the relationship between law enforcement members and truckers and how their connection impacts Special Olympics. Profile any pairs of friends who are truckers and law enforcement who participate in the convoy year after year</td>
<td>Newsletters, social media and email blasts</td>
</tr>
<tr>
<td><strong>General Public</strong></td>
<td>Watch and join in the festivities, donate or purchase merchandise on site at the event, visit Special Olympics website (<a href="http://www.specialolympics.org">www.specialolympics.org</a>)</td>
<td>Radio, television, newspapers and social media</td>
</tr>
</tbody>
</table>
PROMOTING YOUR LOCAL EVENT- CONTINUED

*Identify media targets and potential media partners:*
After you develop your materials and messages, you are ready to reach out to media and other publicity partners for support. The following types of outlets can be instrumental in promoting your event

- **Radio**
  - **Talk show** - Pitch your spokesperson for an interview either live, in studio the day before the event or an early call-in the day of so truckers can still join
  - **Traffic reporters** - Have them promote the event and inform drivers
  - **Live-remotes** (inviting radio talent to come down to event and broadcast live and interview spokespeople on-site)
  - **Run pro-bono public service announcement (PSA)** - PSAs are hard to place as they compete with other editorial coverage, however, reach out to your radio contacts two months prior to your event to ask them to run the PSA at least twice a week during morning drive time or if not, whenever they can, to encourage awareness
  - **Event sponsorship** - Ask the radio station if they would be interested in being the key sponsor for the event. Elements to consider for sponsorship include bringing their talent to interview spokespeople, running the PSA or hosting a booth at the event. Address inquiries to the station Promotional Director

- **Television**
  - **General News** - Send the media alert to the News desks a week before the event and each day up until the event
  - **Traffic reporters** - Have them promote the event and inform drivers of the event
    - If the station has a helicopter, pitch an aerial view story (***Although this is a challenging task, if you reach out to the TV station a month before your event, this may be an opportunity**)
  - **Event sponsorship**

- **Newspapers**
  - **General News** - Pitch the community news reporter and metro news desks inviting media to come out and cover the event and profile a trucker and athlete and/or come cover the convoy along the route (provide optimal locations that include spectators and great vantage points for pictures)
  - **Calendar/Volunteer listings** - Calendar listings normally need to be sent in a month before your event for confirmation of running. Plan accordingly
  - **Event sponsorship**
- **Magazine**
  - **General News** - (Pitch the features desk at magazines for a post-event story as you will miss the opportunity to promote the event on the day unless they have an online news component to the publication)
  - **Calendar/Volunteer listings**
  - **Event sponsorship**

- **Internet**
  - **Banner ads on local trucker web sites**
  - **General News**
  - **Blogs** – Ask a trucker and athlete to draft a co-authored blog on their experiences at the event and pitch to key targets
  - **Calendar/Volunteer listings**
  - **Facebook** – Create a Facebook cover photo leading up to the event with key details, send to your spokespeople and key targets asking them to post it on their social media channels
  - **Twitter** – Follow truckers participating in the convoy, begin tweeting about the event a week before the event, live tweet from the event with pictures. Create a # to promote the event ahead of time
  - **Instagram** – Create a local contest for best trucker/athlete pics

- **Other outlets**
  - **Signage: billboards, flyers and posters**
  - **CB Chatter**
  - **Truck company newsletters**
  - **Public Transit (Metro / Subway)**
    - Some cities offer free public service advertisements in rail & bus stations
    - Some cities have free daily newspapers available on the metro – share your media alert with the news desk at these papers

**Start spreading the news:**
Once you’ve identified your target media outlets, you are then ready to reach out and provide them information. Media outlets not only serve as a means to recruit truckers but they also allow you to inform the public at large where and when the convoy will take place (ie, the route itself). Be sure to send things in a timely fashion (see suggested timeline), research the appropriate contact at each outlet and make follow-up calls.

**Keep it athlete focused!**
Remember that this is for **Special Olympics athletes!** Have athletes serve as emcees at events, media spokespeople, committee members, etc. Athletes should always be engaged in every event.
CUSTOMIZABLE MEDIA RELEASE

For Immediate Release: Contact: [Media Contact]
[Phone] [e-mail]

Truck Convoy® fundraising event Rolls through [STATE] to Benefit Local Special Olympics Athletes

[DATE, CITY, STATE] - This [DATE], law enforcement and truckers throughout the United States and Canada will join forces to hold local Truck Convoy® events for Special Olympics. The stretch of Highway [NAME] from [LOCATION TO LOCATION] will be lined with an expected [#] of trucks as they convoy to [LOCATION] to celebrate their support of the athletes of Special Olympics.

An international awareness and fundraising event, the Truck Convoy® is a unique partnership between law enforcement and truckers to raise funds for Special Olympics so athletes can continue to train in year-round sports activities. Individuals involved in the Law Enforcement Torch Run for Special Olympics have made the Truck Convoy® one of their annual signature events.

“Special Olympics has a way of bringing everyone together, setting aside differences and building communities of acceptance,” said [SPOKESPERSON NAME & TITLE]. “The fact that Special Olympics can bring together law enforcement members and truckers is a testament to how the athletes of Special Olympics are a true inspiration.”

The [local leg-LOCATION] of the Truck Convoy® is part of an international event which unites nearly 3,000 truckers in 15 states and 6 Canadian Provinces, and collectively raised over $1 million in 2017 alone. Truckers here in [STATE] will traverse [#] miles to [LOCATION] where there will be a celebration event. [ADD EVENT PARTICULARS, MAJOR SPONSORS and/or MILESTONES]

Trucking companies and truckers who want to participate in this year’s event can visit the convoy’s website at www.specialolympics.org for more information and can obtain a registration packet for the event in their state by visiting their local Special Olympics website. The minimum donation to participate in the Special Olympics convoy is $100 per truck. Trucking companies bid additional sponsorship funds to win the coveted spot of leading the convoy.

All people are invited to attend the route end event at [LOCATION and TIME].
About Law Enforcement Torch Run® for Special Olympics

The Law Enforcement Torch Run began in 1981 with founder Wichita Police Chief Richard LaMunyon, and five law enforcement officers carrying the torch for the Special Olympics Kansas Summer Games in Wichita. The LETR has since evolved to a volunteer partnership with Special Olympics to champion acceptance and inclusion. It has become a worldwide community of members of law enforcement rallying to support Special Olympics, the impetus for millions of new friendships around the world, and a series of events including Torch Runs, Polar Plunge fundraisers, and Tip-A-Cop® events. The LETR is the largest grassroots awareness and fundraising vehicle for Special Olympics with more than 100,000 law enforcement participants around the world. It was announced at the 2017 LETR International Conference that the Torch Run has collectively raised a cumulative sum of a more than US$675.5 million dollars since its inception in 1981 and over US$56.6 million in 2016 alone for the athletes of Special Olympics. Visit LETR.org for more information.

About Special Olympics

Special Olympics is a global inclusion movement using sport, health, education and leadership programs every day around the world to end discrimination against and empower people with intellectual disabilities. Founded in 1968, and celebrating its 50th Anniversary this year, the Special Olympics movement has grown to more than 5 million athletes and Unified partners in more than 170 countries. With the support of more than 1 million coaches and volunteers, Special Olympics delivers 32 Olympic-type sports and over 108,000 games and competitions throughout the year. Special Olympics is supported by individuals, foundations and partners, including Bank of America, the Christmas Records Trust, The Coca-Cola Company, ESPN, Essilor Vision Foundation, the Golisano Foundation, the Law Enforcement Torch Run® for Special Olympics, Lions Clubs International, Microsoft, Safilo Group, Stavros Niarchos Foundation, TOYOTA, United Airlines, and The Walt Disney Company. Click here for a full list of partners. Engage with us on: Twitter, Facebook, YouTube, Instagram, and our blog on Medium. Learn more at www.SpecialOlympics.org.

Visit Special Olympics at www.specialolympics.org

Engage with us on: Facebook: fb.com/specialolympics
                  Twitter: @specialolympics
                  Instagram: instagram.com/specialolympics
                  YouTube: youtube.com/specialolympicshq
                  Blog: specialolympicsblog.wordpress.com
Truck Convoy® for Special Olympics

FACT SHEET

WHAT: The Truck Convoy® for Special Olympics is an annual event which unites law enforcement and truckers to raise awareness and funds for Special Olympics athletes. Since it began in 2001, more than 25,000 trucks - big rigs to dump trucks - have traversed thousands of miles to Move America to Change. Every mile driven changes the minds and attitudes of individuals to accept and respect those with intellectual disabilities who live in their community.

WHO: [#] Truckers will drive their rigs in the convoy locally. Nearly 2,500 truckers from around the country will participate. [#] Special Olympics athletes benefit locally, as funds raised will support athlete participation in athletic competition and wellness initiatives.

SCHEDULE: [DATE]
[TIME] Convoy Begins
[LOCATION and ROUTE]
[TIME] Celebration Begins
[LOCATION and ADDRESS]

FUN FACTS: To date, over 25,000 truckers and their big rigs have travelled thousands of miles 15 states & 6 Canadian provinces participated in 2017 raising over $1 million Eligible trucks include: semi-trucks, truck/trailer combinations, fire trucks, dump trucks, garbage trucks, flatbeds, buses, large tow trucks, large box trucks, etc. All trucks must be 10 GVW or larger. Trucks with hazardous materials are not permitted. $100 to enter a truck

WHY: Special Olympics athletes train in 30 plus Olympic type sports (LOCALIZE THESE DETAILS) throughout the year. Their participation is free (HIGHLIGHT THIS FACT IF TRUE). The cooperation of members of law enforcement and truckers coming together for the Truck Convoy® event will continue to allow athletes to participate in Special Olympics at no charge.

HOW TO GET INVOLVED:
Truckers: Trucking companies and truckers can visit the local Special Olympics website to register (INSERT LOCAL WEBSITE FOR ACCESS TO EVENT INFORMATION AND REGISTRATION).
Supporters: Trucking companies bid additional sponsorship funds to win the spot of lead convoy truck. Tiered event sponsorship opportunities available.
Spectators: Cheer on the convoy along the route or attend the celebration event.

CONTACT: [NAME]
[PHONE]
[EMAIL]
[local web info]
Truck Convoy® for Special Olympics

MEDIA ALERT

WHAT: The Truck Convoy® for Special Olympics is an annual event which unites law enforcement and truckers to raise awareness and funds for Special Olympics athletes. Since it began in 2001, more than 25,000 trucks - big rigs to dump trucks - have traversed thousands of miles to Move America to Change. Every mile driven changes the minds and attitudes of individuals to accept and respect those with intellectual disabilities who live in their community.

WHO: [#] Truckers will drive their rigs in the convoy locally.
   2,500 truckers from around the country are expected to participate this year.
   [#] local Special Olympics will benefit
   [ADD CELEBRITY INVOLVEMENT]

SCHEDULE: [DATE]
   [TIME] Convoy Begins
   [LOCATION and ROUTE]
   [TIME] Celebration Begins
   [LOCATION and ADDRESS]

PHOTO OPPORTUNITIES: Special Olympics athletes and truckers participating in convoy; if applicable, offer opportunity to capture Unified Sporting events

WHY: Special Olympics athletes train in various sports throughout the year. Their participation is free, so law enforcement and truckers are helping to continue to help provide these sports opportunities to the athletes.

HOW TO GET INVOLVED:
Truckers: Companies and truckers can visit the local Special Olympics Program website to register.
Supporters: Trucking companies bid additional sponsorship funds to win the spot of lead convoy truck. Tiered event sponsorship opportunities available.
Spectators: Cheer on the convoy along the route or attend the celebration event. Individuals can donate directly or purchase merchandise to support the Truck Convoy® for Special Olympics

CONTACT: [NAME]
[PHONE]
[EMAIL]
[local web info]
Radio Public Service Announcements (PSAs)

A Public Service Announcement is a free advertisement that media can air when they have availability or opportunity. This is not a paid placement, meaning that media do not have to guarantee placement of the PSA. We recommend that you build relationships with your local radio stations if you haven’t already so that you can encourage them to run your PSAs. Most radio stations air 24 hours a day, which is a lot of time to fill, so they are always looking for community announcements and other information. We do know that the morning drive time (6:00 a.m. – 9:00 a.m.) is the highest listenership, so aim to secure a PSA placement during this window of time, if possible. Just keep in mind, drive time is also the most requested placement by paid advertisers.

Below is a suggested letter or email to send to the promotions director of a radio station asking for their support, as well as customizable scripts.

******************************************************************************

Dear Promotions Director,

On Saturday, [DATE] approximately [#] trucks will participate in the Truck Convoy® fundraising event to raise money for Special Olympics. Law enforcement members and truckers are uniting to help support opportunities for local Special Olympics athletes.

In addition to recruiting truckers to participate, we are hoping that members of the community will join us on [DATE] at [LOCATION] to celebrate Special Olympics and show their support for the truck drivers and companies who will be sharing their time and resources with us in support of our local athletes.

We would appreciate if you could let your listeners know about our events for a couple reasons. We have provided some suggested scripts for PSAs.

Two scripts are about the celebration event we hope the public will attend in honor of the Truck Convoy® itself. The other is a traffic alert that could be used in a newscast as a courtesy to your listeners so that drivers understand why the highway will be full of trucks on the day of our event.

Thank you and if you need more information please contact me at [PHONE #].

Sincerely,

[NAME]
:30 Truck Convoy® fundraising event Radio PSA

Trucks of all sizes will take part in the Truck Convoy® to benefit Special Olympics on [DATE]. Highway [NAME] will be loaded with Semis, Tractor Trailers and other Big Rigs as they travel [#] miles to [LOCATION]. United with members of the law enforcement community, the truckers are raising needed funds to directly support the Special Olympics athletes here in [PROVINCE, STATE OR COUNTY]. Come join the festivities at [LOCATION] at [TIME] where there will be food, drinks and entertainment. For more information call [PHONE #] or visit [WEBSITE].

###

:60 Truck Convoy® fundraising event Radio PSA

Trucks of all sizes will take part in the Truck Convoy® to benefit Special Olympics on [DATE]. Highway [NAME] will be loaded with Semis, Tractor Trailers and other Big Rigs as they travel [#] miles to [LOCATION]. United with members of the law enforcement community, the truckers are raising needed funds to directly support the Special Olympics athletes here in [PROVINCE, STATE OR COUNTY]. The local convoy is just one leg of a convoy which reaches an international audience through more than 15 states and 6 Canadian Provinces. Join in the festivities at [LOCATION] at [TIME] where there will be food, drinks and entertainment. For more information or to get involved in Special Olympics call [PHONE #] or visit [WEBSITE].

###

TRAFFIC ALERT

Drivers, please be advised of the Truck Convoy® for Special Olympics which will happen on [DATE] along [HIGHWAY]. This charity fundraiser expects to take up one lane along [HIGHWAY] for approximately [#] hours. Avoid the area.

###
**CALENDAR LISTING**

Calendar listings are found in most community print publications or on their websites and can be submitted free-of-charge. Below is a customizable calendar listing to be shared with community publications. These types of listings can be addressed to the Publications Calendar editor. Be sure to provide contact information to the editor so they may call you with questions and be sure to reach out at least a month before your event to secure confirmation in your newspaper.

**Trucker Recruitment Listing**

The Truck Convoy® fundraising event will roll into [STATE] on [DATE], to support Special Olympics. Truckers or trucking companies who would like to participate in this year’s event which will travel along [HIGHWAY] can visit the convoy’s Web site at [LOCAL WEB INFO] or call [CONTACT NAME and PHONE] for more information and a registration packet.

**Community Involvement Listing**

Trucks of all sizes will take part in the Truck Convoy® for Special Olympics on [DATE]. Highway [NAME] will be loaded with Semis, Tractor Trailers and other Big Rigs as they travel [#] miles to [LOCATION]. United with members of the law enforcement community, the truckers are raising needed funds to directly support the Special Olympics athletes here in [PROVINCE, STATE OR COUNTY]. Join in the festivities at [LOCATION] at [TIME] where there will be food, drinks and entertainment. For more information call [PHONE #] or visit [WEBSITE].
Key Messages and Talking Points

The Truck Convoy® for Special Olympics fundraising event provides a unique opportunity for law enforcement and the trucking industry to partner together to change the lives of Special Olympics athletes creating acceptance and respect in communities across the U.S. and Canada.

This year, 18 states and 6 Canadian Provinces are expected to participate.

The Truck convoy provides an opportunity for truckers to rally behind Special Olympics while sharing with communities their commitment to their jobs. Many truckers will change routes, take vacations and alter their schedules to participate and help Special Olympics athletes.

Since 1981, law enforcement members have become the largest grassroots awareness and fundraising entity for Special Olympics creating a variety of annual signature events including The Law Enforcement Torch Run®, Polar Plunges (winter water fundraisers), Tip-A-Cop events and the Truck Convoy®.

Law Enforcement Torch Run® for Special Olympics

The Law Enforcement Torch Run for Special Olympics is the largest grassroots public awareness vehicle and fundraiser for Special Olympics in the world. Since 1981, the Law Enforcement Torch Run® for Special Olympics has raised more than US$675.5 million dollars, with over $56.6 million raised in 2016 alone.

More than 97,000 law enforcement members in all 50 U.S. states, all Canadian provinces and 47 countries carry the Special Olympics Flame of Hope™ through the streets for their local, state or national Special Olympics Games.

Law enforcement members have long been good friends to Special Olympics. They have emerged as champions of Special Olympics athletes everywhere. They have encouraged our athletes to aspire to their highest potential and compete against their personal best. They have helped to make many dreams come true, often against seemingly insurmountable odds.

The Law Enforcement Torch Run® for Special Olympics began in 1981 when Wichita, Kansas (USA), Police Chief Richard LaMunyon saw an urgent need to raise funds for and increase awareness of Special Olympics.

The International Association of Chiefs of Police is the founding law enforcement organization for the Law Enforcement Torch Run® for Special Olympics.

Law enforcement members act as Guardians of the Flame®, ensuring the delivery of the Flame of Hope to local, state, national and international Special Olympics Games.
Special Olympics Key Messages

Special Olympics transforms lives through the joy of sport, every day, everywhere. We are the world’s largest sports organization for people with intellectual disabilities: with more than 4.9 million athletes in 172 countries -- and over a million volunteers.

Through the power of sports, people with intellectual disabilities discover new strengths and abilities, skills and success. Our athletes find joy, confidence and fulfillment -- on the playing field and in life. They also inspire people in their communities and elsewhere to open their hearts to a wider world of human talents and potential.

Special Olympics is the leading voice in raising awareness about the abilities of people with intellectual disabilities. Through sports, we showcase the skills and dignity of our athletes. We also bring together communities to see and take part in the transformative power of sports. We know the odds our athletes must overcome and the barriers they face every single day. We see this at training events and competitions as our athletes push to beat their personal bests -- and exceed them.

The transformative power of sports to instill confidence, improve health and inspire a sense of competition is at the core of what Special Olympics does. Since 1968, Special Olympics has been spreading the message: people with intellectual disabilities can -- and will -- succeed when given the opportunity. And it all happens through the simple power of sport. At Special Olympics, we believe that sports can teach us all important lessons. When we train and strive for a goal, it teaches us to dream. When we struggle, it teaches us determination. When we win, we find joy. And if we lose, we can find the strength to try again.

Our sports events bring together a large and inclusive community of athletes, supporters and families, coaches, volunteers and many others. The athletes are at the center of it all -- to the shared joy of themselves, their families and their communities. These events help us all rediscover the purity of sports -- and real athletic pursuits -- based on true Olympic ideals.

Special Olympics is also the world’s largest public health organization for people with intellectual disabilities. Many of our athletes come to us with neglected health problems. At World Games and other events, we offer a wide range of free health exams and care.

Through sports training and competitions, Special Olympics helps people with intellectual disabilities achieve joy, acceptance and success. They gain the confidence that comes with achievement. They feel empowered. Our Athlete Leadership programs can take athletes even farther -- as leaders and spokespeople respected in their communities.

Special Olympics will continue its pursuit to reach out to the up to 200 million people with intellectual disabilities in the world, to change the world one athlete and one attitude at a time - creating a world of inclusion and mutual respect, without bias or prejudice.
Talking Points TEMPLATE

This talking points template can be created to support any interviews (radio, print, or television) that your event spokespersons will participate in. The key is to be concise because interviews are always shorter than anticipated.

**Truck Convoy® for Special Olympics [PROVINCE, STATE OR COUNTY]**

[DATE]
[LOCATION]

**Time:** DEPARTURE AND RETURN

**Presenting Sponsors:** PRIMARY (SECONDARY OPTIONAL)

**History**
- NUMBER OF YEARS
- AMOUNT OF MONEY AND NUMBER OF TRUCKS TOTAL IN HISTORY
- LAST YEAR’S TOTALS

**Event Facts**
- LENGTH OF RIDE AND BRIEF DESCRIPTION OF COURSE
- UNIQUE FEATURES (POLICE ESCORTED, PARADE ROUTE, ETC)
- Any truck or vehicle 10 GVW or larger is eligible to participate
- COST TO PARTICIPATE AND REGISTRATION DETAILS
- WHAT DOES REGISTRATION INCLUDE
- CAN ATHLETES RIDE SHOTGUN?
- WHERE TO FIND MORE INFORMATION

**Spectators**
Can cheer on the truckers at [NUMBER] “cheer” sections:

- 
- 
- 

**Special Olympics [PROVINCE, STATE OR COUNTY] Facts**

#ATHLETES, SPORTS AND VOLUNTEERS

Just a reminder that our athletes aren’t all kids, more than half are adults so it’s best just to call them “athletes”. (many people make the mistake of referring to them as kids.)

**More information:** WEBSITE
PITCH LETTER

A pitch letter is a note to reporters and editors making them aware of a great story. Below is a customizable pitch letter that can be sent to a variety of journalists, asking them to cover your event.

[DATE]

Dear [EDITOR NAME],

When people think about law enforcement members and truckers together, they usually have an image of a big rig pulled over on the side of the highway with an officer writing a ticket. This September, that stereotypical image will change when members from the law enforcement community and truckers team-up to raise awareness and funds for Special Olympics with the Truck Convoy® fundraising event.

This incredible event will happen in 15 states across the United States and in 6 Canadian Provinces this year. Since its beginning in 2001, the truck convoy has united more than 25,000 truckers who have traveled thousands upon thousands of miles.

Here in [STATE] approximately [#] of trucks will begin their route on [DATE at [LOCATION] and travel along [HIGHWAY] until they reach their destination of [LOCATION]. At the end of their journey, members of the community and Special Olympics athletes will be there to greet them and celebrate. [ADD MORE ABOUT EVENT.]

We invite you to join in the festivities by covering this unique story. We have great personalities behind the Truck Convoy®, offer a great visual and could even get you a spot in one of the trucks if desired.

If you are interested in covering the Truck Convoy®, please contact me at [PHONE NUMBER] or [EMAIL].

Sincerely,

[NAME]
Sample Social Media Posts (Facebook, Twitter and Instagram)

Each respective post should be accompanied by an engaging photo if the platform allows.

Facebook

The 2018 Truck Convoy® for Special Olympics [PROVINCE, STATE OR COUNTY] is sponsored by [PRIMARY SPONSORS] and supported by the Law Enforcement Torch Run®.
Be part of the event... it is a great way to give back to our members of law enforcement and the trucking industry as they help raise awareness for our Special Olympics athletes!
#TruckConvoy #LETR

Only [#] more days until the #TruckConvoy for Special Olympics [PROVINCE, STATE OR COUNTY] - [DATE] at the [LOCATION]!
A big THANK YOU to the Law Enforcement Torch Run® for helping to bring awareness and raise funds in support of our athletes!
Presented by: [PRIMARY SPONSORS].

Twitter

Thank you @[PRIMARY SPONSOR] for supporting the Truck Convoy & bringing more attention to the incredible things our athletes are doing! #TruckConvoy #LETR

@LETRforSO Truck Convoy is [#] days away! Thanks @[PRIMARY SPONSOR] for bringing greater awareness for our @SpecialOlympics athletes! #TruckConvoy #LETR

Instagram

Here they come! Our Truck Convoy is this Saturday! Many thanks to @[PRIMARY SPONSOR] for being our presenting sponsor and bringing greater awareness to the incredible things our athletes are doing.

On Saturday, we wrapped up the 2018 Truck Convoy where [#] trucks raised [$] for Special Olympics [PROVINCE, STATE OR COUNTY]. Many thanks to our presenting sponsors @[PRIMARY SPONSORS] and the Law Enforcement Torch Run® for making it happen!