



LAW ENFORCEMENT TORCH RUN SPRING 2019 FUNDRAISING CAMPAIGN

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FUNDRAISING CAMPAIGN OVERVIEW

One Team – One Goal:

This year's Torch Run fundraising efforts will bring together all agencies state-wide to work as a team towards one goal: to raise \$50,000 through community support by run participation and/or donations.

Run Registration + Donation Page: <https://bit.ly/2Eh9Kju>

Here's How It Will Work:

The 2019 Law Enforcement Torch Run has **one** collective goal of raising \$50,000 state-wide. All agencies will work together to raise funds as **one team** using our online fundraising platform. Registrations and donations for ALL legs of the run will live on the [same online campaign](#). After an LETR member registers to participate in their leg of the run, they will send an email to peers encouraging them to support Special Olympics Virginia by making a one-time donation or joining them on the run! All donations* and run registration fees** will be collected through the online platform. Everyone can help in achieving our goal!

To start, connect with your Run Coordinator to ensure that they have all the necessary information to share with members of LETR. We've created an email template (pg. 3) for them to use; it includes detailed instructions for how to register, start fundraising, and reserve a t-shirt for the run. Run Coordinators, please be sure to attach the outreach email template (pg. 4) to your initial communication with the LETR members.

Page 5 is an email template for the LETR members to follow-up with their peers for support after the initial communication.

Note that in order for the LETR member to receive a **free 2019 LETR** shirt they must follow the detailed instructions included in the email from the Torch Run Coordinator.

**Any offline donations (cash or checks) collected should be deposited by an LETR member as soon as possible. The LETR member must complete the [online deposit summary](#) and select "Run" from the drop-down menu in order for the donation to be reflected on the Classy fundraising campaign.*

***Any person that wishes to pay their run registration fee offline (using cash or checks) must register at event check-in and hand money directly to LETR member for depositing.*



RUN COORDINATOR EMAIL

IMPORTANT RUN INFORMATION BELOW

Hello All -

As many of you know, the 2019 Torch Run will be here before we know it! This year, the Run theme is, "**One Team - One Goal**" as we work together to raise \$50,000 for Special Olympics Virginia.

In order to achieve this goal we will not only need the support of all agencies but also family members, friends, and community members too.

All members of LETR should follow the below instructions so we can get the fundraising started right away and engage the local community early. Those that complete each step will receive a **free 2019 LETR t-shirt**. PLEASE NOTE: If you plan on running in any leg of the 2019 Torch Run you MUST complete the below steps to participate.

STEP 1: Copy and paste the attached "LETR Support Email" and send to **20** of your family members/friends (from your personal email) and be sure to **BCC** your supervisor.

STEP 2: Once the **20 emails** have been sent (**with your supervisor BCC'd**), **REGISTER BY CLICKING HERE:** <https://bit.ly/2Eh9Kju> for your run and use the promo code: **LETR2019SOVA** to waive the registration fee. Your supervisor will provide your free t-shirt upon completion of Steps 1 and 2.

STEP 3: Two weeks prior to the Torch Run, those that have registered will receive a follow-up email. This email will include an additional "Follow-Up LETR Support Email" to be sent out again to your peers.

For those of you interested in sharing on your social channels feel free to use the below **Fundraising Page Link:** <https://bit.ly/2Eh9Kju>

Thank you in advance for your time, support and dedication to the Law Enforcement Torch Run. Its enthusiasm and teamwork that will make this a record-breaking year! **One team – One goal!**

Thanks,
(Supervisor)



LETR SUPPORT EMAIL

Copy & Paste email into personal email and send to 20 email addresses with **your supervisor** BCC'd

Subject Line: Help Me Support the Law Enforcement Torch Run for Special Olympics Virginia

This spring I am participating in the Law Enforcement Torch Run for Special Olympics Virginia and I would love your support in achieving our goal of raising \$50,000 for the movement!

The Law Enforcement Torch Run is Special Olympics' largest grassroots fundraiser. I and more than 2,000 officers, known as Guardians of the Flame, alongside community members and Special Olympics athletes, will carry the "Flame of Hope" almost 2,000 miles to the Summer Games Opening Ceremony in Richmond this June.

Help me support Special Olympics Virginia and the Law Enforcement Torch Run by either making a one-time donation or registering to run with me. Click here: <https://bit.ly/2Eh9Kju>

Thanks in advance for your time and support! Together we are supporting the year-round sports training, leadership opportunities and health services for over 23,000 athletes of all abilities.

Best,

(Your name)



LETR VOLUNTEER SUPPORT FOLLOW-UP EMAIL

Copy & Paste email into personal email and send to 20 previous contacts and any additional contacts.

Dear (recipient)

As you may know, this year I am participating in the Law Enforcement Torch Run for Special Olympics Virginia and I would love your support in achieving our goal of raising \$50,000!

With the 1,900 mile, 8-day relay approaching, we are nearing our goal but I can still use your help through making a donation here: <https://bit.ly/2Eh9Kju>

If you have already donated, THANK YOU! If you have not, please consider clicking on the link to help us reach our goal. You can also register to run with me by clicking here: <https://bit.ly/2Eh9Kju> and receive a custom 2019 Guardians of the Flame t-shirt! Together we are making year-round sports training, leadership opportunities and health services possible for over 23,000 athletes of all abilities.

Best,

(Your name)



CLASSY: REGISTRATION & FAQ

Getting to Know Classy:

The 2019 Torch Run fundraising campaign is powered by Classy, the #1 online and mobile fundraising platform. We've compiled some articles to answer your frequently asked questions. Click the topics below in blue to find out more! More tips can be found at the online [Classy Support Center](#).

It's Time to Register:

Torch Run 2019 will require all those participating to register through Classy. You can follow the step-by-step process linked below. Once you're registered let the fundraising begin!

- [Register to Run](#)

Using the Promo Code:

For those that qualify, you will want to be sure to use the **PROMO code (LETR2019SOVA)** to waive the registration fee. Please refer to the next two pages for step-by-step instructions.

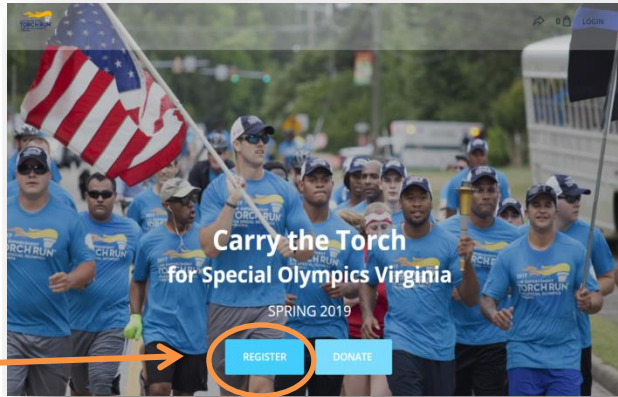
Got an Offline Donation?

Fundraisers cannot enter any offline donations, so we strongly encourage you to drive all donations to our online campaign on Classy. If you do collect cash and checks from your supporters – thank you! Please follow the below process to deposit these funds and see them reflected on Classy.

These donations (cash or checks) should be deposited by an LETR member as soon as possible. The LETR member must complete the offline deposit summary and select "Run" from the drop down menu in order for the donation to be reflected on the Classy fundraising campaign.



HOW TO REGISTER FOR YOUR RUN USING THE PROMO CODE:
LETR2019SOVA



This promo code is to be used by LETR members only.

