



LAW ENFORCEMENT
TORCH RUN[®]
FOR SPECIAL OLYMPICS
OHIO



FUNDRAISING TOOLKIT

CONTENTS

SECTION

01

How to Plan a Leg of the
Torch Run

SECTION

02

How to Register and Begin
Fundraising

SECTION

03

Fundraising Tips & Tricks

SECTION

01

How to Plan a Leg of the Torch Run



How to get a new leg in your region

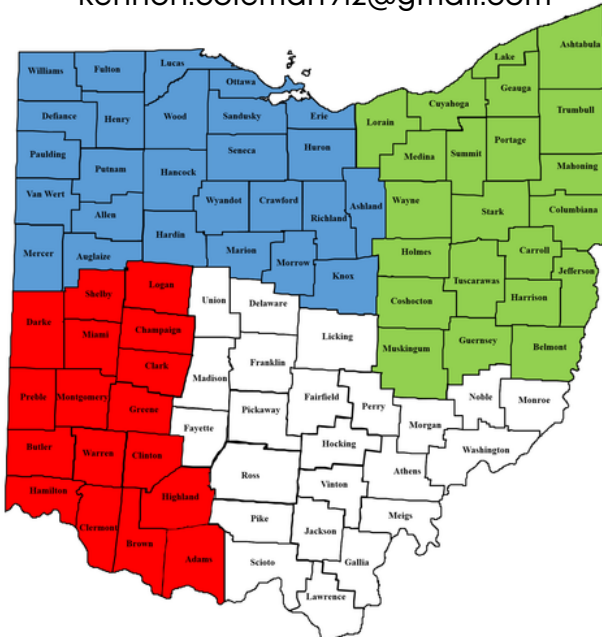
WE ARE ALWAYS LOOKING TO EXPAND THE NUMBER OF LEGS WE HAVE THROUGHOUT THE STATE. IF YOU ARE INTERESTED IN PLANNING A LEG IN YOUR AREA, PLEASE CONTACT THE LETR LEG LEADER IN YOUR REGION TO GET THE CONVERSATION STARTED:

Northeast: Eldin Beganovic
 ebeganovic@stow.oh.us

Northwest: Dan Harmon
 ptl.harmon@gmail.com

South Central: Tim Cunningham
 ospace1765@gmail.com

Southwest: Kennon Coleman
 kennon.coleman912@gmail.com



Leg Planning: Best Practices

PRE-EVENT:

- All participants must sign liability and media waivers (included in online registration)
- Event organizers should work with local authorities to ensure that the appropriate permits have been obtained for the torch run.
- County emergency services should be notified of the event; consider asking emergency vehicles to patrol the course.
- All participants are given a map of the route before the event (provided on the fundraising platform).
- A plan should be in place to ensure that all participants are accounted for after the event ends.



Leg Planning: Best Practices cont.

DURING EVENT:

- Volunteers should be stationed throughout the route with cell phones in case of an emergency situation and should be made aware of all emergency procedures (i.e. call an ambulance or the event organizer in the event of an emergency).
- Offer water and snacks for all runners at the beginning of end of the run. SOOH Staff can assist with providing these items as in kind to help stay within the budget.
- Walkers/runners should be reminded to obey ALL traffic signals, signs, etc.
- Event organizers should consider having a “pick-up” vehicle to provide transportation to walkers/runners who are unable to finish the event.

POST EVENT:

- Thank all participants
- Thank all donors, sponsors, and supporters
- Post event debrief meeting to discuss what went well and what we can improve for following year



Leg Planning: Virtual Run

WHAT IS A VIRTUAL RUN?

- Virtual running works exactly the same as any other type of running - the difference is that the entered race can be run at any location, at any pace, inside on a treadmill or outside anywhere! This year we are inviting anyone that is unable to make it to an in-person leg to participate as they choose: running, walking or riding your bike.

HOW TO REGISTER AS A VIRTUAL RUNNER

- Go to OhioTorchRun.org and select "Register"
- When asked to "indicate which region you will be participating in for your leg" Select "VIRTUAL RUNNER"
- Share your videos and pictures on social media with @SpecialOlympics Ohio and @OHLETR -- #soohletr



SECTION

02

How to Register & Begin Fundraising



How To: Register for the Torch Run

HOW TO REGISTER:

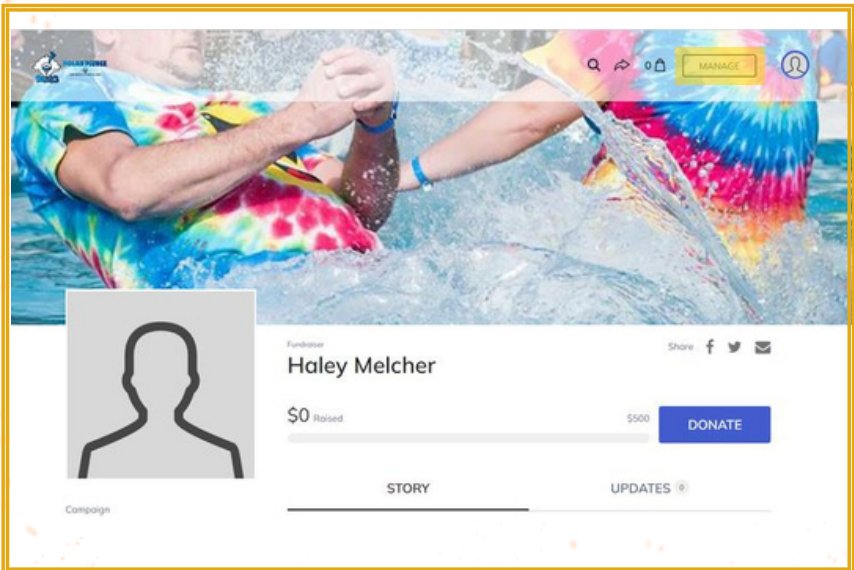
- Go to OhioTorchRun.org
- Click "REGISTER"
- You can sign up as an individual, join an existing team, or create a new team
- Follow the steps to register by answering all required questions -- be sure to refer to the Regional Map located on pg. 4 of the Toolkit when selecting the area in which your leg will be run
- You'll receive an email with a link to your personal fundraising page that is created for you upon your registration for the Torch Run
- Your fundraising page is fully customizable! You can add a photo, personal story, and personally thank anyone who donates to your page.
- **REMINDER:** This year's LETR T-Shirt is included with your registration fee



How To: Customize your Fundraising Page

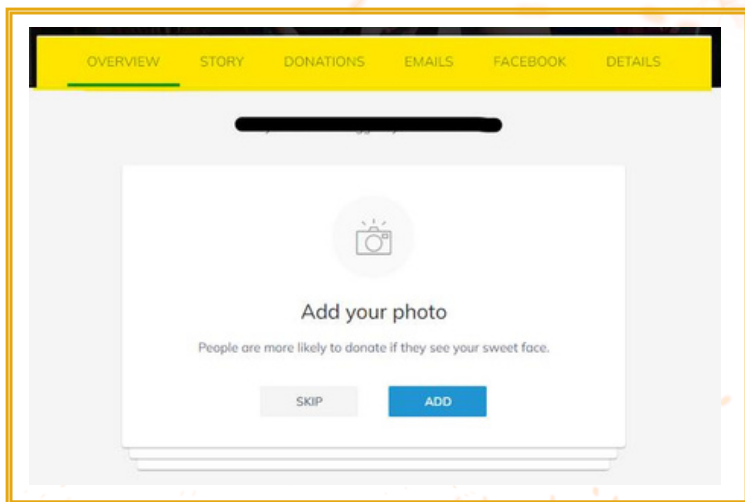
HOW TO CUSTOMIZE YOUR PAGE:

- Once you are logged in to Classy, and on your fundraising page, you'll have a "Manage" button available in the upper right corner:



How To: Customize your Fundraising Page

Once the Manage button has been clicked, this will open the customization window for your fundraiser and you'll have several options for personalizing your fundraiser:



Overview: This tab will walk you through some of the initial set up options including adding a photo and sharing your own story and motivation for participating

Story: This is where you can edit your story and share updates along the way like, "I'm half way to my goal! Help me get there?"

Donations: You can view all donations to your campaign and make sure you're thanking each donor individually.

Emails: You can create personalized emails to ask for donations or thank those who have already given.

Facebook: This is an important one! If you link your campaign to your Facebook page you'll be able to raise more money. It's an easy process and can be done here.

Details: If you want to change your photo or goal amount you can do that here.

SECTION

03



Fundraising Tips
& Tricks

Fundraising Tips & Tricks

HOW TO MOTIVATE YOUR DONORS ON FACEBOOK:

- Create fun and engaging Facebook posts:
 - Share the registration to add people to your team
 - Share your individual page and ask friends and family to donate. Be sure to include your connection to Special Olympics Ohio as a whole or one of our athletes in your community.
 - Post about how you are training and preparing to run a leg of the Torch Run!
- Be sure you're tagging @SpecialOlympicsOhio and @OHLETR in your posts and adding #soohletr
- Add photos and videos to make your posts stand out.

OTHER FUNDRAISING IDEAS:

- Have a birthday between now and the Torch Run? Fundraising for your birthday has become more popular, and it's an easy way for you to share your campaign with your friends and family.
- Attending an event or party soon? Email Haley Melcher at hmelcher@sooh.org for the LETR Infographics to share.



Fundraising Tips & Tricks cont.

Email is a reliable and easy option for fundraising as well! Below is a sample email that you can send to your community:

Dear **[insert supporter name here]**,

I'm participating in the 2023 Law Enforcement Torch Run June 19-23 for the athletes of Special Olympics Ohio! One of my favorite parts of the Torch Run is the **[favorite part about the Torch Run]**! I am looking forward to running again this summer, but your support for my campaign and the athletes is what means the most. Your support allows the athletes of Special Olympics Ohio to compete in the sports they love free of charge. Click the link below to donate to my fundraising page, and thank you for your support! **[insert your the link to your fundraising page]**

If you want to brainstorm other fundraising ideas or just need some help getting started, we are here to help!

Haley Melcher

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officersamples@doylestown.com