



**Special Olympics**  
*Colorado*

## How to Get Started

### Recruiting

- The first priority is to gain support from the top: the Chief of Police, County Sheriff, Correctional Facility Warden, or Law Enforcement Associations must support the program for it to work.
- In approaching your Chief or Sheriff, stress the *benefits* of the Torch Run to Law Enforcement. The benefits are:
  - *Increases the visibility of Law Enforcement within the community.*
  - *Ties Law Enforcement to the most credible charity in the nation.*
  - *Promotes awareness of and raises funds for Special Olympics.*
  - *Improves employee morale.*
- The Chief or Sheriff can assist in identifying a leader for the program.
- If possible, avoid having someone “appointed”. A willing and motivated leader is more effective than an appointed one. The agency leader must be able to sell the program to the others.
- Establishing committees to handle different aspects of the program is usually more effective in achieving agency goals. When possible, committees should consist of representatives from different areas within your agency.
- In recruiting Law Enforcement personnel, always stress the fundraising aspect of the program. Not only will you need runners, but also various personnel will be needed to handle other Torch Run activities.
- Make use of local Special Olympics Colorado athletes, Unified Sports® partners, staff members, family members and coaches.
- Seek the help of your local Special Olympics representatives in planning your Law Enforcement Torch Run® activities.

### Maintaining Involvement

- Just as important as recruiting new involvement is maintaining current involvement.
- Each year of involvement builds experience and efficiency in fundraising and creates deeper dedication.
- Long term involvement helps create leadership that otherwise might be lost. Since we want to develop new leadership to insure the effective continuation of the program, it is important to keep those potential leaders involved.
- Involve runners in Special Olympics Colorado events. Special Olympics Colorado always needs volunteers at all levels.
- Arrange for your runners to present awards at various Special Olympics Colorado competitions.
- Direct involvement with the athletes will deepen the commitment of the runner.

## ***Special Olympics Colorado athletes love to interact with Law Enforcement.***

### **Local Special Olympics**

- For the Torch Run to work effectively, it is important to develop and maintain good working relationships with your area's Special Olympics Colorado representative.
- Prior to beginning any fundraising, check with your local Special Olympics Colorado representative to verify that no other event is scheduled for the same time.
- A system for fund tracking, event planning and runner registration should be coordinated with your Special Olympics Colorado representative.

### **Financial Procedures**

- Funds raised stay in the state of Colorado. If a person desires for their money to stay in a specific area of the state, Special Olympics Colorado can work with you to keep it in the area.
- It is imperative that your local Special Olympics office has a record of what each individual and each agency has raised. This information is imperative for the check presentation at Opening Ceremonies and for awarding incentives.
- Financial information is also crucial to planning and goal setting for the following year of the Law enforcement Torch Run®.
- ***Please work directly with your local Special Olympics Colorado representative to develop the proper fund tracking report for your area.***

### **Goals**

- For new agencies - be ambitious, but realistic.
- For agencies with previous experience in the Torch Run - strive to increase your results from last year.
- Make sure that upper management is behind your effort and is aware of the goal that has been set.
- Make sure everyone in your department knows what the goal is and how they can get involved.
- Effective lines of communication will increase fundraising.
- When possible, establish an internal incentive program to motivate fundraisers to achieve and exceed the established goal.
- HAVE FUN!!!!