



# 2018 Plane Pull Fundraising Toolkit



**Pulling for a Purpose**

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# Team Captain Information

Behind every great team is a great Team Captain. Serving as a team captain and participating in the Plane Pull is a great team-building opportunity for families, friends, neighbors, and colleagues while showing your support for Special Olympics Colorado.

## What is a Team Captain?

A team captain serves as a liaison between SOCO and the team members. You will help keep your team motivated and excited for the Plane Pull!

## The Role of a Team Captain:

- Pick your team name and register online
- Build a team fundraising page
- Recruit team members and ensure they register for your team online (click [here](#) for directions on how to use your fundraising pages).
- Set specific goals regarding recruitment and fundraising
- Share fundraising tools with teammates
- Assist in organizing and delegating team fundraising events
- Help create a great team costume/theme
- Prior to the event, make sure you set a meeting place and time

## Stay connected with the team by:

- Sending regular emails to update members of team progress, fundraisers, etc.
- Phone calls
- Holding team meetings or fun gatherings

## How to Be a Successful Team Captain:

- Recruit Team Members (invite members to your team using the team page you created on Classy. For directions click [here](#)).
- Motivate - show your enthusiasm for the event, stay in contact with your teammates, send your teammates reminders about their fundraising goals and why they are fundraising.
- Educate - learn about Special Olympics Colorado, let your donors & teammates know that you are fulfilling a very important mission.

# Team Member Recruitment

**Here are a few tips and tricks that will assist you as your work to build your team!**

1. Start early. Begin recruiting as soon as you've registered your team online. The earlier you get your team members involved, the sooner you can begin planning your team's fundraising activities and building excitement. Send out emails with the link to your team website so individuals can register for your team. Share your team fundraising goal with the people you are trying to recruit.
2. Get the word out. Let your family, friends, co-workers, teammates, classmates, and/or neighbors know you are looking for team members. If they are not interested, they may know someone who may love to participate.
3. Post on Facebook. Tell all your friends about your fundraising goal and connection to Special Olympics. Invite them to register for your team and raise funds online. Be sure to include the link to your fundraising page so that they can register. See the Facebook section under the fundraising resources for sample messages to post.
4. Offer incentives. Conduct a raffle or offer a small gift certificate to the first five people who join your team. This will encourage people to sign up quickly. If you are participating on a company team, perhaps you could convince the boss to offer an incentive like a half day off for participating or reaching a specific fundraising level.
5. Finally, make it fun! Excitement is contagious. Continuously update everyone on your efforts, success of different team members, fundraising and milestones reached. They'll see how committed you are and want to be a part of the success!

# Team Building 101

## TIMELINE

## WHAT TO DO

### 2-6 months before

- Register your team at [SpecialOlympicsCo.org/give/PlanePull](https://SpecialOlympicsCo.org/give/PlanePull)
- Set team goals and create a plan to achieve them
- Recruit team members

### 2-3 months before

- Hold a team kick-off party
- Continue recruiting team members
- Begin collecting donations - it's never too early to start

### 1-2 months before

- Hold a team fundraiser
- Make sure your team members are registered online
- Start planning your team's costumes

### 1-2 weeks before

- Check the "team line-up", to determine when your team will pull (you will receive this from SOCO).
- Ensure you have the most current list of team members
- Set a meeting place and time at the Plane Pull
- Ensure that everyone has their team costume ready to go

### Day of Event

- Meet your team at the planned location
- Ensure each team member has registered, received a wristband and turned in any additional pledges
- Take a team photo
- Have fun!!

# Fundraising Tips & Tricks

## How to raise \$150 in a week!

- **Day 1** - Make a \$20 donation to yourself to get started!
- **Day 2** - Send an e-mail to three friends asking them for a \$10 contribution
- **Day 3** - Ask one parent and one sibling for a \$10 contribution
- **Day 4** - Bring a pledge sheet to work and ask co-workers for \$10 to support your fundraising goal
- **Day 5** - Send an e-mail to four family friends and relatives asking for a donation
- **Day 6** - Ask two people at your favorite hangout, restaurant or tavern for a \$5 donation
- **Day 7** - Put a post on Facebook asking for a \$10 donation to help you reach your fundraising goal

## Other Fundraising Ideas and Hints

1. Send a **fundraising e-mail or letter to your friends, family and neighbors**. If you are sending a letter, be sure to include a self-addressed stamped envelope.
2. **Add the Special Olympics Colorado Logo to your email signature**. Be sure to also include the link to your fundraising page to encourage everyone to visit and donate!
3. Link your fundraising page to your **Facebook and Twitter** account asking for donations.
4. Double your fun: **Challenge a friend** or colleague to participate with you!
5. Ask your supporters about **matching funds** from their employers.
6. Always **follow up**, via phone and/or email. People will appreciate the reminder.
7. **Send thank you letters** to all of your sponsors after you participate (and include a fun picture, so that they remember you next year). Don't forget that you can also send out emails to your online donors directly through your fundraising page.

# Team Fundraising Ideas

- **Poker Plays Pay-** Invite 10 people over for a round of charity poker. Send invitations explaining your participation and request everyone brings \$25-40 mad money. Provide refreshments.
- **5 Cents at a Time-** Each team member runs a bottle drive in their area. Go door-to-door and collect bottles from your neighbors and friends.
- **Have an At-Home Happy Hour-** Invite your coworkers, friends, family and neighbors over for an evening of drinks and snacks. Charge a “cover” or have them buy a glass in order to generate funds for your team!
- **Host a Bowl-A-Thon-** Cut down on costs, do a Wii Bowl-A-Thon at someone’s house!
- **Personal Assistant for a day-** Offer to run errands, babysit, organize, clean a fridge, dog-sit, etc. for a donation to your team.
- **Bake Sale-** Bring baked goods into your workplace and raise money toward your team.
- **Chili/Pie/BBQ Cook Off-** Charge a small entrance fee, then small tasting fee. Invite friends over to watch a sporting event etc.
- **Sports Bracket or Pools-** Organize weekend game brackets for NFL/College Football. Charge a fee, with a split of proceeds to the winner.
- **Charity Game Night-** Organize a game night. Charge a small entrance fee, all money goes to your team.
- **Potluck Lunch at Work-** Have co-workers bring a dish into work, and everyone can donate money for the food instead of eating out or bringing lunch.
- **Gift Wrapping-** Offer to wrap gifts in exchange for a donation to your team.
- **Used Book Sale-** Ask people to donate their used books, and sell them at work.
- **Trivia Night-** Organize a trivia night at your house, with a small buy-in. Split proceeds with winner.
- **Change Collection-** Set up a collection jar at your workplace or ask friends for spare change.
- **Bar/Restaurant Night-** Get a local bar or restaurant to donate proceeds to your team.

# Pledge Sheet

Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ Zip \_\_\_\_\_  
 Team Name \_\_\_\_\_

<b>Fundraising Goal:</b> _____
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NAME OF DONOR	DONATION AMOUNT
<b>TOTAL</b>	



# Donor Receipts

Online donors will automatically receive a gift receipt via e-mail. Use these receipts only for cash and check donations. Have questions? Contact us at (720) 359-3101 or [AVanderPol@specialolympicsco.org](mailto:AVanderPol@specialolympicsco.org)

## Plane Pull Receipt

Special Olympics Colorado  
384 Inverness Parkway, Suite 100, Englewood, CO 80112

Donor Name: \_\_\_\_\_

Participant Name: \_\_\_\_\_

Donation of:    cash        check

Amount Donated: \_\_\_\_\_

Date: \_\_\_\_\_

Special Olympics Colorado is a 501(c)(3) nonprofit organization. Your donation is tax deductible to the extent allowed by law.

## Plane Pull Receipt

Special Olympics Colorado  
384 Inverness Parkway, Suite 100, Englewood, CO 80112

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Participant Name: \_\_\_\_\_

Donation of:    cash        check

Amount Donated: \_\_\_\_\_

Date: \_\_\_\_\_

Special Olympics Colorado is a 501(c)(3) nonprofit organization. Your donation is tax deductible to the extent allowed by law.

# Email Outreach Campaign

An email outreach campaign is a great, personal way to raise a lot of money in a short amount of time! Draft personal emails (or letters) to your family, friends, and colleagues and let them know you are pulling for a purpose.

- Make it easy for people to donate! If you're mailing your letter, consider including a self-addressed envelope (stamped or not) in the envelope when you mail a letter. If you're sending an email, make sure to include the link to your fundraising page.
  - Make it personal
  - Send it to everyone who has ever asked you to make a contribution
  - Early on, make "the ask". Don't limit your donors, but ask for a specific range. Ask for "\$10, \$20, \$50 or whatever your budget will allow."
  - Give a 10 day deadline for response. People will respond when there is a sense of urgency.
  - Feel free to use our sample letter below. Remember to share sample letter with team members to get them started.
- 

Dear **[Insert Name]**,

This August I will be "pulling for a purpose" in the 2018 annual Plane Pull in support of Special Olympics Colorado (SOCO).

I have set a personal fundraising goal of \$**[insert amount]**, and I need your help to reach it! Any amount would be appreciated and every little bit gets me that much closer to my goal. Your support allows SOCO to provide year-round sports training, athletic competition to over 23,000 individuals with intellectual disabilities across Colorado.

Over the past seven years, the number of individuals that SOCO serves has increased by more than 56%, and it is through the generosity of individuals like you that SOCO is able to provide life-changing opportunities to our athletes at no cost to them or their families.

There are three easy ways to support my team:

**Online donation:** Credit or debit card

Visit **[insert personal donation page URL]**

2. **Offline donation:** Cash or checks

Make checks payable to/mail to:

Special Olympics Colorado | 384 Inverness Parkway, Suite 100, Englewood, CO 80112

If you do it this way, please be sure to include my name in the memo area so that the staff will know where to credit the contribution.

3. **Join!** Join my team **[insert team name]** at **[insert team page URL]**

If you want to learn more about this exciting event, visit <http://specialolympicsco.org/give/planepull/> to find out all the details.

Thank you so much for your consideration. Your support changes lives!

# Fundraising Incentives

**You Raise:**

**You Earn:**

**Your Impact:**

\$250



**NEW!** Special Olympics Personal Mister and a Plane Pull T-Shirt

Get your mister at the Plane Pull and stay *cool!*

Funding for all of the training and competition for one athlete in his or her sport for an entire season.

\$500



Special Olympics Colorado ¼ Zip Shirt, Personal Mister, and a Plane Pull T-Shirt

A track & field meet for 150 eager athletes.

\$1,000



Special Olympics Colorado Zip-Up Jacket, Personal Mister, and a Plane Pull T-Shirt

Funding for an entire flag football team for one season.

**Highest Fundraising Individual**

**TWO JetBlue Airline Tickets!**

\*Colors and items may vary slightly from what is shown.



# Special Olympics Colorado

## **Mission**

The mission of Special Olympics Colorado (SOCO) is to provide year-round sports training and athletic competition in a variety of Olympic-type sports for children and adults with intellectual disabilities, giving them continuing opportunities to develop physical fitness, demonstrate courage, experience joy and participate in a sharing of gifts, skills and friendships with their families, other Special Olympics athletes and the community.

## **History and Organizational Structure**

What started as a day camp in Eunice Kennedy Shriver's backyard in the late '60s has grown to become the largest program of its kind. The Joseph P. Kennedy Foundation incorporated Special Olympics in 1968. In February 1988, the International Olympic Committee (IOC), the umbrella organization of the Olympic movement, officially recognized Special Olympics. Today this international program serves over 3.7 million athletes in over 200 countries. Every other year, Special Olympics brings the world together to compete in international-level games.

Special Olympics Colorado, authorized and accredited by Special Olympics Inc., held its first event at Aurora Hinkley High School in 1969. Four hundred athletes participated in a one-day track and field meet. SOCO currently serves over 24,000 athletes across the state and offers 22 sports. Colorado is organized into five geographic areas that are each served by a SOCO Area Manager. A local program, under the leadership of a volunteer program coordinator and key volunteers, directly serves athletes.

## **Funding**

Special Olympics Colorado is a registered 501(c)3 non-profit organization supported entirely by private donations from individuals, corporations and organizations throughout the state. The program does not receive any financial assistance from the government, United Way or Kennedy Foundation.

## **Athlete Participation**

All athletes are required to obtain medical clearance in order to participate in Special Olympics Colorado. Athletes develop fitness and sports skills, as well as learn rules and strategies from their volunteer coaches. Special Olympics also trains volunteers and certifies coaches, officials and games committee members to ensure that all athletes receive the highest quality training and competition. At competitions, athletes are placed into divisions based on age, gender and ability. Competitions take place at area, state, national and international levels.

## **Special Olympics Unified Sports®**

The Special Olympics Unified Sports® program combines an equal number of Special Olympics athletes with their non-disabled peers (partners) on sports teams helping to break down barriers that have historically kept people with and without intellectual disabilities apart. SOCO's program includes Unified Sports® event opportunities in 18 sports. There are over 1,000 partners registered in the program. Because of the program, Special Olympics Colorado is truly a sports program for individuals of all abilities.

## **Volunteers**

Each year SOCO relies on a volunteer force of over 13,000 people. Volunteers serve at all levels in the program and in many capacities, including coaches, sports officials and committee members. SOCO can match the interest or need of individuals, groups and corporations within the volunteer opportunities for all area and state competitions and special events.

## **Competition**

Special Olympics Colorado is divided into five areas with one state office and three satellite offices. SOCO offers a year-round program, hosting over 100 competitions annually at area and state levels. Event divisions are based on age, gender, and ability level to give all athletes an equal chance. Every athlete receives a medal or ribbon following a competition.

# Event Day Checklist

- Gloves
- Comfortable and sturdy shoes
- Camera
- Friends
- Water
- Any offline donations
- Contact information for team captain  
or team members



## Questions or Concerns?!

### Contact:

Alexandra Vander Pol  
Special Events Manager  
720.359.3101  
[AVanderPol@specialolympicsco.org](mailto:AVanderPol@specialolympicsco.org)

