



LETR Days Event Guide

2021



Special Olympics
Illinois





Overview

The Illinois Law Enforcement Torch Run is excited to team up with [Schnucks Grocery chain](#) to raise funds and awareness for the athletes of Special Olympics Illinois. During this event, law enforcement personnel and volunteers will staff tables at the main entrance of their local Schnucks store to sell merchandise and collect donations from patrons.

Below are a few basics for the LETR Day promotion – more detailed information and best practices are included later in this event guide.

- Law Enforcement agencies may select one of the following weekends to host their event:
 - Friday, September 17 – Sunday, September 19
 - Friday, September 24 – Sunday, September 26
- During the selected weekend, a **maximum** of two officers/volunteers should staff the LETR table during the times below. Please note, **all volunteers must be 18 years or older** and no Special Olympics Athletes will be eligible to volunteer during this event:
 - Friday: 4 PM – 8 PM
 - Saturday: 10 AM – 6 PM
 - Sunday: 10 AM – 6 PM
- Schnucks will provide each department with 1 table and 2 chairs, with the exception of Normal, IL who will utilize shopping carts for their booth. Check with your local Schnucks management to determine a location to set-up the table. ***Illinois locations are only allowing placement outside the store entrance due to their current COVID-19 guidelines.*** Departments may provide a pop-up tent/canopy for their table at all approved Illinois locations with the exception of Normal, IL.
- Law enforcement personnel/volunteers will sell Torch Run merchandise and collect general donations from customers
 - LETR merchandise (t-shirts, and raffle tickets,) will be shipped directly to the participating Schnucks location the week of your event.
 - Departments should supply their own money box and donation buckets
 - Departments may accept payment via cash, credit card or checks.
 - Departments will be set up with a Clover Go account for credit card donations
 - All checks should be made out to Special Olympics Illinois.
 - All cash may be exchanged into a money order at no charge at the Customer Service counter.



- Law enforcement agencies are encourage to advertise their event via their local media, radio stations and/or social media accounts. Flyers will be provided to hang at your selected location in the weeks leading up to the event.
- **100% of all donations benefit the athletes of Special Olympics Illinois!**

T-Shirt Days Event Materials

A variety of materials will be provided to help make your event a success. Below is a breakdown of the items you'll need for event day.

Materials Provided by Schnucks

- 1 table and 2 chairs
- For locations that Customer Service Counters are still in service - Opportunity to exchange all cash/coin donations into a money order at the conclusion of each day at no charge. Money Orders should be made out to Special Olympics Illinois.

Merchandise Shipped by SOILL Fulfillment Company (Shipped to Schnucks Location)

These materials will be shipped directly to your agency by the Wednesday the week of your event.

- **Torch Run Price Signs**
- **Torch Run Brochures/ 1 Pager**
- **SOILL COVID-19 Signage**– Must be posted at your table
- **Credit Card App Instructions and user information** will be provided to each participating department. All credit card donations must be processed via this app. No paper forms will be accepted.
- **Donor Forms** – Be sure to indicate your Schnucks location and your department name to receive the appropriate credit.
- **Torch Run Merchandise** – t-shirts, hats (while supplies last), lapel pins and raffle tickets.
- **Merchandise Return Form** – All unsold merchandise should be taken back to your LETR agency at the conclusion of the event. Departments should complete [this Merchandise Return Form](#) and return all unsold merchandise to Special Olympics Illinois Fulfillment Company at the address below. If you require a UPS return label please indicate that when completing the [online form](#).

Will Enterprises
Attn: Kevin Ullrich
7474 N. Will Enterprise Court
Milwaukee, WI 53224



Social Distancing Guidelines

The safety of our athletes, volunteers and partners continue to be our first priority. Below are requested protocols by Schnucks that all participating agencies are asked to adhere to when hosting LETR Days in 2021.

- All volunteers must wear a mask for the duration of their scheduled time whether vaccinated or unvaccinated.
- Volunteers are asked to wear gloves when handling items that are available for purchase or touched by the general public (i.e. t-shirts, hats, raffle tickets, pens, etc.).
- Please have hand sanitizer available on the table
- Between each use, volunteers should sanitize any equipment or supplies that the public touches during the sales process (wipe the item with sanitizer wipe).
- Allow volunteers to social distance at the sales table (stay at each end of table).
- If you think there will be a group waiting to purchase items, have a system in place to allow those waiting to socially distance. (i.e. place an X in chalk or tape to mark spacing on ground/floor)
- If possible, have flow of purchasers move in one direction so they are not crossing paths moving to and from the table.

Coordinating officers are asked to provide the below items for their event:

- Mask
- Globes
- Hand Sanitizer
- Items to sanitize table/area



Additional Information/Best Practices

Below are some best practices and ideas that have worked well at similar events. If you're doing something unique at your location, let us know!

- **Stop by your Schnucks location the week of your event to introduce yourself to the store manager.**
 - In Illinois, all LETR Days booths will be setup outside due to Schnucks protocols. All participating locations, with the exception of Normal, IL, will be provided a table and two chairs and is approved to utilize a pop-up tent/canopy if so desired.
 - Discuss table/tent placement to ensure it is in line with Schnucks current Social Distancing guidelines and that your placement will still allow access to every customer as they either enter or leave the store.
- Historically, we encourage all law enforcement personnel to wear their uniforms. Due to all tables being placed outside in 2021, we encourage officers/volunteers to dress appropriate for the weather. A department specific polo shirt or 2021 Torch Run T-shirt is recommended if uniforms are not worn.
- Position squad cars outside of your venue – turn lights on to attract attention!
- Greet EVERY CUSTOMER and let them know why you are there!
- Set a fundraising goal!
 - Continually update the manager and the media on your fundraising total
- Have donation jars available on the table
- Approach local businesses to see if they would be willing to do a jean day for their employees that purchase a Torch Run t-shirt.
- Look to get your Community Public Relations office involved
 - They can help get your event information to local papers, TV stations, the city/county website and even the village employee email system
- Have your Chief of Police invite the Mayor, Trustees, Village Manager and other local administration figures to join you at the table.
- Establish a relationship with a local radio station for a live remote on site
 - Periodically provide updates on how close you might be to reaching your goal
 - Auction items live and over-the-air to benefit your event
 - You could even create an online fundraising page, allowing supporters that are unable to stop by your location a chance to donate securely online via credit card
 - For additional information on creating an online fundraising page, contact Sandy Nash at snash@soill.org or call 618-974-9010.



Following the Event

- **Submit your Event Total by 10 AM the following Monday** – totals may be submitted by email at snash@soill.org or text to 618-974-9010. Be sure to include your department name and location in your message.

- **Take all money with you at the end of each day!** Make arrangements to safely deliver all donations to Special Olympics Illinois in a timely manner – donor forms have been provided.
 - Schnucks Customer Service Counter (if available) will exchange all cash into money orders at no cost.
 - Mail donations, donor form and sold raffle ticket stubs directly to:
*Special Olympics Illinois
Attn: LETR Days
605 E. Willow
Normal, IL 61761*
 - Don't forget to include a completed [donor form](#) with any money you send, so we can credit your department appropriately!

- Count all remaining merchandise and complete the [Unsold Merchandise Return Form](#). Form should be printed and returned with your unsold product.

- Please call the Schnucks store manager after your event to provide them with a fundraising total and thank them for their support!

Questions? Contact:

Sandy Nash

Director of Development – Torch Run
Special Olympics Illinois
Cell: 618-974-9010
Email: snash@soill.org