



# 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 placed OUTSIDE the store entrance due their current COVID-19 guidelines. (This may change prior to September.)
- Law enforcement personnel/volunteers will sell Torch Run merchandise and collect general donations from customers
  - LETR merchandise (t-shirts, hats, lapel pins, raffle tickets, etc.) will be shipped directly to the participating department 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. Posters 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
- 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 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 that we ask you to have in place when hosting LETR Days in 2021.

- Unless fully vaccinated, participants who are medically able should wear a mask when within 6 feet of others.
- 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
- Hand Sanitizer
- Items to sanitize table/area

**\*\*\* Schnucks will provide updated social distancing guidelines a minimum of 2 weeks prior to the start of this promotion. Those guidelines will be shared with all coordinating officers prior to their event \*\*\***





## **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.**
  - Remind the Manager that you will need a table with covering and two chairs.
  - Discuss table 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.
  - If outdoors, departments are encouraged to bring a 10 X 10 pop up tent to ensure shade is available.
- 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](mailto: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](mailto: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 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: Torch Run  
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](mailto:snash@soill.org)