



Team Captain Guide

O'Hare Plane Pull

October 2, 2021



**Special
Olympics**
Illinois





Team Captain,

Thank you for your interest in *PULLING* for Special Olympics Illinois by serving as a Team Captain for the 12th annual Law Enforcement Torch Run Plane Pull. This year's event promises to feature plenty of fun and competitive spirit, all to raise money and awareness for the athletes of Special Olympics Illinois!

The Plane Pull will be held on Saturday, October 2, at O'Hare International Airport in Chicago. The first Team captain's meetings will begin at 8:15, with competition set to kickoff at 9:00 a.m. Free parking and shuttle transportation will be provided that day. Vouchers for a free lunch will also be issued to you for your entire team. Spectators are strongly encouraged to attend and witness your group's momentous feat!

This Team Captain Guide has all of the tools you'll need to get started, including:

- Online Registration Instructions: Step-by-step directions show you how to easily register your team and also create an online fundraising page.
- Team Fundraising Tips: Some creative ideas to jumpstart your efforts!
- Sample Donation Letter: A great template to help you start spreading the word
- Team Roster Form: This allows you to track your team members and their information. We ask that you send your roster with T-shirt sizes to Jim Fitzpatrick by September 17, so they are available for you on-site. If your entire team has registered online by this deadline, you do not need to submit a roster. Shirt sizes submitted after this date will be available on a first-come, first-serve basis.
- Plane Pull Flyer: This serves as a great promotional piece for your group and can help recruit additional team members. Post them around the office, school, gym, etc.
- Donation Tracking Form: An easy way to organize and track any offline donations that team members might receive.
- Donor Receipts: These can be used for cash or check donors that want a receipt.

If you have any questions about fundraising, filling your team's roster, or just need some workout tips to get you ready for the Pull, please do not hesitate to reach out. We look forward to an exciting event and appreciate your support of the athletes of Special Olympics Illinois!

Jim Fitzpatrick
Senior Director of Development, Special Olympics Illinois
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Plane Pull Overview

2021 marks the 12th year for this ultimate man versus machine challenge. This extreme and unique event, which pits teams of 20 against a UPS aircraft or United Airlines 737 weighing nearly 180,000 lbs., is a signature fundraiser that raises both money and awareness for Special Olympics Illinois. In fact, the Plane Pull has raised nearly \$1.2 million since its inception!

While the Plane Pull attracts a diverse cross-section of people, these participants all share an adventurous spirit, a generous heart and the desire to make a difference. This is also a great opportunity for your group to build camaraderie and pull together for a common cause – the athletes of Special Olympics Illinois! It is undoubtedly a team-building experience like no other. Teams consist of a maximum of 20 members, but can choose to pull with less than 20 if desired. Groups compete to pull the plane 12 feet in the fastest amount of time. Each team must raise a minimum of \$1,000 for the privilege of competing in this exclusive event – all proceeds benefit Special Olympics Illinois.

The event is open to the public and will also include entertainment, food, an awards ceremony, on-site vehicle displays and a Kid's Zone with various activities. Spectators are strongly encouraged to attend and cheer on their favorite team!

The Plane Pull is also a key part of law enforcement's grassroots efforts to raise both money and awareness for their charity of choice: Special Olympics. The Law Enforcement Torch Run is the single largest year-round fundraising vehicle benefitting Special Olympics. Approximately 3,000 law enforcement personnel annually carry the *Flame of Hope* nearly 1,500 miles throughout hundreds of Illinois communities via 23 different legs, or routes, to its final destination – the Opening Ceremony of the Special Olympics Summer Games in Normal. This symbolic running of the torch garners awareness for their passionate partnership with Special Olympics.

Officers also dedicate their time throughout the year to hold numerous special events as part of the Torch Run initiative. In 2021, the Law Enforcement Torch Run strives to raise more than \$4 million for Special Olympics Illinois through a variety of fundraisers – join their efforts by participating in the Plane Pull!



Team Divisions

- Each team of up to 20 members must raise a minimum of \$1,000 to participate. Teams compete in the below divisions. If a division has less than 8 teams register, that division will be combined with the Open division for competition.
 - Open: General Public (companies, neighbors, school teams, friends & families)
 - Public Safety: Law enforcement, firefighters, EMTs, paramedics, DNR, DOC and military personnel (teams must have at least 10 public safety competitors to qualify for this division)
 - Fitness: CrossFit, gyms or other fitness groups
 - Hotel: New last year, and back by popular demand, we have a division for those in the hotel industry!

Award Categories

- Fastest Pull – Open Division
- Fastest Pull – Public Safety Division
- Fastest Pull - Fitness
- Fastest Pull – Hotel Division
- Grand Champion
- Top Fundraising Team – based off day of totals
- Team Spirit Award

Team Fundraising Incentives

In addition to the thrill of a lifetime and knowing that you're helping a great cause, there are some great prizes available to motivated fundraising groups! Items will be awarded to each team member in the following categories:

- \$1,000: You get official bragging rights and the exclusive opportunity to pull a plane!
Plus, each team member will receive a commemorative T-shirt.
- \$2,500: TBD - Will email Team Captains and update this document once items are secured from vendor
- \$4,000: TBD - Will email Team Captains and update this document once items are secured from vendor
- \$6,000: TBD - Will email Team Captains and update this document once items are secured from vendor

Please note that these team level incentives (\$2,500 level and up) will be based on funds received as of October 8; these prize levels are not cumulative and will be mailed to the team captain.



Online Registration Instructions

Registering your team online is quick and easy!

- Visit www.illinoisplanepull.com and click the Register Now button under the Chicago O’Hare logo.
- This should re-direct you to the event landing page. Click the Register Now button.
- As part of Step 1, select “Plane Puller”
- Select your role
 - As Team Captain you should select the Create a Team option
 - Your team members can then choose the Join a Team option after you’ve registered, as your team name will be listed.
- Select your Team Type (this will be the division in which your team will be competing)
- Once all information is entered on this page,
 - select the Continue to Next Step button
- Follow the on-screen instructions to enter your personal and team fundraising goal (these can always be modified later)
- Be sure to fill out all questions for step 2 including your t-shirt size for day of event and click Continue to Next Step
- Follow the on-screen instructions to enter your contact details in step 3
- Step 4 will ask if you would like to make a personal donation to your fundraising page (this is optional)
- You will be prompted to review your registration information; if accurate, click the Complete Registration button

Register Now

CONTINUE TO NEXT STEP

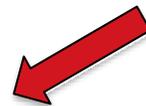
CONTINUE TO NEXT STEP



Please review your details and complete your registration below.

COMPLETE REGISTRATION! [Cancel](#)

- The next screen will provide a registration confirmation; you will also receive a confirmation email shortly (from website@soill.org)
- Once your registration is complete, you may create a personalized fundraising page to easily and securely raise money online for your fundraising efforts
- Select the Personalize Your Fundraising Page option at the right-hand tool bar to get started.
- If you have any additional questions on the registration process, please contact Sandy Nash of Special Olympics Illinois at snash@soill.org or 1-800-394-0562





Team Fundraising Tips

Who do you know?

The key to building a team and a successful fundraising campaign both depend on asking people you know for support. Take a moment to think of everyone whose lives you touch and ask them to make a donation or join your group!

Your list can be overwhelming, so use the breakdown below to help categorize your contacts. Start with the easiest people to reach: your family and friends. Next, ask co-workers and service providers. Grab a piece of paper as you look at the list below and jot down any names that come to mind. Before you know it, you'll have a complete list of potential donors and teammates!

- Family
- Friends
- Neighbors
- Co-Workers
- Vendors / Suppliers
- Your Gym!
- Community / Social Clubs
- High School / College Alumni
- Fraternity / Sorority
- Businesses You Frequent
- Teammates (High School, College or even your rec league!)

Other Fundraising Ideas & Hints

- The Best Idea: Register online and create a fundraising page that you can easily email to family, friends and co-workers
- Mail Campaign: Send a letter (see sample in this packet) to your contacts and ask for their help
- Add the Plane Pull logo to your email signature: To make it even easier to donate, also include a link to your fundraising page
- Build a team from work, friends or any other strong ties you have with an association
- Find people that you know who work for companies that will match donations and see if your organization will do the same!
- Follow-up is Key: Don't be afraid to remind everyone that you're Pulling for Special Olympics Illinois and provide them with regular updates on your progress
- Use Social Media (Facebook, Twitter, Blogging, etc.) to promote your fundraising page
 - Share your fundraising page link as part of your status update – let people know what you're doing! Provide frequent updates on your progress
 - You can also start a blog that chronicles your journey to the big Pull!



- Host a Fundraising Event: Organize an individual or team event to raise funds; a few popular examples include:
 - Casual Days – have co-workers make a small donation (say \$5) for the privilege to wear jeans/dress casual to the office for a day; for an ongoing fundraiser, make this an every Friday event
 - Ask a local restaurant to contribute a portion of their proceeds for a day to your team's efforts
 - Penny Wars – create a challenge in your workplace/school to try and collect the most points. Points are given for pennies and negative points for silver coins and cash; other groups can sabotage by placing silver coins and/or cash in other jars. The worker, office, class, etc., with the most points wins lunch at the others expense. All money from the jars benefits your Plane Pullteam!
 - Raffle – consider hosting a split-the-pot, or 50/50 raffle, with proceeds benefiting your efforts
 - Bake Sale – hold a bake sale at your office or school and benefit from everyone's sweet tooth!
 - Car Wash
- Add an Incentive: Make donating a contest for your friends, family and co-workers; let people know that for every \$25 they donate, they are entered into a drawing for a great prize. Be creative; offer to bake cookies, raffle off tickets to a game you can't attend, give away a bottle of wine you've been saving, etc.
- Say Thanks! Drop a thank you note to everyone who supports you and include a picture of your ultimate tug-of-war!



Sample Donation Letter

**Download this letter template at www.illinoisplanepull.com to easily enter your personal information!*

Dear [Insert Name]:

This September, I have committed to test my muscle by pulling an 180,000 lb. aircraft as part of the 12th Annual Plane Pull for Special Olympics Illinois. My team of 20 will attempt to pull this plane in the fastest amount of time! While I look forward to this exciting and exclusive experience, I need your help to reach my fundraising goal.

Through the support of Special Olympics Illinois, individuals with intellectual disabilities are provided the opportunity to participate in year-round sports training and competition. These programs allow athletes to develop physical fitness, demonstrate courage, experience joy and most importantly, reveal their inner champion!

I have set a personal fundraising goal of \$[insert amount] and hope that you'll join me in supporting this most worthwhile movement. Please visit my online fundraising page at [www.donordrive.com/\[insertyour custom URL here\]](http://www.donordrive.com/[insertyour custom URL here]) and click the "Donate" button. From here, you can make a secure donation via credit or debit card. Or if you'd prefer to make an offline donation, please make your check payable to "Special Olympics Illinois" and mail it directly to me or: Special Olympics Illinois, Attn: Plane Pull, 605 E. Willow St., Normal, IL 61761. Please be sure to include my name in the memo area so that I receive credit for your contribution.

If you want to learn more about this ultimate man versus machine fundraiser, visit www.illinoisplanepull.com for all of the details.

Thank you for your support! Sincerely,

[Your Name]