

## 2021 LETR Days: Department Social Toolkit

Thank you again for working with us to make the 2021 LETR Days campaign our most successful year yet. For your use, please find a selection of sample posts and images that highlight the event.

### Event Name

LETR Days

### Partner Names

Schnucks  
Special Olympics Illinois  
Illinois Law Enforcement Torch Run for Special Olympics

### Date

September 17 – 19 OR  
September 24 - 26

### Hashtag

#LETRDays

### SOILL Social Channels

Facebook: [@specialolympicsillinois](#)  
Instagram: [@specialolympicsillinois](#)  
Twitter: [@SO\\_Illinois](#)  
LinkedIn: [Special Olympics Illinois](#)

### LETR Social Channels

Facebook: [@IllinoisLETR](#)  
Instagram: [@illinoisletr](#)  
Twitter: [@IllinoisLETR](#)

### Schnucks Social Channels

Facebook: [@Schnucks](#)  
Instagram: [@SchnucksMarkets](#)  
Twitter: [@SchnucksMarkets](#)

## Sample Posts

*Please note the following when posting:*

- Please tag Special Olympics Illinois, Illinois LETR, and Schnucks in each of your posts (see handles above). Suggested places for this are **highlighted in yellow**
- Anything **highlighted in green** is noted as a place where you should add information specific to your local event
- Please always use the event hashtag of #LETRDays



## Sample Posts

### ONE WEEK

The #LETRDays countdown is on! We are only one week away from joining together as a community to support the athletes of **Special Olympics Illinois**. Visit the Schnucks location at **LOCAL SCHNUCKS INFO** to make your contribution and snag your 2021 LETR t-shirt! We hope to see you there. This event is a part of the **Illinois Law Enforcement Torch Run for Special Olympics**.

### THIS WEEK

Are you looking forward to the weekend? We are! We can't wait to see our community out at LOCAL SCHNUCKS INFO to help support **Special Olympics Illinois** athletes during our annual #LETRDays fundraiser. This event is held in partnership with the **Illinois Law Enforcement Torch Run for Special Olympics**. You can find us this **INSERT DATES** from **INSERT TIMES**. See you soon!

### TOMORROW

Officers and volunteers from **YOUR DEPARTMENT** will be out at **Schnucks** located at **LOCAL SCHNUCKS INFO** starting tomorrow at 4 p.m. as part of the 2021 #LETRDays benefiting Special Olympics Illinois. Stop by and purchase your **Illinois Law Enforcement Torch Run for Special Olympics** t-shirt or raffle ticket and help support athletes of Special **Olympics Illinois**.

### TODAY

Today we kick off our #LETRDays event! Visit the **Schnucks** location at **LOCAL SCHNUCKS INFO** to support **Special Olympics Illinois** athletes. Officers and volunteers from **YOUR DEPARTMENT** will be onsite from **INSERT TIMES** selling **Illinois Law Enforcement Torch Run for Special Olympics** shirts, raffle tickets and collecting donations. Come out and help support our local Special Olympics champions!

### STILL TIME

Happy Saturday morning! If you are headed out to grab groceries, why not join the **YOUR DEPARTMENT** at the Schnucks located at **LOCAL SCHNUCKS INFORMATION**. Officers and volunteers are onsite selling **Illinois Law Enforcement Torch Run for Special Olympics** shirts, raffle tickets and collecting donations. Just stop by our table between **INSERT TIMES** and help us support **Special Olympics Illinois**.

### THANK YOU

Your Sunday grocery trip might just change the someone's world! Today is the last day for the #LETRDays fundraiser benefiting the **Illinois Law Enforcement Torch Run for Special Olympics**. **YOUR DEPARTMENT** officers and volunteers will be at **LOCAL SCHNUCKS INFORMATION** from **INSERT TIMES** selling 2021 LETR shirts, raffle tickets and collect donations in support of our local **Special Olympics Illinois** athletes.



## Social Graphics

Below, please find social graphics sized for posts on your newsfeed or timeline. To save these images on your desktop, simply right click and select "save image as." On mobile, press and hold until a prompt pops up and save the image on your camera

### Facebook Header



### Twitter Header



Instagram







# LETR DAYS

Proudly Hosted At

*Schnucks*



# TODAY'S THE DAY!





# LETR DAYS

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# THIS WEEKEND





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**STILL TIME TO SUPPORT**

