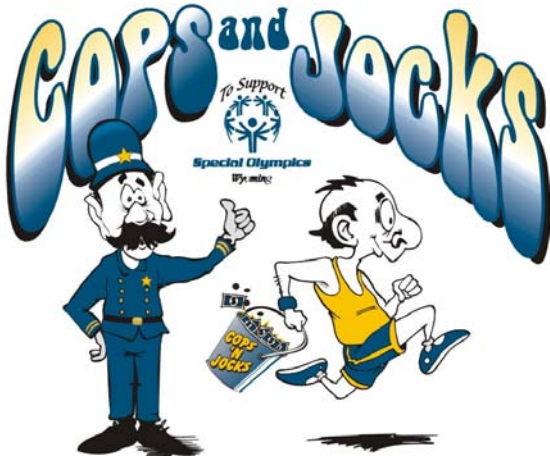


# LAW ENFORCEMENT



In 2006, the Wyoming FOP created the "Cops and Jocks" program in an effort to further promote the Law Enforcement Torch Run, and in turn support Special Olympics Wyoming. This program proved to be a very successful fund raising mechanism and an even better public relations project. The program operates similar to the firefighter "Fill the Boot" program with MDA. The Wyoming FOP encourages law enforcement agencies throughout Wyoming to consider adopting some form of the "Cops and Jocks" initiative in their areas. The following information helps outline the concept and components.

**Select the date and time:** Law Enforcement are encouraged to set dates in May or early June and avoid Police Memorial Week and the Special Olympics Wyoming Summer Games.

We believe that the more projects done at the same time, the more recognition we can raise for the Torch Run and the Law Enforcement involvement with Special Olympics Wyoming. The past year showed that the key times were Saturday from 10:00am to 4:00pm and Sunday from 10:00 to 3:00pm. Obviously the hours will vary by location.

**Identify a location:** Select a location with high traffic, yet safe for the drivers to stop and make a donation through their car window. Also make sure it is safe for people to be standing around waiting to collect donations. We found Wal Mart to be a good location and partner in this project. They wouldn't allow solicitation in the store, but would allow it in the lots and entrances to the parking area. We posted people in the entrance drives, far enough in from the street so traffic was not disturbed, yet clearly visible and accessible.

**Include the Athletes:** Contact the local program of Special Olympics in your community. Athletes are eager to partner with Law Enforcement and are the biggest draw to donations. Have them out on location with the officers collecting donations. They will generally have their parents and/or chaperones to provide appropriate supervision.

**PSA's:** Approximately 1 to 5 days prior to the event, broadcast PSA's announcing the upcoming event that benefits Special Olympics and that all money raised will go to them.

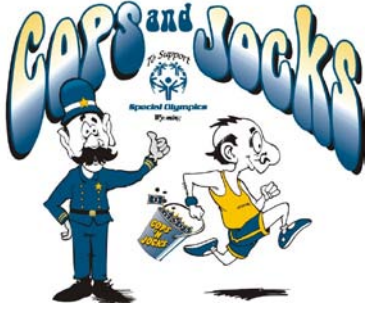
**Donation Presentation:** After donations are collected, hold a press conference and make presentation in a public forum. Get recognition for the event and thank the community for making it happen. A larger presentation check is great, they can usually be made at Kinko's or a place like that.

**Donation itself:** Traditionally monies raised through the Law Enforcement Torch Run have been dedicated to support the statewide program and underwriting costs for events. The success of local program involvement leaves a greater percentage to be utilized by those programs involved. Typically this is a 75/25% split. Ultimately every dime raised supports athletes at the local level and across the state.

Good Luck and Thank You for your support of Special Olympics Wyoming.



# Special Olympics Wyoming



In 2006, the Wyoming FOP approached the Special Olympics Wyoming ~ Casper program with a concept similar to the firefighter "Fill the Boot" program with MDA. Thus the "Cops and Jocks" program was created in an effort to further promote the Law Enforcement Torch Run, and in turn support Special Olympics Wyoming. This program proved to be a very successful fund raising mechanism and an even better public relations project. Wyoming FOP is encouraging law enforcement agencies throughout Wyoming to consider adopting some form of the "Cops and Jocks" initiative in their areas. Special Olympics Wyoming encourages local programs to be proactive and receptive with local law enforcement. The following information helps outline the concept and components.

**Work with Law Enforcement to determine the date and time:** Special Olympics Wyoming works directly with the leadership in Law Enforcement to set a date that will work at all locations. We believe that the more projects done at the same time, the more recognition we can raise for the Torch Run and the Law Enforcement involvement with Special Olympics Wyoming. The event can be successful as a one, two or three day event.

**Work with Law Enforcement to determine the location:** Select a location with high traffic, yet safe for the drivers to stop and make a donation through their car window. Also make sure it is safe for people to be standing around waiting to collect donations. Respect that Law Enforcement is in the safety business and as an organization we may not be aware of all the information available to them. There has been great success with Wal Mart, typically they are in a good location and have been good partners in this project. They don't allow solicitation in the store, but have allowed it in the lots and entrances to the parking area.

**Involve Athletes:** Athletes are eager to partner with Law Enforcement and can be very helpful in encouraging the public to donate. Plan shifts and rotate athletes around.

- Be sure athletes are wearing a Special Olympics shirt of any sort
- Consider having athletes make up posters to encourage donations
- Have athletes, families and coaches be sure to thank Law Enforcement for their time and efforts.

**Collaborate on PSA's:** Prior to the event, Law Enforcement will arrange the development of PSA's announcing the upcoming event that benefits Special Olympics and that all money raised will go to them. Have athletes available if needed.

## Day of the Event

- Arrive early
- Check in with Law Enforcement to determine how to work together for the best results.
- Make arrangements for shade for athletes (and possibly officers) and refreshments.
- Provide adequate supervision of athletes (siblings and other family members).
- At the end of the event work with Law Enforcement to make sure the area is clean and Special Olympics and the Torch Run has left a good image.
- Thank Law Enforcement, thank the local store

**Donation Presentation:** After donations are collected, we encourage the presentation of a check in a public forum.

**Donation itself:** Traditionally monies raised through the Law Enforcement Torch Run have been dedicated to support the statewide program and underwriting costs for events. The success of local program involvement leaves a greater percentage to be utilized by those programs involved. Typically this is a 75/25% split. Ultimately every dime raised supports athletes at the local level and across the state.

Good Luck and have fun with this event!



# Together

	Local Law Enforcement	Local Special Olympics	Special Olympics Wyoming
• Partnership	✓✓	✓✓	✓✓
• Determine location	✓✓		
• Get location permission	✓✓		
• Set Date	✓✓	✓✓	
• Notify Special Olympics Wyoming	✓✓	✓✓	
• Recruit Law Enforcement	✓✓		
• Recruit Special Olympics athletes		✓✓	
• Prepare PSA	✓✓	✓✓	✓✓
• Arrange refreshments	✓✓	✓✓	
• Press Release			✓✓
• Order Shirts	✓✓		
• Order Banners	✓✓		
• Provide Shirts			✓✓
• Provide Banners			✓✓
• Implementation	✓✓	✓✓	
• Collection	✓✓	✓✓	
• Counting and Reporting	✓✓		
• Check presentation	✓✓	✓✓	
• Acknowledgements	✓✓	✓✓	✓✓