



Here's Everything You Need To Know About Being A Team Captain

Special Olympics Florida is incredibly proud of our partnership with Law Enforcement. The Law Enforcement Torch Run has been held in Florida since 1984 with agencies throughout the state of Florida acting as Guardians of the Flame™ as they carry the Flame of Hope™ through each of our counties culminating in the Final Leg of the Torch Run during the Opening Ceremonies of our State Summer Games. For the first time ever we have had to cancel our State Summer Games.

We understand that our law enforcement agencies are stretched thin due to the Covid-19 pandemic but feel it is essential to honor this important tradition. We also know that this will require ingenuity and creativity.

With that in mind, we are taking our Torch Run VIRTUAL. Special Olympics Florida is challenging our athletes, families and fans to support their local agency's Torch Run by committing to our virtual mileage challenge.

Your Role As Captain

THANK YOU for donating your time, your energy, and your advocacy for Special Olympics Florida and the athletes we serve. Our reach is growing because of you! Just like in our sports, we know that fundraising is a team effort and that team captains have the most vital role leading up to the big day! You are the heart and soul of your Virtual Law Enforcement Torch Run team, and it's up to you to coach and motivate your team, and to help them find ways to recognize your donors.

In short, as a team captain, you are the Head Organizer and Chief Motivator.

HEAD ORGANIZER: Choose a great team name, invite your friends and family to join, and then build the team fundraising page so you all can start raising money!

CHIEF MOTIVATOR: Encourage your team to keep raising and hit their goals to help as many athletes as possible and win some great prizes along the way! It takes just \$360 to sponsor a single athlete for an entire year of sports training and health services!

HOW IT WORKS

BUILDING TEAMS: There is no cap to how many teammates you can have, so recruit away! Be sure to ask co-workers, friends, and family members. Our Special Olympics Florida athletes will be joining teams as well!

EARNING PRIZES: The more you raise, the more you earn! If you raise just \$50 we'll send you a 2020 LETR shirt in the mail! The more you earn, the more prizes become available! So set your goal high and encourage your team to do the same.

THANKING DONORS: You know how invaluable your donors are, so make sure you and your teammates show them some love! Thank them publicly, send them some private notes, and find creative ways to tell them, "Thank you for supporting Special Olympics Florida!"

Team Captain Checklist

We built you a handy checklist to make sure you can keep your team running in top gear!

BUILDING TEAMS

- Recruit some fun-loving Virtual LETR teammates
- Tell them how they can make a difference for the 58,000+ Special Olympics athletes across the state
- Choose an awesome team name
- Go to give.specialolympicsflorida.org/virtualetr to build your team fundraising page
- Build an individual fundraising page for each Virtual Runner
- Donate to your own fundraising page to get the ball rolling for your other donors

60-30 DAYS OUT: READY, SET, RAISE!

- Encourage your team to use the Participant Tools to reach out to their friends and family and raise some money
- Send your team some pics of you in your LETR gear, and then post them online
- Drop in on your teammates' fundraising pages to ensure they set them up right

30-16 DAYS OUT: LET'S EARN THOSE PRIZES!

- Check in with each team member to see how they're tracking their goals, and give them some great tips and tricks if they need them
- Repost some of the great Virtual Law Enforcement Torch Run ads and posts from the @SpecialOlympicsFlorida account and encourage your team to do the same
- Check in with your teammates and encourage them to share their progress on social media

15-1 DAYS OUT: BIG PUSH , WE'RE ALMOST THERE!

- If you have a teammate who hasn't raised any money or hasn't met their goal, give them some support so they don't miss out on all the fun
- Make 2-3 big social media posts to hit your goals on the home stretch and encourage your teammates to do the same