

2017 Kansas Law Enforcement Torch Run Goals and Objectives

Goal 1: To support the athletes of Special Olympics Kansas

Objectives:

- Total Fundraising goal: \$600,000
- Polar Plunge goals: 1200 plungers, 600 strutters, \$275,000
- Merchandise goal: \$50,000
- Use good fiscal management on all LETR fundraisers
 - Keep expenses less than 15% of event income.
 - Make deposits in a timely manner.
 - Secure sponsor revenue to cover budgeted event expenses for all events.
 - Conduct an annual evaluation on LETR events.
- Continue to seek opportunities for the NW, NC, SW, SC, Central and SE Regions to participate in an activity or event.
- Continue to control LETR merchandise.
 - Ensure that shirts ordered are sold by making multiple orders as needed rather than one excessive order.
 - Agencies shall create a network within their counties/areas to trade shirts when needed.
 - Departments will be expected to be accountable for inventory of merchandise and deposits made.

Goal 2: To be engaged at Special Olympics competitions

Objectives:

- Present medals to athletes at all state and regional competitions.
- Increase communication for athlete events by finding an individual to coordinate LE agencies at these events.
- Offer other volunteer opportunities to Law Enforcement such as Coaching, Games Management Team and Unified Partners

Goal 3: Have Athletes participate in LETR events

- Promote communication with coaches and notify them of LETR events.
- Build relationships between officers and athletes and encourage athletes to participate in LETR events.

Goal 4: To encourage each LETR Executive Council Member to work with Area and County Coordinators in recruiting new departments and personnel into the Torch Run

Objectives:

- Each Region will recruit 1 new department to participate.
- Regional Coordinators & At-Large Executive Council Members will work with their regions to set fundraising and recruitment/retention plans.
- New departments will have a fundraising goal of \$500.
- Continue to seek new opportunities to promote LETR.
- Create opportunities to speak to new LE recruit classes and involve in LETR activities.
- Identify all police academies and select a member of the Executive Council to speak at recruit classes.

Goal 5: To achieve the level of an award winning Torch Run fundraising program at the International Law Enforcement Torch Run Conference

Objective:

- Emerald Level