



You can help make these programs possible
by hosting a Run WITH The Law™ event
in your community!



Special Olympics
Kansas
Be a fan™

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RUN *WITH* THE LAW™

RAISING FUNDS AND AWARENESS

----- FOR THE ATHLETES OF -----

SPECIAL OLYMPICS KANSAS

Playbook



Special Olympics
Kansas
Be a fan™



What is Run WITH The Law™?

Run WITH The Law™ (RWTL) is a part of the Law Enforcement Torch Run® benefiting Special Olympics Kansas. This community event aims to increase both funds and awareness for the more than 5,400 athletes of Special Olympics Kansas.

Students will join forces with their school resource officer and/or local law enforcement to raise awareness of Special Olympics Kansas athletes and their accomplishments. Participants collect pledges to run with law enforcement, who will be carrying the Flame of Hope, with all proceeds directly benefiting Special Olympics Kansas.



Ready to Run WITH the Law?

Important Steps for a Successful Event

- ✓ Arrange for school administration and school resource officer to meet with Special Olympics Kansas
- ✓ Once a RWTL event is confirmed for your location, begin distributing materials to students and marketing the event
- ✓ Notify SOKS of the date, time, and location of your event
- ✓ Order RWTL materials
- ✓ Two weeks prior to the event, contact SOKS to place your T-shirt order
- ✓ Coordinate volunteers to assist with event logistics, including registration
- ✓ Make necessary arrangements for your RWTL ceremony, including key representatives and entertainment (SOKS can provide a ceremony checklist, if desired)
- ✓ Distribute RWTL T-shirts and collect any remaining donations
- ✓ Run WITH The Law and have fun!
- ✓ After the event, make arrangements to safely deliver all donations and remaining T-shirts to Special Olympics Kansas

For More Information, Contact:

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The Special Olympics Kansas mission is ... to empower individuals with intellectual disabilities to become physically fit, productive and respected members of society through sports competitions, health and nutrition programs and leadership development. Offering year-round initiatives to children and adults with intellectual disabilities, Special Olympics Kansas is a platform for acceptance and inclusion as well as one of the largest advocates for healthy lifestyles in the state – regardless of race, religion, ethnicity or cultural differences.

The Kansas Law Enforcement Torch Run® (LETR) is the single largest year-round fundraising event benefiting Special Olympics Kansas. This annual intrastate relay fundraiser and its various fundraising projects are conducted by local, county, and state police department officers, as well as FBI, military, corrections, college/university security, and other representatives. Just last year, the LETR generated over \$300,000 and included 770 officers, who blazed a path to the Kansas Summer Games, in Wichita, carrying the torch all the way.



Run WITH The Law™ – Overview

Specific principles have been established for the run itself:

- Run WITH The Law™ (RWTL) is not a race; we ask for approximately a 10 minute per mile pace
- The distance of the run must be a minimum of one mile and a maximum of two miles
- Law enforcement always carries the torch and always leads the group
- All runners must remain together in a group
- RWTL participants will receive and run in a specially designed RWTL T-shirt

Each RWTL event is coordinated by the school and its SRO, in conjunction with the Law Enforcement Torch Run® and Special Olympics Kansas.

There are also a variety of standards that must be upheld in order to host a Run WITH The Law™ event:

- Local SRO must be involved (or local law enforcement department if no SRO exists)
- All online fundraising must be conducted through the Special Olympics Kansas page on Firstgiving
- A ceremony must be conducted before or after the event, involving one or more SOKS athletes

Benefits of your Run WITH The Law™ Involvement

- Builds respect and inclusion of students with and without intellectual disabilities
- Strengthens the relationship between youth and law enforcement
- Allows the entire student body to rally together for a very worthwhile cause
- Provides a means for youth to become more active within the community
- A community-owned event!

Run WITH the Law™ (RWTL) Ceremony

It is essential that each RWTL event host a ceremony, clearly showcasing Special Olympics Kansas athletes and emphasizing that RWTL is a part of the Law Enforcement Torch Run®. You have plenty of flexibility when organizing a ceremony; this can be a kickoff prior to the event or a ceremony at its conclusion. This should be a planned media event, running approximately 10-20 minutes in length. The ceremony should provide recognition of local law enforcement, schools and their respective representatives, Special Olympics athletes, and other parties involved in the event's success.

Make your ceremony unique to your location!

While celebrating your school and community's support of Special Olympics is the focus, a customized hometown ceremony is encouraged. Utilize talent within your school; have the band or choir, various student groups and cheerleaders at your event. The music departments from your school could even kick-off the ceremony with the National Anthem and conclude with the school fight song.

Minimum Required Representation:

- Law Enforcement
- Special Olympics athlete(s)
- School representative(s)

Recommended Representation:

- Community leaders, such as Mayor or city council
- Police Chief
- Sheriff
- School superintendent



Minimum Participation Fee

Each runner must raise a minimum of \$30 in donations to participate in the RWTL event.

Minimum Participation Fee

Students can register for this event in two ways: either online or by submitting a hard copy of the registration form. Individuals may register on the day of the event on-site.

Online registration for this event is strongly encouraged. Students can easily sign-up for your local RWTL event by visiting www.firstgiving.com/kssso, clicking on "Get Started," and then finding "Run WITH The Law™" under the event category. All online registration information that is collected will then be sent to the RWTL contact for your location.

Online Fundraising

We have made raising funds for this event easy! Participants can create their own personalized fundraising page (via our online partner Firstgiving) to raise money for their specific Run WITH The Law™ event. Fundraisers can then email their unique page to friends, family, and colleagues who donate by credit or debit card in an easy, secure, online transaction. Firstgiving then sends all online donations directly to Special Olympics Kansas. Fundraising made easy, with little money collection to handle on event day!

Fundraising Incentives

While each participant must raise a minimum of \$30, students are also rewarded with incentives for their fundraising efforts:

- | | |
|-------------------|---|
| \$30 – 149 | You get to participate in the RWTL event and receive the official "I Run WITH the Law" T-shirt! |
| \$150 + | Mono-sling shoulder bag with dedicated iPod and cell phone pockets |