



2020 Plane Pull Fundraising Toolkit



Pulling for a Purpose

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Team Captain Information

Behind every great team is a great Team Captain. Serving as a team captain and participating in the Plane Pull is a great team-building opportunity while showing your support for Special Olympics Colorado.

What is a Team Captain?

A team captain serves as a liaison between SOCO and the team members. You will help keep your team motivated and excited for the Plane Pull while relaying important information from the SOCO Events Director to your team to ensure a fun and safe event for all.

The Role of a Team Captain:

- Pick your team name and register online
- Build a team fundraising page and use it to recruit members - (click [here](#) for directions on how to use your fundraising pages).
 - You can also use your team page to fundraise as a team
 - *For any individuals on your team that want to fundraise on their own, they'll each receive their personal fundraising page link once they register. Every dollar they raise rolls up to the team's goal and they earn fun incentives along the way!*
- Set specific goals regarding recruitment and fundraising (i.e. everyone personally raise or pledge \$50 by XX date. The first person to raise \$50 will receive _____).
- Share fundraising tools with teammates (i.e. sample social media posts from SOCO, sample email templates, etc).
- Help create a great team costume/theme
- Prior to the event, make sure you set a meeting place and time
 - **For the 2020 Plane Pull, Team Captains must make sure to communicate to their team on arriving on time, maintaining social distance, and event requirements as per the covid-19 policy on the Plane Pull webpage:**
<https://specialolympicsco.org/planepull/>

Stay connected with the team by:

- Sending regular emails to update members of team progress, fundraisers, etc.
- Phone calls
- Holding virtual team meetings or socially distanced outdoor gatherings

How to Be a Successful Team Captain:

- **Recruit Team Members** is key to having a successful team
- Motivate - show your enthusiasm for the event, offer fun incentives (i.e. half day off from work, gift card, etc) and stay in contact with your teammates with reminders about the team's fundraising goals and why they are fundraising.
- Educate - learn about Special Olympics Colorado, let your donors & teammates know that you are fulfilling a very important mission.

Team Member Recruitment

Here are a few tips and tricks that will assist you as your work to build your team!

1. Start early. Begin recruiting as soon as you've registered your team online. Email your team link from Classy to anyone you would like to join your team. The earlier you get your team members involved, the sooner you can begin planning your team's fundraising activities and building excitement. Share your team fundraising goal with the people you are trying to recruit.
2. Get the word out. Let your family, friends, co-workers, teammates, classmates, and/or neighbors know you are looking for team members. If they are not interested, they may know someone who may love to participate.
3. Post your Classy team link on social media. Tell all your friends about your fundraising goal and connection to Special Olympics. Invite them to register for your team and raise funds online. **See the Facebook section under the fundraising resources below for sample messages to post.*
4. Offer fun incentives to get your team motivated (i.e. gift certificate to the first five people who join your team). This will encourage people to sign up quickly. If you are participating on a company team, perhaps you could convince the boss to offer an incentive like a half day off for participating or reaching a specific fundraising level.

5. Finally, make it fun! Excitement is contagious. Keep everyone updated of the team's progress and milestones reached. They'll see how committed you are and want to be a part of the success! A fun, crazy team costume helps too!

Team Building 101

TIMELINE

WHAT TO DO

2-6 months before

- Register your team at specialolympicsco.org/planepull/
- Set team goals and create a plan to achieve them
- Recruit team members

2-3 months before

- Hold a virtual or socially distanced outdoor, team kick-off party
- Continue recruiting team members
- Begin collecting donations - it's never too early to start

1-2 months before

- Hold a team fundraiser
- Make sure your team members are registered online
- Start planning your team's costumes

1-2 weeks before

- Communicate your pull time to your team (you will receive this from SOCO).
- Ensure you have the most current list of team members.
 - Email your team members any waivers (from SOCO) that they should complete and bring with them.
- Agree on a set time to meet in the parking lot and enter the registration line TOGETHER AS A TEAM
- Ensure that everyone has their team costume ready to go

Day of Event

- Ensure each team member is registered and has their waivers/forms completed with them.
- Remind everyone of your team's pull time (you will receive this from SOCO).
- Remind everyone of the set time to meet in the parking lot and that you must enter the registration line TOGETHER AS A TEAM
- Ensure that everyone has their team costume ready to go AND HAVE FUN!!

Fundraising Tips & Tricks

How to raise \$150 in a week!

- **Day 1** - Make a \$20 donation to yourself to get started!
- **Day 2** - Send an e-mail to three friends asking them for a \$10 contribution
- **Day 3** - Ask one parent and one sibling for a \$10 contribution
- **Day 4** – Email your co-workers with your fundraising page, why you're pulling and ask them to consider supporting you meeting your goal!
- **Day 5** - Send an e-mail to four family friends and relatives asking for a donation
- **Day 6** – Share your fundraising link on Facebook asking for a \$10 donation to help you reach your fundraising goal

Other Fundraising Ideas and Hints

1. Send a **fundraising e-mail to your friends, family and neighbors.**
2. **Add the Special Olympics Colorado Plane Pull image to your email signature.** Be sure to also include the link to your fundraising page to encourage everyone to visit and donate!
3. Link your fundraising page to your **Facebook and Twitter** account asking for donations.
4. Double your fun: **Challenge a friend** or colleague to participate with you!

5. Ask your supporters about **matching funds** from their employers.
6. Always **follow up**, via phone and/or email. People will appreciate the reminder.
7. **Send thank you cards (or emails)** to all of your sponsors after you participate (and include a fun picture, so that they remember you next year). Use the Pledge Sheet (below) to track cash/check donors.

Pledge Sheet

Name _____
Address _____
City _____ Zip _____
Team Name _____

Fundraising Goal:

NAME OF DONOR	DONATION AMOUNT
TOTAL	

Donor Receipts

Online donors will automatically receive a gift receipt via e-mail. Use these receipts only for cash and check donations. Have questions? Contact us at (720) 359-3101 or AVanderPol@specialolympicsco.org

Plane Pull Receipt

Special Olympics Colorado
12450 E. Arapahoe Rd. Suite C Centennial, CO 80112

Donor Name: _____

Participant Name: _____

Donation of: cash check

Amount Donated: _____

Date: _____

Special Olympics Colorado is a 501(c)(3) nonprofit organization. Your donation is tax deductible to the extent allowed by law.

Plane Pull Receipt

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Email Outreach Campaign

An email outreach campaign is a great, personal way to raise a lot of money in a short amount of time! Draft personal emails (or letters) to your family, friends, and colleagues and let them know you are pulling for a purpose.

- Make it easy for people to donate! Make sure to include the link to your fundraising page.
 - Make it personal
 - Send it to everyone who has ever asked you to make a contribution
 - Early on, make “the ask”. Don’t limit your donors, but ask for a specific range. Ask for “\$10, \$20, \$50 or whatever your budget will allow.”
 - Give a 10 day deadline for response. People will respond when there is a sense of urgency.
 - Feel free to use our sample letter below. Remember to share sample letter with team members to get them started.
-

Dear **[Insert Name]**,

This September I will be “pulling for a purpose” in the 2020 annual Plane Pull in support of Special Olympics Colorado (SOCO).

I have set a personal fundraising goal of **[\$insert amount]**, and I need your help to reach it! Any amount would be appreciated and every little bit gets me that much closer to my goal. Your support allows SOCO to provide year-round sports training, athletic competition to nearly 18,000 athletes and unified partners (children and adults with and without intellectual disabilities) across Colorado.

Each year, the number of individuals that SOCO serves continues to greatly increase and it is because of the generous support of friends like you that SOCO is able to provide life-changing opportunities to their athletes at no cost to them or their families.

There are three easy ways to support my team:

Online donation: Credit or debit card

Visit **[insert personal donation page URL]**

2. Offline donation: Cash or checks

Make checks payable to/mail to:

Special Olympics Colorado

Attn: Alexandra Vander Pol

12450 E. Arapahoe Rd. Suite C

Centennial, CO 80112

If you do it this way, please be sure to include my name in the memo area so that the staff will know where to credit the contribution.

3. Join! Join my team **[insert team name]** at **[insert team page URL]**

If you want to learn more about this exciting event, visit <http://specialolympicsco.org/give/planepull/> to find out all the details.

Thank you so much for your consideration. Your support changes lives!

Special Olympics Colorado

Mission

The mission of Special Olympics Colorado (SOCO) is to provide year-round sports training and athletic competition in a variety of Olympic-type sports for children and adults with intellectual disabilities, giving them continuing opportunities to develop physical fitness, demonstrate courage, experience joy and participate in a sharing of gifts, skills and friendships with their families, other Special Olympics athletes and the community.

History and Organizational Structure

What started as a day camp in Eunice Kennedy Shriver's backyard in the late '60s has grown to become the largest program of its kind. The Joseph P. Kennedy Foundation incorporated Special Olympics in 1968. In February 1988, the International Olympic Committee (IOC), the umbrella organization of the Olympic movement, officially recognized Special Olympics. Today this international program serves over 3.7 million athletes in over 200 countries. Every other year, Special Olympics brings the world together to compete in international-level games.

Special Olympics Colorado, authorized and accredited by Special Olympics Inc., held its first event at Aurora Hinkley High School in 1969. Four hundred athletes participated in a one-day track and field meet. SOCO currently serves nearly 18,000 athletes and unified partners across the state and offers 22 sports. Colorado is organized into five geographic areas that are each served by a SOCO Area Manager. A local program, under the leadership of a volunteer program coordinator and key volunteers, directly serves athletes.

Funding

Special Olympics Colorado is a registered 501(c)3 non-profit organization supported entirely by private donations from individuals, corporations and organizations throughout the state. The program does not receive any financial assistance from the government, United Way or Kennedy Foundation.

Athlete Participation

All athletes are required to obtain medical clearance in order to participate in Special Olympics Colorado. Athletes develop fitness and sports skills, as well as learn rules and strategies from their volunteer coaches. Special Olympics also trains volunteers and certifies coaches, officials and games committee members to ensure that all athletes receive the highest quality training and competition. At competitions, athletes are placed into divisions based on age, gender and ability. Competitions take place at area, state, national and international levels.

Special Olympics Unified Sports®

The Special Olympics Unified Sports® program combines an equal number of Special Olympics athletes with their non-disabled peers (partners) on sports teams helping to break down barriers that have historically kept people with and without intellectual disabilities apart. SOCO's program includes Unified Sports® event opportunities in 18 sports. There are over 1,000 partners registered in the program. Because of the program, Special Olympics Colorado is truly a sports program for individuals of all abilities.

Volunteers

Each year SOCO relies on a volunteer force of over 13,000 people. Volunteers serve at all levels in the program and in many capacities, including coaches, sports officials and committee members. SOCO can match the interest or need of individuals, groups and corporations within the volunteer opportunities for all area and state competitions and special events.

Competition

Special Olympics Colorado is divided into five areas with one state office and three satellite offices. SOCO offers a year-round program, hosting over 100 competitions annually at area and state levels. Event divisions are based on age, gender, and ability level to give all athletes an equal chance. Every athlete receives a medal or ribbon following a competition.

Event Day Checklist

- Mask
- Utility Gloves
- Water Bottle
- Personal hand sanitizer (if you wish)
- Comfortable and sturdy shoes
- Camera
- Friends
- Any offline donations
- Contact information for team captain or team members



Questions or Concerns?!

Contact:

Alexandra Vander Pol
Director of Events
720.359.3101
AVanderPol@specialolympicsco.org

