

Heroes Pull



**Special
Olympics**
South Dakota



**LAW ENFORCEMENT
TORCH RUN®**
FOR SPECIAL OLYMPICS
SOUTH DAKOTA

2023 Heroes Pull

Team Captain's Guide

Friday, September 29th, 5 pm- 8 pm

Sioux Falls – Special Olympics Unify Center



South Dakota

Special Olympics





Team Captain,

Thank you for your interest in supporting Special Olympics South Dakota, by serving as a Team Captain for the first-ever **Heroes Pull for Law Enforcement Torch Run**®. This year's event promises to feature plenty of fun and a competitive spirit, all to raise money and awareness for the amazing 2,750+ athletes of Special Olympics South Dakota!

The Heroes Pull will be held on Friday, September 29 at the Special Olympics Unify Center 800 E I-90 Lane, Sioux Falls, SD 57104. Registration will open and the FUN will start at 5:00 pm. An Opening Ceremony will follow at 6 pm with the competition set to kick off at 6:30 pm. Free parking, including ADA, will be provided that day. Registration packets will include your team members' t-shirts.

This Team Captain Guide has all the tools you'll need to get started, including:

- **Online Registration Instructions:** Step-by-step directions show you how to easily register your team and some frequently asked questions.
- **Team Fundraising Tips:** Some creative ideas to jumpstart your efforts!
- **Sample Donation Letter:** A great template to help you start spreading the word.
- **Team Captain Tracking Form:** This allows you to track your team members and their information. We ask that if you have any t-shirt size **changes** send those to Jill Kvanli jkvanli@sosd.org no later than **September 11**, so they are available for you on-site. (Any teams/members that sign up after September 11 will receive a shirt at a later date if their size is not available).
- **Heroes Pull Flyer:** This serves as a great promotional piece for your group and can help recruit additional team members. Post them around the office, school, gym, etc.
- **Donation Tracking Form:** This allows team members to organize and track any offline donations that they might receive.
- **Online Website:** <https://sosd.org/how-you-can-help/heroes-pull/>

If you have any questions about fundraising, filling your team's roster, or just need some workout tips to get you ready for the Pull, please do not hesitate to reach out to one of us. We look forward to an exciting event and appreciate your support of the athletes of Special Olympics South Dakota!

Michelle Paulsen
LETR Event Manager
605-214-7762
mpaulsen@sosd.org

Turner Gaines
LETR Event Manager
605-331-4117
tgaines@sosd.org



Heroes Pull Overview

We're excited for the first year of this ultimate man versus machine challenge! This extreme and unique fundraising event pits teams, against a Sioux Falls Fire Truck and the Minnehaha County Sheriff's Department's SWAT BearCat; all the while helping to raise funding and awareness for Special Olympics South Dakota.

While Heroes Pull attracts a diverse cross-section of people, these participants all share an adventurous spirit, a generous heart, and the desire to make a difference. This is also a great opportunity for your group to pull together for a common cause – the 2,750+ athletes, coaches, families, and volunteers of Special Olympics South Dakota. It is undoubtedly a team-building experience like no other!

Teams consist of a maximum of 10 members. If teams cannot fill their 10 spots no fear, we will have our Special Olympics athletes help fill in the gaps! Groups compete to pull the fire truck and SWAT BearCat twenty (20) feet in the fastest amount of time. Each team should collect a **minimum** of \$500 for the privilege of competing in this exclusive event – **ALL** proceeds benefit Special Olympics South Dakota.

The event is open to the public and will also include entertainment, local food trucks, an awards ceremony, a patrol vehicle pull for the youth teams, and a “kid's” area with various activities such as bounce houses, face painting, and more! Spectators are strongly encouraged to attend and cheer on their favorite team!

The Heroes Pull is also a key part of law enforcement's grassroots efforts to raise both money and awareness for Special Olympics. The Law Enforcement Torch Run (LETR) is the single largest year-round, worldwide, fundraising vehicle benefitting Special Olympics. Law enforcement personnel carry the Flame of Hope each year along planned routes across the world. The highly emotional Final Leg of the run involves officers running the *Flame of Hope*, from one part of the state to its destination – the Opening Ceremonies of the Special Olympics Summer Games. This symbolic running of the Torch garners awareness for their passionate partnership with Special Olympics.

Officers also dedicate their time throughout the year to hold numerous special events as part of the Torch Run initiative. In 2022, the Law Enforcement Torch Run® raised more than \$620,000 for Special Olympics South Dakota through a variety of fundraisers.



Team Divisions

- Each team of up to 10 members must raise a minimum of \$500 to participate. Teams compete in one of the following divisions:
 - **Open:** General Public
 - **First Responders:** (At least 50% of the team members must be public safety competitors to qualify for this division)
 - **High School/College**
 - **Fitness/Gym**
 - **Special Olympian:** (At least 50% of the team members must be South Dakota Special Olympics athletes)
 - **Youth**

Award Categories

- Fastest combined Pulls – In each of the 6 divisions
- Grand Champion
 - Fastest Overall Time
- Most Money Raised | Team
 - **1st Place:** one \$250 Local Gift Card
 - **2nd Place:** one \$150 Local Gift Card



Online Registration Instructions

Now that you're ready to register, get the rest of your team to sign up too!

- Visit <https://sosd.org/how-you-can-help/heroes-pull/> and click on "To get your team signed up, please click **REGISTER**
- Since you've already created your team, have your team members select Register as a Team Member
- Follow the online instructions
- Once your registration is complete, you may customize your personalized fundraising page to easily and securely raise money online for your **Heroes Pull** efforts.
- Share your personal fundraising page link with all of your contacts so they can support you all the while supporting Special Olympics South Dakota
- If you have any additional questions on the registration process, please contact Jill Kvanli of Special Olympics South Dakota at jkvanli@sosd.org or 605-331-4117.

Useful tips:

If you have already registered and would like to sign back into your account

Visit www.classy.org

Click "Sign In" at the top right of the page

To send your fundraising page out via Facebook, Twitter, Email, etc:

- Visit your personal fundraising page (no need to be signed into your account)
- Under the SPECIAL OLYMPICS SOUTH DAKOTA INC heading you will find different ways to share your page (Facebook, Twitter, etc.)
- Select how you would like to share it and follow the onscreen prompts

Entering an Offline Donation

- Email jkvanli@sosd.org to add your offline donation



Team Fundraising Tips

Whom do you know?

The key to building a team and a successful fundraising campaign both depend on asking people you know for support. Take a moment to think of everyone whose lives you touch and ask them to make a donation or join your group!

Your list can be overwhelming, so use the breakdown below to help categorize your contacts. Start with the easiest people to reach: your family and friends. Next, ask co-workers and service providers. Grab a piece of paper as you look at the list below and jot down any names that come to mind. Before you know it, you'll have a complete list of potential donors and teammates!

- Family
- Friends
- Neighbors
- Co-Workers
- Vendors/Suppliers
- Your Gym!
- Community / Social Clubs
- High School / College Alumni
- Fraternity / Sorority
- Businesses You Frequent
- Teammates (High School, College or even your rec league!)

Other Fundraising Ideas & Hints

- The Best Idea: Register online and create a fundraising page that you can easily share with family, friends and co-workers
- Mail Campaign: Send a letter (see sample in this packet) to your contacts and ask for their help
- Add the Heroes Pull logo to your email signature: To make it even easier to donate, also include a link to your fundraising page
- Build a team from work, friends or any other strong ties you have with an association
- Find people that you know who work for companies that will match donations and see if your organization will do the same!
- Follow-up is Key: Don't be afraid to remind everyone that you're Pulling for a Purpose, Special Olympics, and provide them with regular updates on your progress.
- Use Social Media (Facebook, Twitter, Tik Tok, Blogging, etc.) to promote your fundraising page
 - Share your fundraising page link as part of your status update – let people know what you're doing! Provide frequent updates on your progress.



- Host a Fundraising Event: Organize an individual or team event to raise funds; a few popular examples include:
 - Casual Days – have co-workers make a small donation (say \$5) for the privilege to wear jeans/dress casual to the office for a day; for an ongoing fundraiser, make this an every Friday event
 - Ask a local restaurant to contribute a portion of their proceeds for a day to your team's efforts
 - Penny Wars – create a challenge in your workplace/school to try and collect the most points. Points are given for pennies and negative points for silver coins and cash; other groups can sabotage by placing silver coins and/or cash in other jars. The worker, office, class, etc., with the most points, wins lunch at the other's expense. All money from the jars benefits your Heroes Pull team!
 - Raffle – consider hosting a split-the-pot, or 50/50 raffle, with proceeds benefiting your efforts
 - Bake Sale – hold a bake sale at your office or school and benefit from everyone's sweet tooth!
- Add an Incentive: Make donating a contest for your friends, family, and co-workers; let people know that for every \$25 they donate, they are entered into a drawing for a great prize. Be creative; offer to bake cookies, raffle off tickets to a game you can't attend, give away a bottle of wine you've been saving, etc.
- Say Thanks! Drop a thank you note to everyone who supports you and include a picture of your ultimate tug-of-war!



Sample Donation Letter

**Download this letter template at <https://sosd.org/how-you-can-help/heroes-pull/> to easily enter your personal information!*

Dear [Insert Name]:

This September, I committed to testing my muscles by pulling a Sioux Falls Fire Truck and Minnehaha County Sheriff's Department SWAT BearCat as part of the first-ever **Heroes Pull** for Special Olympics South Dakota. My team of 10 will attempt to pull the Firetruck and SWAT BearCat in the fastest amount of time! While I look forward to this exciting and exclusive experience, I need your help to reach my fundraising goal.

Through the support of Special Olympics South Dakota, individuals with intellectual disabilities are provided the opportunity to participate in year-round sports training and competition. These programs allow athletes to develop physical fitness, demonstrate courage, experience joy, and most importantly, reveal their inner champion!

I have set a personal fundraising goal of \$[insert amount] and hope that you'll join me in supporting this most worthwhile movement. Please visit my online fundraising page at <https://www.classy.org/campaign/heroes-pull-2023/c506988> and click the "Donate Now" button. From here, you can make a secure donation via credit or debit card. Or if you'd prefer to make an offline donation, please make your check payable to "Special Olympics South Dakota" or "SOSD" and mail it directly to me or: Special Olympics South Dakota, Attn: Heroes Pull, 800 E. I-90 Ln, Sioux Falls, SD 57104. Please be sure to include my name in the memo area so that I receive credit for your contribution.

If you want to learn more about this ultimate "man versus machines" fundraiser, visit <https://sosd.org/how-you-can-help/heroes-pull/> for all of the details.

Thank you for your support!

Sincerely,

[Your Name]

Heroes Pull

Team Captain Tracking Form



Team Name: _____

Captain Name: _____

Organization/Company/
Dept. (if applicable): _____

Open Fitness/Gym Special Olympians First Responder High School/College Youth

Name	Email Address	Shirt Size	\$ Rec'd
1.			
2.			
3.			
4.			
5.			
6.			
7.			
8.			
9.			
10.			
11.			

Team Fundraising Total \$ _____

IMPORTANT FACTS FOR TEAM CAPTAINS

On event day, we ask that the TEAM CAPTAIN please check in at the registration table for their ENTIRE team.

- As Captain, you are responsible for collecting and submitting all the money raised by your group (minimum of \$500)
- ALL PARTICIPANTS MUST SIGN a waiver of liability on the day of the event.
- Spectators are welcome! Entrance and parking are FREE for the event.

QUESTIONS? Contact Michelle Paulsen (mpaulsen@sosd.org) or Turner Gaines (tgaines@sosd.org)

Heroes Pull



2023 Heroes Pull Donation Tracking Form

Name : _____

Team Name : _____

Donor's Name	Address	City	State	ZIP	Phone Number	Amount	Check(CK) or Cash(CA)	Paid ✓
Sample Donor	123 Main St.	Sioux Falls	SD	57104	800-394-0562	\$50	CA	✓
Subtotal	\$	Return this form, with all collected donations, at the Plane Pull event registration. Please make all checks payable to Special Olympics South Dakota. <i>*Donors who write checks will receive a receipt from Special Olympics South Dakota in the mail.</i>						
Total Raised Online	\$							
Grand Total Raised	\$							

2023 Heroes Pull Waiver



ALL team members must sign the waiver prior to pulling, regardless if they registered online.

**Special
Olympics**
South Dakota



RELEASE AND WAIVER OF LIABILITY, ASSUMPTION OF RISK, AND INDEMNITY, AND PARENTAL CONSENT AGREEMENT("AGREEMENT")

In consideration of participating in the **Special Olympics South Dakota Law Enforcement Torch Run Heroes Pull** on **September 29, 2023**, at the **Unify Center**, I represent that I understand the nature of the Heroes Pull event and that I and/or my minor child am qualified, in good health, and in proper physical condition to participate in such Activity. I acknowledge that if I and/or my minor child believe the event conditions are unsafe, I and/or my minor child will immediately discontinue participation in the Activity.

I fully understand that the **Special Olympics South Dakota Law Enforcement Torch Run Heroes Pull** event involves risks of serious bodily injury, including permanent disability, paralysis, and death, which may be caused by my own actions, or inactions, those of others participating in the event, the conditions in which the event takes place, or the negligence of the "releasees" named below; and that there may be other risks either not known to me or not readily foreseeable at this time; and I fully accept and assume all such risks and all responsibility for losses, costs, and damages I and/or my minor child incur as a result of my and/or my minor child's participation in the Activity.

I hereby release, discharge, and covenant not to sue **Special Olympics Inc., Special Olympics South Dakota, the City of Sioux Falls, Minnehaha County Sheriff's Department, Sioux Falls Fire Department, Sioux Falls Police Department, or any other Department at the event.** their respective administrators, directors, agents, officers, volunteers, employees, other participants, any sponsors, advertisers, and, if applicable, owners and lessors of premises on which the Activity takes place, (each considered one of the "RELEASEES" herein) from all liability, claims, demands, losses, or damages on my account caused or alleged to be caused in whole or in part by the negligence of the "releasees" or otherwise, including negligent rescue operations; and I further agree that if, despite this release, waiver of liability, and assumption of risk I, or anyone on my and/or my minor child's behalf, makes a claim against any of the Releasees, I will indemnify, save, and hold harmless each of the releasees from any loss, liability, damage, or cost which any may incur as the result of such claim.

I have read this RELEASE AND WAIVER OF LIABILITY, ASSUMPTION OF RISK, INDEMNITY AGREEMENT, AND PARENTAL CONSENT AGREEMENT, understand that I have given up substantial rights by signing it and have signed it freely and without any inducement or assurance of any nature and intend it to be a complete and unconditional release of all liability to the greatest extent allowed by law and agree that if any portion of this agreement is held to be invalid the balance, notwithstanding, shall continue in full force and effect.

TEAM NAME: _____

1. _____
Printed name of participant

Signature of Participant (Parent/Guardian signature if the participant is under 18)

2. _____
Printed name of participant

Signature of Participant (Parent/Guardian signature if the participant is under 18)

3. _____
Printed name of participant

Signature of Participant (Parent/Guardian signature if the participant is under 18)

4. _____
Printed name of participant

Signature of Participant (Parent/Guardian signature if the participant is under 18)

5. _____
Printed name of participant

Signature of Participant (Parent/Guardian signature if the participant is under 18)

6. _____
Printed name of participant

Signature of Participant (Parent/Guardian signature if the participant is under 18)

7. _____
Printed name of participant

Signature of Participant (Parent/Guardian signature if the participant is under 18)

8. _____
Printed name of participant

Signature of Participant (Parent/Guardian signature if the participant is under 18)

9. _____
Printed name of participant

Signature of Participant (Parent/Guardian signature if the participant is under 18)

10. _____
Printed name of participant

Signature of Participant (Parent/Guardian signature if the participant is under 18)

STRONG ENOUGH TO PULL A FIRE TRUCK?

Heroes Pull



MAKE A TEAM

Get your team of up to **10** members and pull a **fire truck and a SWAT BearCat!**

Teams will pull **2x's**, the best combined time will win

Special Olympics
South Dakota




LAW ENFORCEMENT
TORCH RUN[®]
FOR SPECIAL OLYMPICS
SOUTH DAKOTA

DIVISION

First Responders
Special Olympians
Fitness/Gym
High School/College
Youth
Open (Public)

REGISTER



SCAN ME

To Pull, your team is responsible for raising at least \$500

Friday
Sept. 29

Registration | 5:00

Pull | 6:30

Special Olympics Unify Center

Proceeds benefit Special Olympics South Dakota