

Cover the Cruiser



COVER THE CRUISER

Cover the Cruiser is a Law Enforcement Torch Run fundraising and awareness event. The goal of this event is to raise awareness and resources for Special Olympics Oklahoma by selling paper icons in an attempt to "COVER THE CRUISER".

The Basics & What You Need

- 2-3 officers at a minimum (enlist assistance from your division, Explorers, auxiliary officers and volunteers)
- A marked police vehicle to be covered with the paper icons; (Any marked vehicle! The unique ones to get more icons! Motors, trucks, APC, bicycles all work!)
- Paper icons – Special Olympics can provide these
- Painter's tape – this is important so the paper icons do not adhere to the vehicle paint
- Table – so that the donors can write their name on the paper icons and so that you can display Torch Run shirts/hats for additional donations
- Markers – so donors can write their names on the paper icons
- A Special Olympics athlete or two if available
- Donation jar

Planning

- Select a Team/Event Coordinator/POC
- Select any single date
- Recruit staffing for the event
- Decide on dress code for officers (uniform of the day, bike uniform or LETR Shirts!)
- Special Olympics can provide signage, iPad's or QR codes to accept credit card donations

Advertise/PIO

- Utilize your Media or Public Information Office; Get a press release, if possible
- Notify local TV, radio, and/or newspapers
- Advertise within your own department
- Utilize social media before, during and after your event
- Create posters / flyers

