



**Special  
Olympics**  
Idaho



# “THE TORCH TOLL” GUIDEBOOK



*Lighting the way for acceptance and inclusion!*

*Special Olympics Idaho*  
*www.idso.org*  
***The Flame of Hope***



For the last 36 years, law enforcement members across the world have carried a torch, the Flame of Hope, to Special Olympics games worldwide. No matter what comes their way –rain, snow, or shine – these incredible men and women raise awareness and funds for Special Olympics year in and year out. Law enforcement members are Guardians of the Flame of Hope for Special Olympics, lighting the way for acceptance and inclusion for people with intellectual disabilities.

## **About the “Torch Toll” Campaign**

The “Torch Toll” Campaign is comprised of dedicated law enforcement members who hit the streets and neighborhood storefronts and the parking lots of shopping malls and retail establishments to collect voluntary donations (“Torch Tolls”) from the public. It’s that easy!

The money raised from the Torch Toll Campaign supports the mission and athletes of Special Olympics Idaho. The mission of Special Olympics Idaho is to provide year-round sports training and athletic competition in a variety of Olympic-type sports for all 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 friendship with their families, other Special Olympics athletes and the community.

This holiday season is a great time to get a Torch Toll Campaign started.

## How to get Started

- Contact Shannon at Special Olympics Idaho ([shannon@idso.org](mailto:shannon@idso.org)) or by cell phone (208) 590-1097.
- Select a location (malls, strip malls, retail establishments, restaurants, gas stations, movie theaters, etc.) and set a date and time(s) for Torch Toll Campaign.
- Contact location to get permission to conduct a Torch Toll Campaign (Special Olympics Idaho can provide a certificate of liability insurance if requested).
- Work with Special Olympics Idaho to get all the marketing materials and donation buckets and traffic cones and signage and certificate of liability insurance if requested by business.
- Recruit fellow law enforcement members to help you on the day of the event by signing up to collect donations for one to two hour shifts.
- Before the event, decide on the best locations for conducting the Torch Toll (collecting of donations). The best locations might be the entrances and exits of the parking lot, traffic intersections leading into and exiting out of the parking lot, etc.
- On the day of the event, station your volunteers at the previously identified “Torch Toll” locations. All volunteers will be given a collection bucket and printed materials about Special Olympics Idaho and the campaign.
- Torch Toll locations should be well-marked with traffic cones.
- Parked police cars can be used to draw attention to the Torch Toll. Cars should be highly visible and if allowable, keep emergency lights on.
- Make sure your volunteers to never stop traffic, but to only approach stopped vehicles and to always maintain a professional attitude.

- All volunteers will be covered by Special Olympics Idaho's liability insurance while collecting on behalf of Special Olympics Idaho.
- After event concludes, return donation bucket with donations to Special Olympics Idaho or make arrangements to have a Special Olympics representative pick up the donations at the conclusion of the event.



## Setting Goals and Planning

- Call on key members in your department to help generate excitement and participation.
- Create collection goals that are relatively challenging, but also realistic and attainable.
- Challenge another department or agency.
- Obtain endorsements from your bosses
- Involve family members and friends
- Make sure everyone, including administrative and officer personnel, is aware of the event and the goal. Be creative.
- Do you know a local celebrity to help you kick off your Torch Toll campaign? This will surely attract the media and build community awareness for your efforts.
- Use your departments social media to generate interest. "We law enforcement officers do more than protect the community—we give back too! Join us by donating to Special Olympics Idaho Torch Toll on [date] at [location/intersection]."
- Choosing the right time of the day for the highest volume. Consider contacting your city or county engineering/traffic departments to find out the best time to set up at high-volume locations/intersections.

***Thank you for being a flame that lights the way for the athletes of Special Olympics Idaho!***

