



"You are the stars and the world is watching you. By your presence, you send a message to every village, every city, every nation. A message of hope. A message of victory."

– Eunice Kennedy Shriver

We are honored and thankful to have you!

Your commitment to the athletes of Special Olympics Florida gives them the opportunity to be part of an inclusive and inspirational environment through the different sports and programs offered. Your volunteerism supports Eunice Kennedy Shriver's vision of justice and inclusion for people with intellectual disabilities.

Thank you for your devotion of time, effort, selflessness, and advocacy for Special Olympics Florida. Let's bring everyone together and pull this plane for the athletes!

**Orlando International Airport
United Airlines Operations Center**

8855 Tradeport Drive

Orlando, Florida

November 4, 2017

Registration: 9:00 AM | Start: 10:00 AM





About Special Olympics Florida

Special Olympics Florida brings joy, confidence, and self-worth to people with intellectual disabilities. Special Olympics Florida is not a single-day event or competition. It is a year-round, 365-day movement to inspire, pursue, and achieve dreams through participation in sports. Combine these sports with wraparound programs, and Special Olympics Florida athletes have a gateway to life-long empowerment, competence, acceptance, and joy.

About Plane Pull

Special Olympics Florida Plane Pull is a unique tug-of-war of up to 15 team members who compete against each other to pull a 50-ton aircraft 12 feet. Teams must raise a minimum of \$1,500 to participate - that's just \$100 per person! Your efforts allow Special Olympics Florida to continue providing year-round training and athletic competitions at no cost to our 40,000+ athletes statewide.

Teams who raise a minimum of \$1,500 in donations automatically get a chance to compete in the pull. Each team member who raises \$100 will receive an official Plane Pull T-shirt. Join the fun, help raise funds, and earn prizes all in support of Special Olympics Florida.

What is a Team Captain?

Team Captains are the leaders of your Plane Pull team. You choose your own team members of up to 15 people who share a passion and commitment to raise money for the athletes and programs of Special Olympics Florida.

Fundraising efforts are culminated and celebrated at Plane Pull! Team Captains organize the team, delegate any team fundraising efforts, and coach and motivate their members and donors along the way!

Teams can be composed of friends, families, co-workers, companies, churches, social clubs, offices, small businesses.....the list goes on. Any combination of up to 15 people can be on your team.

LET'S GET THE WHEELS ROLLING...

The lists on the following pages are a step-by-step guide to a successful campaign. It will help keep you on track and on target during each phase of your fundraising campaign. Pull them out, post them, and check off your progress.

STEP 1: ORGANIZE | 4 months to Plane Pull

Register your team at www.SpecialOlympicsFlorida.org/PlanePull and set a team fundraising goal.

- Personalize your team page and your individual puller page and set your goals.
- Work with your Special Olympics Florida staff partner to devise a plan that includes fundraising targets and making sure our mission is at the core of your campaign.
- Do you have a CEO who will help drive this campaign at work? Set up a meeting for you, your staff partner, and your CEO so the support of leadership and managers can be effectively established.
- Set a fundraiser and dollar goal. If you have started a company team, aim to get at least 20 percent of your company involved.
- Recruit a team ambassador or ask your staff partner for mission stories to share with your team throughout the campaign. Check out and utilize our fact sheet.

Network – ask company suppliers and local businesses to support your team or to pull with you. Need a letter? Your staff partner is happy to craft one for you!

STEP 2: RECRUIT | 3 months to Plane Pull

Build Momentum

- Does your company have more than one team? Work with your staff partner to host a Team Captain training.
- Follow up the training with a company-wide email from an executive encouraging employees to sign up online and start fundraising.
- Promote Plane Pull and your team's efforts via social media. Share a photo, your goal, and let people know how they can sign up to support the team. If you are on a company team, work with your marketing or public relations department to help promote your campaign.
- Send updates every few weeks to celebrate your team's progress and encourage your team members to do more.

STEP 3: FUNDRAISE | 2 months to Plane Pull

Encourage fundraising – have lunchtime walks/meetings and challenge each other.

- Meet with each team member to help them start fundraising. Have them list friends, neighbors, and local organizations they plan to reach out to.
- Check in with your team members and celebrate their successes!
- Arrange incentives to motivate the team, like a free lunch or a vacation day for top fundraisers (for company teams).
- Arrange to make or have signs made to represent your team on Plane Pull day.
- What will your team wear? Get creative with your team and make team shirts, themed costumes, or even matching outfits.
- Send a save-the-date to all of your team members and potential team members. Remember, your team must raise a minimum of \$1,500 to pull on event day!
- Continue to promote your campaign and goals through social media, email, and follow up with your team members.

STEP 4: PULL | 1 months to Plane Pull

Create and review your event day checklist.

- Organize your team and celebrate your success on event day!
- Contact your team members and get them excited for event day.
- Create a check list of important items you'll need, e.g., water, sunscreen, sunglasses, etc.
- Get ready to pull that plane!
- Make thank you notes for each team member!
- Share your photos on social media and use #softplanepull.
- Send a thank you to your supporters and include event day photos.

Don't forget about TEAM WEEK! | Team week is from September 25th to October 1st. During Team Week, you'll get the opportunity to win fun prizes by completing the daily challenges!



You're giving them the time of their lives.

It all began in the 1950s and early 1960s, when Eunice Kennedy Shriver saw how unjustly and unfairly people with intellectual disabilities were treated. She also saw that many children with intellectual disabilities didn't even have a place to play. She decided to take action. Thanks to dedicated and motivated team captains like yourself, give Special Olympics Florida is able to provide athletes with fitness training, education, and athletic competition — coupled with social, life, and leadership skill development opportunities — for children and adults with intellectual disabilities or a similar developmental disability.

History: Special Olympics Florida, an accredited program of Special Olympics Inc., was founded in 1972 and is one of the largest volunteer-driven athletic organizations in the state.

Competitions: Special Olympics Florida offers sports training and competition with more than 400 events throughout the year.

Costs: \$0.87 of each dollar raised for Special Olympics Florida goes to program costs and services.

Involvement: Special Olympics Florida serves more than 40,000 athletes statewide. Neither athletes nor parents/caregivers are charged a fee to participate in the program, and activities exist for all ability levels, from severely challenged to elite athlete.



You'll be causing a chain reaction.

It's a win-win. Each time you reach a fundraising benchmark*, you can earn incentives. Equally, you help with making these programs possible and accessible to the athletes. (Fundraising benchmarks are defined dollar amounts that can found in our incentive flyer.)

Set a goal beyond \$100. When you raise more money, more athletes are given the tools to perform in each sport. At a fundraising goal of \$350, you could sponsor an athlete for a year. Additionally, there are rewards for each benchmark you reach. Check out the incentive flyer to see what rewards you can earn!

Raise \$1,000 dollars and become part of Champions Circle. We challenge you and your team members to raise \$1,000 or more for Special Olympics Florida. You'll become a member and receive an exclusive jacket when you reach your goal.



*Fundraising benchmarks are defined dollar amounts that can found be in the incentive flyer.

Here are some tools to help.

- The Plane Pull website! Utilize the online tools to send emails, follow-up messages, and thank-yous.
- Plane Pull Online Toolkit: How to set up your team page and use the fundraising tool.
- A-Z Fundraising Ideas.
- Sample letters, emails, and voicemails: Ready-to-use messages to recruit fundraisers and encourage fundraising.
- Flyers:
 - Team Goal Flyer: Put it up and use the Plane thermometer to track your progress and share it with your team.
 - Recruitment Flyer: Use this flyer to recruit new team member and to spread the word! Share these tools with each team member for faster fundraising!
- Matching Gifts: Many companies will match donations given to Special Olympics Florida by employees. Check with your team members and donors to see if their company offers matching gifts.
- Social Media Tips
- Use your STAFF PARTNERS! We are here to help: Office: 352-243-9536

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FUNDRAISING TIPS | Raise \$500 in 10 days

| | Tip: | Total: |
|---------------|--|--------------|
| Day 1 | Get yourself started! Make a personal contribution and show others how committed you are to Special Olympics Florida and our athletes. | \$25 |
| Day 2 | Challenge 3 family members to match your donation of \$25. | \$100 |
| Day 3 | Ask your best friend to match your donation. | \$125 |
| Day 4 | Ask your boss for a company donation or a matching gift. | \$150 |
| Day 5 | Hang out with friends! Ask five friends to donate \$10 to your Plane Pull efforts. | \$200 |
| Day 6 | Email your Plane Pull page to five out of town friends and ask them to donate \$10 to your Plunge efforts. | \$250 |
| Day 7 | Hit the town! Tell 5 businesses you frequent why you are pulling and ask for a \$10 donation. | \$300 |
| Day 8 | Gather support at work! Ask 5 co-workers for \$10. | \$350 |
| Day 9 | Ask 5 neighbors to support your pull for \$10. | \$400 |
| Day 10 | Ask 10 people at your church, club, gym, etc. for \$10 each. | \$500 |

YOU DID IT!

*Remember, the EASIEST way to ask all of your contacts at once is through online fundraising! Make sure you set up your personal puller page and customize it to showcase why you are pulling for our athletes! For other fundraising ideas, make sure to check out our A-Z fundraising guide or work with your staff partner!