

BIKE | RUN | WALK
June 15 - September 15
Register for 1, 2, or 3 events
Info: specialolympics.ca/AlbertaTorchRun/VSS



VSS TOOLKIT

The Virtual Summer Series is a brand-new event organized by the Law Enforcement Torch Run (LETR) for Special Olympics Alberta, running from June 15 to September 15. It was organized in response to the cancellation or postponement of all summer fundraising events that LETR would typically run over the summer months.

The Virtual Summer Series is a three-part event that includes biking, running, and walking. Participants can register for 1, 2, or 3 legs of the event, and set their distance goals based on ability levels. Those that complete all three legs will receive a 2020 Virtual Summer Series medal!

This three-part series has suggested time frames for each leg of the event and we encourage people to complete the events during the suggested 30 day time frames (bike from June 15-July 15, run from July 15-August 15, and walk from August 15-September 15). Because we are an organization of inclusion, distances will continue to be accumulated in our overall totals no matter when they are completed but will not register on the progress thermometer until that leg officially starts. The series wraps up on September 15.

The overall fundraising goal for this event has been set at \$50,000. These are much needed funds to help Special Olympics Alberta while it continues to offer online training and workouts, virtual social opportunities, and mental health support to over 3,300 athletes.

Participants are encouraged to raise pledges while they are participating in any of the legs of the event, with incentives to help set fundraising goals! Participants can earn an event t-shirt, wireless ear buds, and a running jacket at the \$125, \$500, and \$1000 fundraising increments, respectively.

This event is open to the public and folks from across the world are invited to participate. We are encouraging everyone to get involved, get active, and get connected. With a variety of distance goals, people with any fitness ability can participate!

Each leg of the series is only \$15 to register. Additional information and registration are available here: www.specialolympics.ca/albertatorchrun/vss.

Contacts: general information, please contact Matt at sw.albertatorchrun@gmail.com; promotions and sponsorship, please contact Chelsea at cfidler@specialolympics.ab.ca; technical questions, please contact Justin at jhebert@specialolympics.ab.ca.



FUNDRAISING TIPS

EMAIL OUTREACH

Email is an incredibly effective fundraising tool, reaching people all over the world with the click of a button. It is a great way to spread the word about your VSS participation, and to ask others to join your team or pledge your cause.

TIPS & TRICKS

- **Make it personal:** Tell your story. Share with others why you participate, whether it's because you want to stay active or because you love Special Olympics Alberta.
- **If it's your first time, share your nerves and excitement!**
- **Share a picture of your progress as you bike, run, and/or walk, and use the hashtags #VSSBike, #VSSRun, #VSSWalk if you're sharing on social media.**
- **Have fun with it! Make a contest or game out of it - i.e. the first person to donate, or the largest donation, gets a gift from you!**
- **Follow-up.** Be sure to say thank you to donors after they make their donation, and again after you complete your challenge. Send them a picture of you biking/running/walking, with the results of your efforts from the event.

SAMPLE TEXT

It has been a long few months being cooped up and now that summer has finally arrived, I will be taking part in the Law Enforcement Torch Run 2020 Virtual Summer Series to support Special Olympics Alberta. You might be asking yourself, what is this event all about? Well, I will be jumping on my bike, running, and walking to get active while supporting the amazing athletes of Special Olympics Alberta.

I have set a personal fundraising goal of \$(amount), and I need your help to reach it. I am hoping you will donate to Special Olympics Alberta on my behalf and support my 2020 Virtual Summer Series challenge.

You can support my summer challenge in several ways:

- **The best and easiest way is to visit my personal page (link to fundraising page). This is where you can go to check my fundraising goal and makes pledges.**
- **Follow me on social media and cheer me on as I progress towards my distance goals.**
- **Send me private messages to encourage my progress and keep me going.**
- **If you prefer not to donate online but still want to pledge me, please contact me directly.**
- **If you can't support me through a cash donation, why not consider joining me on this challenge? You can sign up or get more information from www.specialolympics.ca/albertatorchrun/vss.**

How to Raise \$150 in Seven Days

DAY	WHO TO ASK	TOTAL PER DAY	GRAND TOTAL
1	Send an email to three friends asking for a \$10 pledge (or challenge them to join you).	\$30	\$30
2	Send an email to your three favorite relatives asking for a \$10 pledge.	\$30	\$60
3	Ask one parent and one sibling for \$10 each. Your birthday and/or a holiday is right around the corner!	\$20	\$80
4	Ask two neighbors for \$10.	\$20	\$100
5	Ask five people at your favorite restaurant, coffee shop, tavern, etc. for \$5.	\$25	\$125
6	Ask your best friend or significant other for a \$15 donation (don't forget to recruit them to join you).	\$15	\$140
7	Add a personal contribution of \$10	\$10	\$150

SOCIAL MEDIA

Get your pedals moving by following us on Facebook, Twitter, and Instagram (@AlbertaLETR) to like, share, repost, or retweet our posts to engage others on social media.

- Add your personal link to your social media page or share it on your profile to direct people to donate to you online.
- Challenge friends, family, colleagues, etc. to join the series and use #VirtualSummerSeries, and while you're sharing your progress during each leg, use #VSSBike, #VSSRun, or #VSSWalk!
- Join the [Virtual Summer Series Facebook event](#), invite others, and share your progress or tag @AlbertaLETR to get us to share your post.
- Make your Virtual Summer Series challenge an event on Facebook. Invite friends to support your fundraising efforts.
- Share why you are taking this challenge, what your goal is and updates about your progress.
- Shout outs: post a shout out to your donors when they pledge you! You can even tag them in your post - just type @ + their name.
- Don't forget to thank your friends after your challenge is complete!

SAMPLE POSTS

1. I am putting the pedal to the medal and hopping on my bike for the @AlbertaLetr #VSSBike in support of @SpecialOAlberta. My goal is to raise [amount] riding [# of kms] over the next 30 days. Support the cause by hitting the link below.

[Insert Personal Fundraising Link]



2. Join me in lacing up your runners and going for a run for the 2020 #VSSRun presented by @AlbertaLETR! I plan to run [# of kms] in support of @SpecialOAlberta athletes and you can support my cause or join me on my journey.

[Insert Personal Fundraising Link]

3. You can stay active and make a difference in the lives of over 3,300 @SpecialOAlberta athletes by walking in the @AlbertaLETR 2020 #VSSWalk! You can sign up, or donate at www.specialolympics.ca/albertatorchrun/vss.

SAFETY TIPS

It is required that you adhere to your local health authority regulations pertaining to COVID-19 (as well as all other laws, bylaws, restrictions, and regulations) while participating in the Alberta Law Enforcement Torch Run 2020 Virtual Summer Series event.

This includes but is not limited to safe physical distancing, participating in safe spaces, and adhering to any other safety measures or suggestions put in place by your local health authority. Your health and safety are important - thank you for your cooperation!