



## Tip-A-Cop

### Special Events and Promotions

This fundraiser provides an exceptional opportunity for your department personnel to have a positive interaction with your community and can generate a substantial amount of funds and awareness.

### What

"Tip-A-Cop" is an official Law Enforcement Torch Run Campaign fundraising event in which law enforcement officers and department personnel volunteer their time as "Celebrity Waiters" to collect tips at a restaurant in support of Special Olympics Washington.

### When

This event can be conducted year-round depending on the availability of your agency, other community events, and the restaurant-- of course. Select a day and time of the week when crowds are at their peak and don't forget to inform Special Olympics Washington Staff so they can help aid in your promotions. History shows that Thursday, Friday, and Saturday's are most popular with consumers.

### Where

Any restaurant can be a site for a Tip-A-Cop fundraiser, however experience has demonstrated that locations with certain characteristics are more profitable. Try and select a location that has an active, lighthearted family atmosphere. Facilities that offer a lounge are tend to draw larger crowds.

### Why

Changing the world is a contact sport—and Special Olympics is an everyday opportunity to make a difference. In Washington, over 14,500 athletes are empowered to shatter stereotypes and exceed their personal bests on the playing field and in life. Yet for every champion, there are another 13 who are waiting for the chance to win.

### Impact

Together, we can make an even bigger impact in the lives of individuals with intellectual disabilities, their families, and the communities in which we serve by supporting the "Tip-A-Cop" effort to raise funds and spirits for those in need. Financial gifts will not only bring greater training and competition opportunities to Washington, but also health and hope.

*Special Olympics Washington provides year-round sports training and competition for children and adults with intellectual disabilities. By participating in sports, physical fitness and healthcare education programs, Special Olympics Washington athletes increase self-confidence and social skills, improve physical and motor skills, and have better success in leading more productive and independent lives. It is events like "Tip-A-Cop" that help us provide these programs at no cost to the athletes or their families.*



## Tip-A-Cop Event Basics

### What to Expect

This is a fun, high-energy event!

Many customers will be happy to see you and to have you interact with them. Some patrons will have even come to your restaurant specifically to support our cause. Take time to talk with them and their kids, or to hand out stickers or balloons.

There is no expectation that law enforcement volunteers will actually take food or beverage orders. Leave that to the professionals. However, you are free to offer to help refill non-alcoholic drinks or bus tables with the permission of the respective server.

Whatever level you choose to be involved, get acquainted with the staff. The more comfortable they are with you-- the more they'll help you to "earn your tips".

### What to Do

At the start of each shift, the Location Leader will assign each volunteer to a section of the restaurant. This will help ensure that law enforcement has the opportunity to talk to everyone without re-contacting the same tables.

It is best practice to observe when a new group is seated in your section and wait for the restaurant staff to deliver menus and beverages. After staff has taken their order and removed their menu's, is an ideal time to approach the table and greet the customers.

For some people, it is rare to have a person in uniform approach them, so they may be caught a bit off-guard. Introduce yourself, welcome them with a smile, and try to make a personal connection through a comment, compliment, passing out a giveaway to their children, or by joking.

Explain that the police are around the restaurant working for their "extra tips" to raise funds and awareness for the Special Olympics athletes throughout your community. People skills are really the key here. You should get a sense of comfort and humor from the customers. At that point, you may want to squeeze into their booth and toy around with having lunch with them. Others, you'll quickly realize they do not want to be bothered. Use your best judgment, but please make initial contact with everyone to explain the cause.

At the close of your interaction, you'll be leaving a donation envelope on the table with no obligation or pressure. You can express if they feel so inclined to give, that they can do so in the envelope and give it to anyone in uniform before they leave.

Some donors will submit a donation on the spot, others will leave it on the table at the end of their meal. Be attentive to envelopes placed on the table – this is an indicator that the table has already been contacted.



## Tip-A-Cop Event Overview

### Leaders

A Location Leader should be assigned to the restaurant that will be responsible for all necessary “Tip-A-Cop” components, including volunteer recruitment, shift assignments, liaising with both restaurant management and the Special Olympics state office, and reconciling funding.

### Volunteers

It is vital to the event’s success that each Location Lead confirms adequate coverage for their respective location. In the interest of maximizing the campaign, the minimum coverage suggested is 3 to 5 volunteers at the restaurant, per shift. If you’re able to have a larger presence it’s welcomed but please ensure sufficient coverage throughout the event. Note that Tip-A-Cop is open to all law enforcement personnel; engage other departmental and records staff, dispatchers, cadets, explorers, retirees, etc. Should you encounter difficulties when staffing your location, contact Special Olympics Washington’s Campaign Director to advise of such in advance.

### Activities

Special Olympics encourages programs to activate auxiliary activities to increase the coverage and giving in their restaurants. Please connect with both Special Olympics’ Campaign Director and your restaurants General Manager regarding any planned activities, however. In addition to marked units, polaroid pictures with cars or K-9’s, and giveaways—hosting a Jail N’ Bail or a Fill the Cone Campaign in conjunction with your Tip-A-Cop is an easy way to boost donations with minimal effort/volunteers.

### Athletes

Special Olympics Washington will make every effort to recruit uniformed Special Olympics athletes to each of the locations to serve as door greeters or to join department personnel at the tables. If you have a local connection with an athlete or a team, feel free to extend an invitation for them to attend and help out at your location.

### Celebrities

Celebrity guest servers can heighten community engagement. They can include anyone from area law enforcement’s command staff to business leaders, and sports or media personalities. Gaining their support, if only for a couple select hours, provides a great occasion for you and them to highlight the guest service in your promotions.

### Materials

You’ll need “Tip-A-Cop” envelopes for guests to leave their charitable donations in.

### Merchandise

Selling merchandise is another way to generate funds should your restaurant’s general manager allow. Special Olympics or Torch Run merchandise can be provided to you upon request for that purpose.



## Tip-A-Cop

### Event Logistics

#### **Restaurant**

Good planning and cooperative partnership with your restaurant and its general manager will lead to a successful event. Make sure to reach out to them in advance of the event to discuss your site and any subsequent activities you have planned.

#### **Uniforms**

We encourage officers to wear their uniforms on the day of the event. However, since some law enforcement agencies do not allow the officers to wear uniforms, it is suggested to wear a shirt/polo that identifies their agency or Special Olympics program.

#### **Meals**

Talk with your restaurant about the prospect of donating meals to the volunteers after their shift. A free meal can also be a great recruitment incentive.

#### **Media**

If media visit your restaurant for an interview, please use the following talking points as a guide to answer their questions. Only the Location Leader or Special Olympics staff should handle media inquiries.

#### **Money**

Envelopes should be collected by volunteers when the table has been cleared and given to the Location Leader. Donations may be stored in the restaurant's safe during the event, with the Managers approval. The Location Leader will be the Person in Charge for collection of all donations at the event's conclusion.

#### **Outreach**

The restaurant will have patrons, yes but you can also promote Tip-A-Cop® on event calendars within your community, highlight it on departmental and/or city website(s), and involve local politicians or celebrities as greeters. For maximum media exposure, contact your local Public Information Officer in advance and distribute event posters throughout your area.

#### **Questions**

Special Olympics is an everyday opportunity and has a lot going on throughout Washington State! If you get asked a question, you can't answer- direct them to the [SpecialOlympicsWashington.org](http://SpecialOlympicsWashington.org) website to learn more or get involved in an area that interests them.



## Tip-A-Cop

### Auxiliary Fundraising

### Jail N' Bail

A Jail N' Bail is fun tradition of "arresting" patrons from inside the restaurant for a minimum donation, such as \$10 or \$20. This generally works well for larger groups, where individuals are interested in donating to have others at the table "arrested."

- This is a light activity to engage guests and generate even more money for the cause.
- Please, only those certified in handcuffing should apply handcuffs. Little to no force should be used—remember, this is all for fun!
- Work with your Location Lead to set up an advanced process for the "arrests." It typically would involve 2-3+ uniformed volunteers contacting the group, explaining that, for whatever reason cited by the donor [not eating enough fries, not cleaning their room, etc.], someone at the table is getting arrested.
- Contact the "arrestee", handcuff them gently, and walk them out to the mock jail vehicle or patrol vehicle.
- Encourage the family members to come out and take photos with their arrestee.

### Fill the Cone

Fill the Cone is simple fundraiser in which public safety personnel stand in and/or around a highly trafficked intersection while collecting contributions from the motoring public. It requires minimal effort for its significant return making it very easy to implement with limited support.

- With staging possibilities virtually everywhere surrounding Red Robin restaurant sites- either in the street around the location, on the roadway's sidewalks, around the mall's entrances, or all of the above, Fill the Cone can more than double your revenue during the Tip-A-Cop promotion.
- Position patrol vehicles with light-bars and balloons around your collection site. Note: Volunteers should wear traffic vests.
- Display signage if you have it. It will lend quick recognition and creditability to your collection site. Advertising through reader board type signage in advance of an intersection is ideal.
- Utilize traffic cones by duct taping the small opening in the top to collect the donations. Position other cones around your site if you have enough to spare.



## Tip-A-Cop

### Social Media and Talking Points

#### Facebook

- Like us at Facebook.com/SpecialOlympicsWA
- Share Tip-A-Cop posts from Facebook.com/SpecialOlympicsWA
- Use the hashtags #LETR and #TipACop to follow the campaign's social presence
- Set profile and cover photos to Tip-A-Cop images, a previous service, or an honored athlete
- Promote your site in advance and include the event hours as well as the address of your restaurant
- Create an event for your Tip-A-Cop site, inviting friends/followers to support the fundraising effort
- Upload a picture of your team along with the total from your location last year or this year's goal(s)
- Maximize social exposure on departmental pages and feeds too; solicit help from your agency's PIO
- Highlight any "training" along your departments fundraising endeavor; I.E. trading handcuffs for aprons
- Update your status continuously; sharing your fundraising progress, event pictures, athlete features, etc.
- Shout out to your celebrities, media outlets, or other agencies by tagging them in your post at @ +their name
- Thank your supporters following Tip-A-Cop and be sure to include the amount collected for Special Olympics

#### Twitter

- Follow us at Twitter.com/SOWA\_Washington
- Retweet a tweet from SOWA\_Washington
- Use the hashtags #LETR and #TipACop to extend and follow the campaigns social presence
- Set your profile picture and twitter header image to the Tip-A-Cop logo or previous event photograph
- Create an engaging 140 character message that shares why your agency is trading handcuffs for aprons
- Upload photos throughout the event and don't forget to ask for support, driving donors to your location
- Shout out to your high level donors by tagging and tweeting each time you receive a new gift over \$100
- Connect fans to funding by sharing how donations can/will make an impact in your community
- Thank your followers at the conclusion of Tip-A-Cop and include the total donations collected

#### The Cause

- Builds communities and leads in wellness through sports and inclusion
- Shifts the focus from disability to ability and from isolation to involvement
- Offers 17 Olympic-type sports with the help of over 10,000 coaches, volunteers & partners
- Provides free programming to over 14,500 individuals with intellectual disabilities state-wide
- For every champion, there are another 13 waiting on the sidelines for their chance to win
- Does not receive any state funding, making pledged-based efforts vital to the cause
- \$650 funds programming to 1 Special Olympics Washington athlete for 1 year
- Boosts employment rate of individuals with ID to 52% from 10% without SO involvement
- World's largest public health organization for people with intellectual disabilities



## Tip-A-Cop Financial Procedures

### Within 24 Hours

#### Report Fundraising Total

Notify Law Enforcement Torch Run Campaign Director Jennifer Suniga of your locations fundraising total by texting (509) 280.9570, calling (206) 361.9369, or e-mailing [jsuniga@sowa.org](mailto:jsuniga@sowa.org) within 24 hours of the event.

### Within 3 Days

#### Remit Donations

Send donations via mail to Special Olympics Washington's main office.

This mailing should be directed to the below address and include all donations, envelopes, as well as a completed Accounting Form.

*Special Olympics Washington  
Accounting Department  
1809 7th Avenue  
Suite 1509  
Seattle, Washington 98101*

Please note that cash should not be mailed. Cash donations can either be converted into a cashier's check and included within your mailing or deposited to any Wells Fargo branch in a Special Olympics Washington provided security bag.



## Tip-A-Cop Accounting Form

Agency: \_\_\_\_\_  
Person Submitting: \_\_\_\_\_  
Phone Number: \_\_\_\_\_  
Restaurant Location: \_\_\_\_\_

Event Proceeds:           \$ \_\_\_\_\_  
Auxiliary Activities:       \$ \_\_\_\_\_  
  
Total Funds Raised:       \$ \_\_\_\_\_

### Agency Split:

*[If funding should be divided between more than one agency that participated]*

Agency Name #1: \$ \_\_\_\_\_           Agency Name #2: \$ \_\_\_\_\_  
Agency Name #3: \$ \_\_\_\_\_           Agency Name #4: \$ \_\_\_\_\_

### Verification:

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Signature

**Return** Via Mail with all donations and envelopes to Special Olympics Washington, Attention Accounting Department, 1809 7<sup>th</sup> Avenue, Suite 1509, Seattle, WA 98101.

For questions, contact Jennifer Suniga at (206) 681.9369 or [jsuniga@sowa.org](mailto:jsuniga@sowa.org)