



2017 Plane Pull Team Captain Guide

Saturday, June 3

Des Moines International Airport



Special Olympics

Iowa





Team Captain,

Thank you for your interest in *PULLING* for Special Olympics Iowa by serving as a Team Captain for the 4th Annual Law Enforcement Torch Run® Plane Pull. This year's event promises to feature plenty of fun and competitive spirit, all to raise money and awareness for the athletes of Special Olympics Iowa!

The Plane Pull will be held on Saturday, June 3 at the Des Moines International Airport. All teams and spectators will enter through Endeavor Air. (2901 Army Post Road, Des Moines 50321) An Opening Ceremony will be held that morning at 10:00 a.m., with competition set to kickoff at 10:15 a.m. Free parking will be provided that day at Lot 4 at the airport. Prairie Meadows is providing a shuttle that will run from the parking area to the main entrance of Endeavor Air. Registration packets will include your team members t-shirts and a voucher for a free lunch for each team member.

Spectators are also strongly encouraged to attend and witness your group's momentous feat!

This Team Captain Guide has all of the tools you'll need to get started, including:

- Online Registration Instructions: Step-by-step directions show you how to easily register your team and also some frequently asked questions.
- Team Fundraising Tips: Some creative ideas to jumpstart your efforts!
- Sample Donation Letter: A great template to help you start spreading the word
- Team Captain Tracking Form: This allows you to track your team members and their information. We ask that if you have any t-shirt size **changes** to send those to Rachel Bosworth rbosworth@soiowa.org no later than **May 20**, so they are available for you on-site. (Any teams/members that sign up after May 20 will receive a shirt at a later date).
- Plane Pull Flyer: This serves as a great promotional piece for your group and can help recruit additional team members. Post them around the office, school, gym, etc.
- Donation Tracking Form: This allows team members to organize and track any offline donations that they might receive.

If you have any questions about fundraising, filling your team's roster, or just need some workout tips to get you ready for the Pull, please do not hesitate to reach out to one of us. We look forward to an exciting event and appreciate your support of the athletes of Special Olympics Iowa!

Rachel Bosworth
LETR Event Coordinator
515.986.5520
rbosworth@soiowa.org

Jeanette Steinfeldt
Director of Development
515.986.5520
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Plane Pull Overview

2017 marks the fourth year for this ultimate man versus machine challenge. This extreme and unique event, which pits teams of 10 against a Delta aircraft weighing around 80,000 lbs., is a signature fundraiser that raises both money and awareness for Special Olympics Iowa.

While the Plane Pull attracts a diverse cross-section of people, these participants all share an adventurous spirit, a generous heart and the desire to make a difference. This is also a great opportunity for your group to pull together for a common cause – the athletes of Special Olympics Iowa. It is undoubtedly a team-building experience like no other! Teams consist of a maximum of 10 members, but can choose to pull with less than 10 if desired. Groups compete to pull the plane 12 feet in the fastest amount of time – with two consecutive pulls. Each team should collect a minimum of \$500 for the privilege of competing in this exclusive event – all proceeds benefit Special Olympics Iowa.

The event is open to the public and will also include entertainment, food, an awards ceremony, on-site vehicle displays and a Kid's Zone with various activities. Spectators are strongly encouraged to attend and cheer on their favorite team!

The Plane Pull is also a key part of law enforcement's grassroots efforts to raise both money and awareness for their charity of choice: Special Olympics. The Law Enforcement Torch Run is the single largest year-round fundraising vehicle benefitting Special Olympics. Each year, over 450 law enforcement personnel carry the *Flame of Hope* along planned routes, covering all corners of our state. The highly emotional Final Leg of the run involves officers running the *Flame of Hope*, from Des Moines to its final destination – the Opening Ceremonies of the Special Olympics Summer Games in Ames. This symbolic running of the torch garners awareness for their passionate partnership with Special Olympics.

Officers also dedicate their time throughout the year to hold numerous special events as part of the Torch Run initiative. In 2016, the Law Enforcement Torch Run® raised more than \$850,000 for Special Olympics Iowa through a variety of fundraisers – including the 2nd Annual Plane Pull which raised more than \$100,000 for our athletes! Let's *PULL* for more in 2016!



Team Divisions

- Each team of up to 10 members must raise a minimum of \$500 to participate. Teams compete in the following divisions:
 - **Open:** General Public
 - **Public Safety:** (At least 50% of the team members must be public safety competitors to qualify for this division)
 - **Civic** (At least 50% of the team members must be from a civic organization to qualify for this division)
 - **High School/College** (At least 50% of team members must be from High School/College)
 - **Co-Ed** (At least 50% of the team members must be female competitors to qualify for this division)
 - **Special Olympian:** (At least 50% of the team members must be our athletes)
 - **Family:** (At least 50% of the team members must be ten years old and younger)

Award Categories

- Fastest Pull – In each of the 7 divisions
- Grand Champion
- Top Fundraising Team
- Best Costume

Team Fundraising Incentives

In addition to the thrill of a lifetime and knowing that you're helping a great cause, there are some great prizes available to motivated fundraising groups! Items will be awarded to each team member in the following categories:

- \$500: You get official bragging rights and the exclusive opportunity to pull a plane! Plus, each team member will receive a commemorative T-shirt and free lunch on-site.
- \$2,500: Plane Pull Water Bottle
- \$4,000: Plane Pull Cooler
- \$6,000: Choice of a Plane Pull Pullover Jacket OR a \$500 Gift Card TBA for a Team Party!

Incentive certificates will be issued approximately 2 weeks post event for eligible teams. Incentives are not cumulative. Incentives will be mailed to the team captain.



Online Registration Instructions

Now that you've registered, get the rest of your team to sign up!

- Visit www.soiowa.org/planepull
- Since you've already created your team, have your team members select Register as a Team Member
- Follow the online instructions
- Once your registration is complete, you may customize your personalized fundraising page to easily and securely raise money online for your Plane Pull efforts.
- Share your personal fundraising page link with all of your contacts so they can support you!
- If you have any additional questions on the registration process, please contact Rachel Bosworth of Special Olympics Iowa at rbosworth@soiowa.org or 515-986.5520

Useful tips:

If you have already registered and would like to sign back into your account

Visit www.soiowa.org/planepull

On right side of the page under Resources, click sign in.

To send your fundraising page out via Facebook, Twitter, Email, etc:

-Visit your personal fundraising page (no need to be signed into your account)

-Under the SPECIAL OLYMPICS IOWA INC heading you will find different ways to share your page (Facebook, Email, LinkedIn, etc.)

-Select how you would like to share it and follow the on screen prompts

To access your personal fundraising page:

-If you know your personal fundraising page URL, ex:

firstgiving.com/fundraiser/yourname/plane-pull, go directly to it

-If you do not know your fundraising URL and are registered as an individual:

visit www.soiowa.org/planepull In the Resources box click Donate to a Participant, click the Fundraisers tab search or type in your name

Entering an Offline donation

-Sign in to your fundraising page

-Under the Home tab or Your Fundraising tab, select your fundraising page

-In the gray box, next to the pig icon, click Enter Offline Donations

*Please note if you will not receive a confirmation that your donation is received unless you mail or drop off the donation to the Special Olympics Iowa office

Mail donations to: Special Olympics Iowa, Attn: Plane Pull, PO Box 620, Grimes, IA 50111

Drop off donations at: Special Olympics Iowa, 551 SE Dovetail Road, Grimes, IA 50111



Team Fundraising Tips

Who do you know?

The key to building a team and a successful fundraising campaign both depend on asking people you know for support. Take a moment to think of everyone whose lives you touch and ask them to make a donation or join your group!

Your list can be overwhelming, so use the breakdown below to help categorize your contacts. Start with the easiest people to reach: your family and friends. Next, ask co-workers and service providers. Grab a piece of paper as you look at the list below and jot down any names that come to mind. Before you know it, you'll have a complete list of potential donors and teammates!

- Family
- Friends
- Neighbors
- Co-Workers
- Vendors / Suppliers
- Your Gym!
- Community / Social Clubs
- High School / College Alumni
- Fraternity / Sorority
- Businesses You Frequent
- Teammates (High School, College or even your rec league!)

Other Fundraising Ideas & Hints

- The Best Idea: Register online and create a fundraising page that you can easily email to family, friends and co-workers
- Mail Campaign: Send a letter (see sample in this packet) to your contacts and ask for their help
- Add the Plane Pull logo to your email signature: To make it even easier to donate, also include a link to your fundraising page
- Build a team from work, friends or any other strong ties you have with an association
- Find people that you know who work for companies that will match donations and see if your organization will do the same!
- Follow-up is Key: Don't be afraid to remind everyone that you're pulling for Special Olympics and provide them with regular updates on your progress
- Use Social Media (Facebook, Twitter, Blogging, etc.) to promote your fundraising page
 - Share your fundraising page link as part of your status update – let people know what you're doing! Provide frequent updates on your progress
 - You can also start a blog that chronicles your journey to the big Pull!



- Host a Fundraising Event: Organize an individual or team event to raise funds; a few popular examples include:
 - Casual Days – have co-workers make a small donation (say \$5) for the privilege to wear jeans/dress casual to the office for a day; for an ongoing fundraiser, make this an every Friday event
 - Ask a local restaurant to contribute a portion of their proceeds for a day to your team’s efforts
 - Penny Wars – create a challenge in your workplace/school to try and collect the most points. Points are given for pennies and negative points for silver coins and cash; other groups can sabotage by placing silver coins and/or cash in other jars. The worker, office, class, etc., with the most points wins lunch at the others expense. All money from the jars benefits your Plane Pull team!
 - Raffle – consider hosting a split-the-pot, or 50/50 raffle, with proceeds benefiting your efforts
 - Bake Sale – hold a bake sale at your office or school and benefit from everyone’s sweet tooth!
 - Car Wash
- Add an Incentive: Make donating a contest for your friends, family and co-workers; let people know that for every \$25 they donate, they are entered into a drawing for a great prize. Be creative; offer to bake cookies, raffle off tickets to a game you can’t attend, give away a bottle of wine you’ve been saving, etc.
- Say Thanks! Drop a thank you note to everyone who supports you and include a picture of your ultimate tug-of-war!



Sample Donation Letter

**Download this letter template at www.soioowa.org/planepull to easily enter your personal information!*

Dear [Insert Name]:

This June, I have committed to test my muscle by pulling an 80,000 lb. aircraft as part of the 4th Annual Plane Pull for Special Olympics Iowa. My team of 10 will attempt to pull this plane in the fastest amount of time! While I look forward to this exciting and exclusive experience, I need your help to reach my fundraising goal.

Through the support of Special Olympics Iowa, individuals with intellectual disabilities are provided the opportunity to participate in year-round sports training and competition. These programs allow athletes to develop physical fitness, demonstrate courage, experience joy and most importantly, reveal their inner champion!

I have set a personal fundraising goal of \$[insert amount] and hope that you'll join me in supporting this most worthwhile movement. Please visit my online fundraising page at [firstgiving.com/\[insertyour custom URL here\]](http://firstgiving.com/[insertyour custom URL here]) and click the "Donate Now" button. From here, you can make a secure donation via credit or debit card. Or if you'd prefer to make an offline donation, please make your check payable to "Special Olympics Iowa" and mail it directly to me or: Special Olympics Iowa, Attn: Plane Pull, PO Box 620, Grimes, IA 50111. Please be sure to include my name in the memo area so that I receive credit for your contribution.

If you want to learn more about this ultimate man versus machine fundraiser, visit www.soioowa.org/planepull for all of the details.

Thank you for your support!

Sincerely,

[Your Name]

Plane Pull Team Captain Tracking Form

Special Olympics
Iowa



Team Name: _____

Captain Name: _____

Organization/Company/
Dept. (if applicable): _____

Open Public Safety Civic High School Co-ed Special Olympics Family

Name	Email Address	Shirt Size	\$ Rec'd
1. _____	_____	_____	_____
2. _____	_____	_____	_____
3. _____	_____	_____	_____
4. _____	_____	_____	_____
5. _____	_____	_____	_____
6. _____	_____	_____	_____
7. _____	_____	_____	_____
8. _____	_____	_____	_____
9. _____	_____	_____	_____
10. _____	_____	_____	_____

Make checks payable to *Special Olympics Iowa*

Team Fundraising Total \$ _____

IMPORTANT FACTS FOR TEAM CAPTAINS

- **On event day, we ask that the Team Captain check-in at the registration table for their entire team**
- As captain, you are responsible for collecting and submitting all money raised by your group
- All participants must sign a waiver of liability on the day of the event
- Team fundraising total must be a minimum of \$500 on event day in order to compete
- Pull times are assigned according to which teams reach the \$500 minimum first; please contact Special Olympics Iowa if special arrangements need to be considered
- Family and friends are welcome! Entrance is free to the event

QUESTIONS? Contact Rachel Bosworth (rbosworth@soiowa.org) or Jeanette Steinfeldt (jsteinfeldt@soiowa.org)

The Lohse Family Foundation Presents...

Law Enforcement Torch Run®

Special Olympics Iowa



Plane Pull

Strong Enough to Pull a Plane?

Now Your Team of 10 Can **PROVE IT!**

Get your team of up to 10 members together and pull a DELTA CRJ-900 weighing more than 80,000 lbs! Teams will pull twice, with best time used as final time.

Divisions:

- Civic
- High School/College
- Public Safety
- Co-ed
- Special Olympian
- Family (50% of team members must be ten years old and younger)
- Open

Teams must raise a minimum of \$500 • See website for division requirements

Register at: www.soiowa.org/planepull

Saturday, June 3, 2017

10:00 a.m.

Des Moines International Airport



LOHSE FAMILY FOUNDATION FUND

Bankers Trust



BONNIE'S BARRICADES



McAninch

PERFORMANCE CONEXION



DELTA

ENDEAVOR AIR



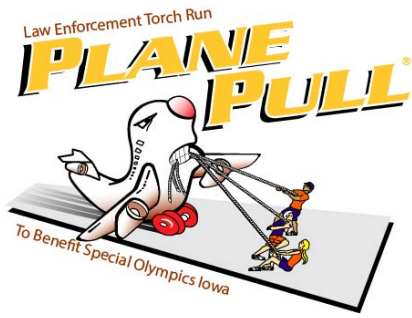
LAZER 103-B EVERYTHING THAT ROCKS

AUREON



PEOPLE. PROGRESS. PRIDE. IOWA FARM BUREAU





2017 Plane Pull Donation Tracking Form

Name : _____

Team Name : _____

Donor's Name	Address	City	State	ZIP	Phone Number	Amount	Check(CK) or Cash(CA)	Paid ✓
Sample Donor	123 Main St.	Des Moines	IA	55555	800-394-0562	\$50	CA	✓
Subtotal	\$	Return this form, with all collected donations, at the Plane Pull event registration. Please make all checks payable to Special Olympics Iowa. <i>*Donors who write checks will receive a receipt from Special Olympics Iowa in the mail.</i>						
Total Raised Online	\$							
Grand Total Raised	\$							



2017 Plane Pull Waiver

ALL team members must sign the waiver prior to pulling, regardless of if they registered online

SPECIAL OLYMPICS IOWA

RELEASE AND WAIVER OF LIABILITY, ASSUMPTION OF RISK, AND INDEMNITY, AND PARENTAL CONSENT AGREEMENT ("AGREEMENT")

In consideration of participating in the Plane Pull to benefit Special Olympics Iowa, I represent that I understand the nature of the event and that I and/or my minor child am qualified, in good health, and in proper physical condition to participate in such Activities. I further acknowledge that the Activity will be conducted over public roads and facilities open to the public during the Activity and upon which traffic hazards are to be expected. I acknowledge that if I and/or my minor child believe event conditions are unsafe, I and/or my minor child will immediately discontinue participation in the Activity.

I fully understand that the events (Plane Pull) involve risks of serious bodily injury, including permanent disability, paralysis and death, which may be caused by my own actions, or inactions, those of others participating in the event, the conditions in which the event takes place, or the negligence of the "releasees" named below; and that there may be other risks either not known to me or not readily foreseeable at this time; and I fully accept and assume all such risks and all responsibility for losses, costs, and damages I and/or my minor child incur as a result of my and/or my minor child's participation in the Activity.

I hereby release, discharge, and covenant not to sue Special Olympics, Inc., Special Olympics Iowa, its respective administrators, directors, agents, officers, volunteers, and employees, other participants, any sponsors, advertisers, and, if applicable, owners and lessors of premises on which the Activity takes place, (each considered one of the "RELEASEES" herein) from all liability, claims, demands, losses, or damages on my account caused or alleged to be caused in whole or in part by the negligence of the "releasees" or otherwise, including negligent rescue operations; and I further agree that if, despite this release, waiver of liability, and assumption of risk I, or anyone on my and/or my minor child's behalf, makes a claim against any of the Releasees, I will indemnify, save, and hold harmless each of the releasees from any loss, liability, damage, or cost which any may incur as the result of such claim.

I have read this RELEASE AND WAIVER OF LIABILITY, ASSUMPTION OF RISK, AND INDEMNITY AGREEMENT, AND PARENTAL CONSENT AGREEMENT, understand that I have given up substantial rights by signing it and have signed it freely and without any inducement or assurance of any nature and intend it to be a complete and unconditional release of all liability to the greatest extent allowed by law and agree that if any portion of this agreement is held to be invalid the balance, notwithstanding, shall continue in full force and effect.

Printed name of participant

Signature of Participant (Parent/Guardian signature if participant is under 18)

Printed name of participant

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