



Law Enforcement Torch Run[®]
Global Strategic Plan
2024-2027

OUR MISSION

The mission of the Law Enforcement Torch Run[®] for Special Olympics is to increase public awareness and generate resources for the Special Olympics movement worldwide.

OUR VISION

To further the Special Olympics mission, law enforcement will carry the torch, representing the Flame of Hope, and dedicate itself to the goals of continually increasing both awareness and generating resources for Special Olympics athletes worldwide.





OUR PURPOSE

The Law Enforcement Torch Run International Executive Council is authorized by Special Olympics, Inc. (SOI) and is endorsed by our founding law enforcement organization – the International Association of Chiefs of Police (IACP) – for the purpose of encouraging, promoting, supporting and providing technical guidance to Special Olympics Programs and Torch Run volunteers in planning and coordinating Torch Run events and activities worldwide, facilitating the expansion of existing Torch Run activities and programs, and planning for the development of new Torch Run initiatives and events. Special Olympics changes attitudes and behaviors through sport. This is accomplished by showcasing the gifts and talents of people with ID, creating friendships and demonstrating the best of the human spirit. The Special Olympics vision is an inclusive world for all, driven by the power of sports, through which people with intellectual disabilities live active, healthy and fulfilling lives.



DIVERSITY, EQUITY & INCLUSION

We join with Special Olympics International in recognizing that diversity, equity and inclusion are at the heart of Special Olympics and the Law Enforcement Torch Run as we strive to promote unity among all people.



GOALS AT A GLANCE

2024 - 2027



Raise Awareness

Implement a Program capacity building program to expand the LETR brand.

Program Quality

Improve state/local LETR Program quality and relationships at all levels.

Raise Resources

Create a global revenue development plan for the LETR movement.

Program Standards

Establish best practices and minimum standards for LETR Programs

GOAL 1: RAISE AWARENESS



The Law Enforcement Torch Run Executive Council will focus on the creation and implementation of a plan that builds Program ability/capacity to expand the LETR brand.

Strategies to achieve this goal include:

- Enhance tools to increase visibility of the LETR movement
- Provide training to Programs on the LETR brand, branding standards and available tools
- Regular communication between all levels of the movement to ensure successful campaigns and ideas are shared



GOAL 1: RAISE AWARENESS



Expected Outcomes

- Consistent use of LETR brand by Programs
- Streamlined process for the development and implementation of successful campaigns and ideas
- Greater worldwide recognition of LETR brand

GOAL 2: PROGRAM QUALITY



The Law Enforcement Torch Run Executive Council will identify and implement ways to improve the state/local program quality and relationships at all levels.

Strategies to achieve this goal include:

- Create well-defined and clear LETR movement standards to include, but not be limited to, roles and responsibilities of positions within LETR movement (i.e. job descriptions)
- Determine how to assist with recruitment and retention to provide such assistance
- Develop a mentoring program for new Executive Council members, LETR directors and LETR liaisons
- Develop and implement regular leadership training at the International Conference

GOAL 2: PROGRAM QUALITY



Expected Outcomes

- Create and implement a leadership training track at the International LETR Conference
- Executive Council Regional Coordinators execute monthly calls with all LETR Program Directors within their respective regions and maintain ongoing communications
- Develop an agency and individual recruitment and retention guide
- Develop best practices to assist Programs in increasing the consistency in policies and procedures at the Program level

GOAL 3: RAISE RESOURCES



The Law Enforcement Torch Run Executive Council will create a global revenue development plan for the LETR movement.

Strategies to achieve this goal include:

- Create and implement a philanthropic mentoring program among the Executive Council, LETR directors and LETR liaisons
- Work in conjunction with Special Olympics staff to identify and create multi-program cause-marketing partnerships with Program activation options
- Create standardized policies, procedures and reporting standards for LETR revenue development and credit





Expected Outcomes

- Increase submissions of LETR Program Annual Reports to 90%
- Develop a LETR Fund Standard which outlines criteria for donations inclusion on the LETR Program Annual Report.
- Secure a minimum of 2 multi-program cause-marketing partnerships with local activation option

GOAL 4: MINIMUM STANDARDS

The Law Enforcement Torch Run Executive Council will create best practices and minimum standards for all LETR Programs.

Strategies to achieve this goal include:

- Gather and audit policy, procedure and other prudent information from programs of various sizes and locations
- Determine separate baseline program standards for LETR Programs
- Create and distribute LETR minimum standards and gold standards for programs of varying sizes and geographic locations



GOAL 4: MINIMUM STANDARDS



Expected Outcomes

- Develop LETR Program Quality Standards that include minimum and gold level standards for international and North America LETR programs
- Initiate an implementation process mirroring the 3 stage process for all Programs
- Have standards referenced in the SOI General Rules

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