



**Law Enforcement Torch Run<sup>®</sup>**  
**Global Strategic Plan**  
**2024-2027**

## OUR MISSION

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The mission of the Law Enforcement Torch Run<sup>®</sup> for Special Olympics is to increase public awareness and generate resources for the Special Olympics movement worldwide.

## OUR VISION

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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

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**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 intellectual disabilities (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 ID live active, healthy and fulfilling lives.**



## DIVERSITY, EQUITY & INCLUSION

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**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

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

### Program Quality

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

### Raise Resources

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Create a global revenue development plan for the LETR movement.

### Program Standards

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Establish best practices and minimum standards for LETR Programs

### Mentoring & Program Development

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Creation of Mentoring and Assistance Programs within the Movement

## GOAL 1: RAISE AWARENESS



The Law Enforcement Torch Run® Executive Council will focus on creating and implementing a plan to strengthen Programs' capacity to expand the LETR brand.

Strategies to achieve this goal include:

- Enhance tools to increase visibility of the LETR movement  
***Priority: Completed. Ongoing maintenance and updating***
- Provide training to Programs on the LETR brand, branding standards, and available tools  
***Priority: 1. Focus on the website for mentoring and onboarding***
- Strengthen communication between all levels of the movement to ensure successful campaigns and ideas are shared  
***Priority: 2. Identify and implement a process to post this information on the website, paired with email notifications to programs.***

# GOAL 1: RAISE AWARENESS



## Expected Outcomes

- Consistent use of LETR brand by Programs
- Streamlined development and implementation of successful campaigns and ideas
- Increased global 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:

- Develop clear LETR movement standards to include, but not be limited to, roles and responsibilities of positions within LETR movement (i.e., job descriptions)  
***Priority: 1. Complete review, finalize, and post on website.***
- Support the recruitment and retention of volunteers & agencies  
***Priority: 2, contingent on completion of Priority 1***
- Develop and implement regular leadership training at the International Conference  
***Priority: 3. Launch an ongoing leadership track, beginning in 2026***

## GOAL 2: PROGRAM QUALITY



### Expected Outcomes

- Annual leadership training track at the International LETR Conference
- Executive Council Regional Coordinators host monthly calls with all LETR Program Directors
- Agency and individual recruitment and retention guide
- Best practices for consistent policies and procedures at the local level

## GOAL 3: RAISE RESOURCES



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

Strategies to achieve this goal include:

- Work in conjunction with Special Olympics staff to identify and create multi-program cause-marketing partnerships with local activation options  
*Priority: 1. Need to secure a new national-level LE TR-specific partner*
- Standardize policies, procedures, and reporting standards for LE TR revenue development and credit  
*Priority: 2. Ongoing with the year-end report to be rolled out and credit policy drafts under review*



### 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 options

## 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  
**Priority: 1. In progress**
- Determine baseline program standards for LETR Programs  
**Priority: 2, contingent on Priority 1**
- Draft LETR minimum standards and gold standards for programs  
**Priority: 3, contingent on priority 2**
- Work with SOI to navigate the process of adopting LETR Standards into SOI General Rules  
**Priority: 4, contingent on completion of priorities 2 and 3**



## GOAL 4: MINIMUM STANDARDS



### Expected Outcomes

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

## GOAL 5: MENTORING AND PROGRAM DEVELOPMENT

The Law Enforcement Torch Run Executive Council will establish structured mentoring and support for all levels of the LETR.

Strategies to achieve this goal include:

- Mentoring for new Executive Council members.  
***Priority: 1. In progress***
- Mentoring for LETR Directors and Special Olympics Liaisons.  
***Priority: 2.***
- Program support for struggling or emerging programs.  
***Priority: 3.***



## GOAL 5: MENTORING AND PROGRAM DEVELOPMENT



### Expected Outcomes

- Stronger Executive Council member engagement and readiness
- More confident and capable Directors and Special Olympics Liaisons through peer-to-peer mentoring
- Sustainable support structure for struggling and emerging programs via the LETR Executive Council
- Greater involvement of seasoned Torch Run volunteers through mentoring opportunities at the local and global level

[www.LETR.org](http://www.LETR.org)



LAW ENFORCEMENT  
**TORCH RUN**<sup>®</sup>  
FOR SPECIAL OLYMPICS