



## 2012 Red Robin Tip-A-Cop® Handbook



**Red Robin National Tip-A-Cop®**  
**Saturday, October 13, 2012**





**Red Robin Statewide “Tip-A-Cop” Event**  
*Law Enforcement Torch Run Campaign Fundraiser for  
Special Olympics **INSERT STATE HERE***

**WHAT**

“Tip-A-Cop” is an official Law Enforcement Torch Run Campaign fundraising event. Law enforcement officers and department personnel volunteer their time as “Celebrity Waiters” to collect tips at Red Robin Restaurants to support Special Olympics **INSERT YOUR STATE HERE**.

**WHEN**

Tip-A-Cop Event: Saturday, October 13, 2012 from 11:00a.m. to 3:00p.m. and 4:00 to 8:00p.m.

**WHERE**

**LIST YOUR STATE’S RESTAURANT LOCATIONS**

**HOW**

- Law enforcement personnel act as “Celebrity Waiters” along with Red Robin wait staff and interact with restaurant guests.
- Tip-A-Cop generates tremendous community goodwill and public awareness for Law Enforcement and Special Olympics. Tip-A-Cop is a ‘no risk’, easy and fun way to raise money for Special Olympics athletes in your community!
- The national goal of the 2012 Red Robin “Tip-A-Cop” event is to raise more than \$1 million from all participating national Torch Run programs to benefit Special Olympics Programs. Our program goal is **INSERT FUNDRAISING GOAL HERE.**



*Special Olympics **YOUR STATE HERE** 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 **YOUR STATE HERE** 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.*

**For more information, please visit: **INSERT CONTACT INFORMATION AND WEBSITE****

# “Tip-A-Cop” Event Logistics

## “Tip-A-Cop” Basics

1. An LETR Team Leader is assigned to each Red Robin restaurant location and will be responsible for all necessary “Tip-A-Cop” components, including volunteers, shift assignments, liaison with Red Robin management and the Special Olympics state chapter, and counting money.
2. Planning is critical to the success of the event. The LETR Team Leader will need to contact their assigned Red Robin General Manager immediately to introduce themselves and review the agenda for the day of the event. Please make contact no later than **September 22nd**.  
**DO NOT WAIT UNTIL THE LAST MINUTE.**
3. The “Tip-A-Cop” event will be advertised from 11a.m. to 3p.m. and 4 to 8p.m. Please make sure to recruit the bulk of your volunteers for these two shifts.
4. Red Robin has requested that there be a minimum of 3 to 5 law enforcement personnel at each restaurant per shift. Some locations may have a larger presence than others, but there should be sufficient coverage throughout the day.
5. It is suggested that law enforcement volunteers arrive 15 minutes prior to the event. Each GM will need to distribute the “Tip-A-Cop” materials and envelopes to the LETR Team Leader who will in turn, distribute to the other volunteers.
6. Law Enforcement “Celebrity Waiters” will assist Red Robin food servers by filling water, serving beverages and interacting with restaurant guests. Law enforcement volunteers and athletes cannot serve food or alcoholic beverages.
7. Red Robin staff and LETR volunteers will educate restaurant guests about the “Tip-A-Cop” event and ask them to support the effort by making a donation to Special Olympics **INSERT STATE HERE**.
8. After guests have been seated and their orders taken, the officers will present an envelope for a “Tip-A-Cop” donation to Special Olympics **INSERT STATE HERE**, however, they will **inform restaurant guests that the “Tip-A-Cop” donation is in addition to the “real” server’s tip.** The envelopes will be used for cash, check and credit card donations. The LETR Team Leader will be responsible for the envelope collection.
9. Tip-A-Cop volunteers will receive a meal at the end of their shift compliments of Red Robin.

## Volunteer Recruitment

- The LETR Team Leader is in charge of recruiting a sufficient number of volunteers for the entire day. (Volunteer recruitment form is included in this handbook.)

**NOTE: Red Robin has requested that there be a minimum of 3 to 5 law enforcement personnel at each restaurant per shift. Some locations will have a larger presence, but there should be sufficient coverage at all locations.**

- Assign duties to volunteers prior to the day of event. Duties include:
  - Door greeters (greeters should be in uniform);
  - Celebrity Servers;
  - Host/Hostesses.
- Be sure to coordinate the duties and responsibilities of all participants with the restaurant management.
- Do not allow volunteers to serve alcohol. This situation can be complicated and is best avoided.
- If the LETR Team Leader has difficulty staffing the event, please contact the local **INSERT YOUR PROGRAM INITIALS HERE** representative immediately, so that he or she can contact other agencies to assist with the event. Also, consider asking other department personnel, dispatchers, cadets, explorers, retired officers, etc. The Tip-A-Cop event is open to all law enforcement personnel!

## **Special Olympics Athletes**

- The local Special Olympics **INSERT STATE HERE** representative will coordinate recruiting Special Olympics athletes to be at the event.
- Special Olympics athletes would be great to have as door greeters.
- Athletes will be asked to wear their sport uniforms and/or medals.

## **Celebrity Servers**

- There may be “celebrity guest servers” at designated locations on event day.
- Celebrity guest servers may include local leaders, sports personalities, and celebrities.
- Special Olympics will notify LETR Team Leaders of celebrity participation prior to the event.

## **Event Materials**

- Red Robin will provide the following materials for this event:
  - Event posters for restaurant
  - Team Member Training Guide
  - In partnership with Coke:
    - Digital Outdoor Billboards in forty-three markets across the U.S. provided by Coke®.
    - Web banners on Mycokerewards.com

- Each restaurant will also be receiving 500 “Tip-A-Cop” envelopes two weeks prior to the event. RR GM’s will distribute these to the LETR Team Leader upon arrival.
  - The envelopes will be ordered by Red Robin and be shipped directly to each restaurant.
  - **Each state Special Olympics program is responsible for the cost of printing and shipping 500 envelopes per each participating restaurant in its state.** The envelopes are expected to cost no more than \$50.00 per 500, and maximum shipping costs should be no more than \$9.00 per box. Special Olympics programs will be invoiced by SOI for the total cost per state.
  - **No envelopes other than the ones printed by Red Robin may be used.**
- Two 11X17 posters will be provided by Red Robin to each General Manager to the event. The poster file will be made available to every Torch Run liaison to print as many as you want for pre-event advertising.
- Outdoor Torch Run banners **MAY NOT** be displayed on the front of the restaurant but may be displayed on a marked patrol car that can be parked at the restaurant.

## Event Activities

Red Robin would encourage programs to activate the following activities in their restaurants. Please contact your Red Robin General Manager to discuss these opportunities.

Having activities such as these listed below can increase donations and media coverage! Please inform the local Special Olympics representative of planned activities so they can assist in promoting activities in advertising.

- SWAT vehicles, police cars, motorcycles, etc., in front of restaurants. Please do not turn on vehicle lights.
- Polaroid pictures with police car, K-9, etc.
- Jail-n-Bail or Arrest-a-thon: Officers may arrest restaurant Red Robin guests and escort the arrestee to a mock jail or their patrol vehicles.
- Guests may have their friends and family arrested and bail **MUST** be posted!
- LETR t-shirts, LETR wristbands, hats, lanyards, etc. These items can only be used as an incentive for guests to donate. **No Special Olympics or Torch Run merchandise can be sold on site.**

## Other Logistics of the Event

- Have law enforcement volunteers arrive at the Red Robin 15 minutes prior to the event.

- 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 when off duty, it is suggested to wear a shirt/polo that identifies their agency or Special Olympics **INSERT STATE HERE.**
- Special Olympics Inc. has already spoken with Red Robin about law enforcement's requirement to carry service weapons while on duty or in uniform during the event, so no questions should come up. If any concerns arise regarding law enforcement carrying service weapons, please speak directly to the RR General Manager or contact the local Special Olympics representative.
- The LETR Team Leader will need to provide the GM with the number of meals for volunteers and athletes on the day of the event. The LETR Team Leader and GM will need to arrange a convenient time for meals to be served.
- After guests have been seated and orders have been taken, the LETR volunteer will approach the restaurant patrons to speak about the event and present a tip envelope for donations. (Please see sample scripts for greeters and "Celebrity Waiters.")
- **Please stress that the "Tip-A-Cop" donation is in addition to the Red Robin server's tip.**

## Sample Scripts for Volunteers

### A greeter in the lobby welcomes guests.....

*"Welcome, I'm (Chief, Sheriff, Officer \_\_\_\_\_). Thanks for coming to (Restaurant Name \_\_\_\_\_) today/ tonight. You're in for a special treat! Officers, deputies, agency personnel from (Agency Name) \_\_\_\_\_ are here to serve you to raise funds and awareness for Special Olympics **INSERT STATE HERE.**"*

### Celebrity Waiter greets guests at the table.....

*"Hello, I'm ( \_\_\_\_\_ ) and I hope you are enjoying your meal. On behalf of all the law enforcement officers/agency personnel volunteering their time today/tonight to raise money for Special Olympics **INSERT STATE HERE**, I want to thank you for coming out. I hope that you will leave a "special tip" in the envelope on your table to help Special Olympics **INSERT STATE HERE** in addition to the tip that you leave your RR server. Special Olympics provides year-round sports training and competition for individuals with intellectual disabilities.*



## “Tip-A-Cop” Financial Procedures

### Tip Collection

- The LETR Team Leader will be the “PIO” (Person in Charge) for collection of all donations at the end of the day.
- 500 envelopes will be provided for each restaurant location. The LETR Team Leaders will need to distribute to volunteers and collect donations.
- Guests donate tips by placing their donation in a special “Tip-A-Cop” envelope, which is placed on each table in advance, or handed personally to the patron.
- Cash, checks and credit cards can be accepted for tips.
- Credit card information needs to be completed in the specified place on the “Tip-A-Cop” envelope. All checks should be made out to Special Olympics **INSERT STATE HERE**.
- Envelopes will be collected by LETR volunteers when the table has been cleared and given to the LETR Team Leader.
- The LETR Team Leader may request to store donations in the restaurant’s safe during the day of the event, but they need to be sure to take the funds at the end of the event. . The LETR Team Leader will discuss this directly with the GM to make arrangements.

### Summary

Good planning and cooperative partnership with Red Robin restaurants and its general managers will lead to a successful event. The primary goal of “Tip-A-Cop” is to raise money for the LETR Campaign to benefit Special Olympics, but remember to HAVE FUN with the volunteers, Red Robin staff, and restaurant patrons, and the donations will take care of themselves.

## **A Red Robin Tip-A-Cop Success Story** **(You may change this to a local story if you wish)**

For the last few years, all we did was to show up at the Red Robin, give our talk and drop off envelopes. We made a couple of extra efforts this year. First, I pushed the event heavily at City Hall. A large number of City employees came to Red Robin, some with family, some as groups of employees, and all donated. Also, we told everyone that we really needed their help so we could try to beat Medford, for a change. We used the inter-city rivalry which really seemed to charge our fellow city employees to help us prove that we could do it! The event was mentioned in our employee news letter as well as in our City All-Staff Meetings, so it was very well promoted within the 300 or so City employees. Second, we had our PIO do several press releases and really pushed the local newspaper to give us coverage. He also made a strong run at the TV and radio stations to give us a plug.

Finally, last year, one of the Red Robin customers told me he worked in the office building across the street and that I should have let them know, as they would have drummed up a lot more interest for us among their hundreds of employees. So this year we decided to be more proactive in the business community. I obtained the name and addresses of the 100 largest businesses in our city. Then the Assistant Chief and myself purchased the stationary and stamps (so as not to use City resources) to send out a personal appeal from me, along with a Tip-a-cop envelope. The letter invited the business and/or their employees to come to Red Robin on Tip-a-cop day, described the Special Olympics program and the connection with local law enforcement, and included a special appeal due to the hard economy and the difficulties posed for non-profits. The envelope was provided so they could take up a collection in the event they had personnel who could not attend that day.

A surprising number of businesses took up collections and brought them in to us. This even involved plastic jars of money from passing the hat, and also included a few corporate checks from the business owners themselves. Meanwhile, one of the Red Robin store managers worked with a neighboring business (the GAP) to do a promotion for Tip-a-cop day. The GAP handed out free drink coupons to Red Robin and also held a drawing for gift cards for anyone who went to Red Robin and made a donation. As I understand it, in return, Red Robin handed out discount coupons for the GAP. When the GAP donations were tallied, they also advised that their corporate office would match the donations that were made by their customers. Without the GAP's participation, we still would have brought in over \$6000 from our soliciting at the Red Robin. It was when the Gap matched their customer donations that we pushed up to the high \$7000's. And that is how we did it! Hope this was helpful.

Chief Bill Dickinson  
Tigard Police Department  
Tigard, Oregon

### **Following the event**

- The goal is to have a final count of funds from each restaurant by the following day.
- A LETR Campaign Event Accounting Form will be provided by your local Special Olympics representative for final counting. (See sample in handbook)
- LETR Team Leaders are responsible for collecting and counting all donations. Make arrangements with the local Special Olympics representative for delivery of donations. Red Robin personnel will NOT handle any money.

- All Tip-A-Cop accounting forms MUST be reported to SOI by the Special Olympics program no later than five (5) business days post event. **Please send all reports to Christy Collum (ccollum@specialolympics.org)**
- **Please call the RR General Manager, give them an update and thank them for their continuous support!**

## Maximizing Media Coverage

Red Robin will assist in promoting this event prior to October 13th. Red Robin will issue a national e-mail blast the week of October 8th. Red Robin and Special Olympics Inc. will highlight the event on their websites, and Red Robin will include an online donation link from the Red Robin website to SOI. Red Robin will also post about the event on their social media channels. A national press release will be distributed the week of October 8<sup>th</sup>. You can maximize your media coverage to help drive traffic to restaurants by doing the following. Remember, the media will cover stories that they think are interesting and important to their consumers. You want to convince them that Special Olympics, the Law Enforcement Torch Run® and Red Robin's support of "Tip-a-Cop" matters to the public.

## Media Outreach

- Personalize the enclosed press release (on page 11) to include information about your local Torch Run program and local Special Olympics athletes and distribute the press release to your local media contacts on October 8<sup>th</sup> to coincide with the Red Robin national press release being distributed on October 8<sup>th</sup>.
- Send information "about Tip-A-Cop" to local newspapers, TV, and radio stations or post on their website as a calendar listing.
- Invite a local media personality to be a guest server or celebrity host.

## Social Media

- Maximize your social media exposure by asking your Special Olympics program to begin posting the event on their Facebook® page and Twitter® feeds starting September 29<sup>th</sup>, 2012. Include the hashtag #RRTipACop.
- Attach a tag line to the end of all email communications beginning on Sept. 29. (SOI will send out sample posts and feeds prior to September 29<sup>th</sup>.)
- Ask your department's communications specialist to post the event on your department's Facebook page and Twitter feeds. Include the address of your local restaurant and include the hashtag #RRTipACop. Post the event on your personal Facebook page and Twitter feed, and ask all the volunteer officers, the athletes, and their families to do the same. Tweet updates and photos throughout the day while at the event and include the hashtag #RRTipACop. Ask officers and families to do the same.

- Coke® is assisting in the social media outreach by offering incentives worth \$36,000 through their My Coke Rewards Program. Coke is supporting the event by:
  - My Coke Rewards (MCR) Facebook and Twitter posts announcing Red Robin as a new MCR partner and encouraging fans to “like” the post for a \$5 Red Robin gift card.
  - MCR sweepstakes where thirty people can win a \$100 Red Robin gift card.

## **Additional Outreach Ideas**

- Contact your local Public Information Officer in advance and explain the event to ensure his/her support for maximum media exposure. The media is usually very receptive to PIO information. Ask your PIO to distribute a local media alert for the event.
- Coordinate with the Media/PR staff person from your Special Olympics program office.
- Involve local politicians, celebrities, and top law enforcement officials as greeters and include this in your information to the media.
- Post event on any event calendars in your community.
- Distribute the event posters to all the media outlets and public bulletin boards in your area.
- Make sure the event is highlighted on both the state Special Olympics website and your department’s website.



**DRAFT\***

**\*\*MEDIA ADVISORY \*\* MEDIA ADVISORY \*\* MEDIA ADVISORY \*\***

## **COPS TRADE-IN HANDCUFFS FOR GOURMET BURGERS FOR THE DAY**

*Red Robin Gourmet Burgers and Local Law Enforcement Officers in **City** Raise Funds to Benefit Special Olympics **STATE***

**Who:** Special Olympics **State** (SOXX), local Law Enforcement agencies, and Red Robin Gourmet Burgers, Inc. (Red Robin)

**What:** Local law enforcement will trade in their handcuffs and badges for gourmet burgers and aprons at Red Robin® restaurants in **<State>** as part of the national Tip-A-Cop event benefitting Special Olympics. Law enforcement in **39 states** will collect tips and help serve Red Robin restaurant guests from 11 a.m. to 3 p.m. and from 4 to 8 p.m.

**When:** , Oct. 13, 2012, from 11 a.m. to 3 p.m. and 4 to 8 p.m.

**Where:** All **<# per State>** **City**-area Red Robin® restaurants. We encourage **City** media to visit one of the local Red Robin restaurants for interviews and photos with local law enforcement and Special Olympics athletes and representatives.

**Why:** Supporting local and national causes, like Special Olympics, that promote the health and welfare of families and citizens in local communities is an important part of the Red Robin culture. Red Robin has been supporting Special Olympics Programs across the country for the past six years and has helped raise more than \$1.5 million for Special Olympics.

*Drop in info from local program boilerplate. (...more than 200 million people worldwide have an intellectual disability...) and local LETR partner information...*

Tip-A-Cop® is part of the annual Law Enforcement Torch Run® (LETR) campaign. LETR, which includes an international series of relay runs and special events like Tip-A-Cop®, is presented by more than 144,000 law enforcement officers worldwide to help raise money and public awareness for Special Olympics. LETR is the largest grassroots fundraiser and public awareness vehicle for Special Olympics through which funds raised go directly to local programs in states or countries where the funds are generated.

**CONTACT:** Jamie Winter  
Red Robin Gourmet Burgers  
720-425-2580  
[jwinter@redrobin.com](mailto:jwinter@redrobin.com)

**SO PR Contact**  
Special Olympics **State**

##

## Key Talking Points

If media visit Red Robin for an interview, please use the following talking points as a guide to answer their questions. **Only** the LETR Team Leader or Special Olympics staff should handle media inquiries.

### Key talking points for Special Olympics **INSERT STATE HERE**

- We are proud to partner with Red Robin restaurants across the U.S. today for the second year to raise funds for Special Olympics.
- Special Olympics 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 athletes increase self-confidence and social skills, improve physical and motor skills, and have better success in leading more productive and independent lives.
- Over **NUMBER OF ATHLETES** athletes participate in Special Olympics **INSERT STATE HERE** programs.
- All athletes participate at no cost to themselves or their families.
- Special Olympics **INSERT STATE HERE** applauds over **INSERT NUMBER OF VOLUNTEERS HERE** volunteers who are the backbone of our organization.
- Special Olympics **INSERT STATE HERE** operates on funds raised at the international, national, state and local levels from corporations, individuals, special events and grants.
- Come visit your local Red Robin today to support this important cause.

### Key talking points for the Law Enforcement Torch Run Campaign

**INSERT YOUR LOCAL LETR STATS/FACTS HERE**

**INSERT STATE LOGO HERE**

**Law Enforcement Torch Run  
Accounting Form – RED ROBIN TIP-A-COP**

Agency: \_\_\_\_\_

Person Submitting: \_\_\_\_\_

Phone: \_\_\_\_\_

Event Proceeds     \$ \_\_\_\_\_     Restaurant Location: \_\_\_\_\_

Other                     \$ \_\_\_\_\_

Total Funds Raised \$ \_\_\_\_\_

Total Expenses     \$ \_\_\_\_\_

**Total Contribution** \$ \_\_\_\_\_

**Two signatures:**

\_\_\_\_\_  
\_\_\_\_\_

**FOR ANY QUESTIONS/CONCERNS, PLEASE CONTACT:**

**INSERT LOCAL CONTACT INFORMATION AND WEBSITE**