2018 Finish Line Holiday Fundraising Campaign

For the seventh year in a row, Finish Line will be holding its annual holiday fundraising campaign benefitting Special Olympics from November 16 – December 30, 2018 at 546 Finish Line stores across the United States*. Finish Line is a national partner of Special Olympics who provides robust volunteer support across the country and generates funds annually through its holiday fundraising campaign. As in previous years, customers will be asked to make donations at check-out to benefit Special Olympics. In addition to in-store donations, customers will also be able to make online donations as well as round up their online purchases.

During the campaign, Finish Line stores will display images of four exceptional Special Olympics athletes that each represent a region of the country and embody the campaign theme, “SO Unstoppable”:

- Hanna Atkinson (Colorado, Western Region): A member of the newest class of the Sargent Shriver Global Messengers, Health Messenger, cyclist, and skier.
- Tyler Lagasse (Massachusetts, Northeastern Region): 3 time silver medalist in golf at Special Olympics USA Games (2010, 2014, 2018), author, and motivational speaker.
- Laura Hernandez (Florida, Southern Region): soccer player and gold medalist at the 2018 Special Olympics USA Games.
- Andrew Peterson (Indiana, Central Region): elite runner, silver medalist at the 2018 Special Olympics USA Games, and 2019 Boston Marathon qualifier.

This year, we need your help to make sure we hit our goal of helping our athletes continue to be SO Unstoppable!

Holiday Campaign Grant to Programs

Programs around the country will receive grant funding for their participation in the 2018 Holiday Campaign in every state where Finish Line has brick and mortar stores*. States will receive grants based on the number of Finish Line stores in their state.

How to Receive These Funds:

There are many ways your Program can support this campaign throughout the holiday season to motivate and encourage Finish Line employees to have their best fundraising year yet. Cause marketing campaigns are most successful and raise the most funds when employees feel connected to the mission they are supporting. In order to receive grant funds, your Program must:

Attend Kick-off Call

- What: All Programs must attend one of two campaign roll-out calls hosted by SOI. Call recording can be provided upon request if your schedule conflicts with the call times.

*Finish Line does not currently have brick and mortar stores in the following states: Alaska, Hawaii, Montana, Utah, Vermont, and Idaho. These Programs can still encourage consumers to support the campaign through online donations.
• **Who:** Any and all communications, marketing, and development staff that help activate this partnership during the holiday season as well as any staff who may work directly with athletes who will be visiting stores.

• **When:**
  - Tuesday November 13\(^\text{rd}\), 3:00pm-4:00pm EST
    - Conference call: 1-669-900-6833, passcode: 560953969#
  - Thursday November 15\(^\text{th}\), 4:00pm-5:00pm EST
    - Conference call: 1-669-900-6833, passcode:146356183#

**Visit Finish Line Stores**

• **Where:** see [attached spreadsheet](#) for the Finish Line locations in your state

• **When:** please plan to visit 3-4 stores between November 16\(^\text{th}\) and December 12\(^\text{th}\), the campaign runs until December 30\(^\text{th}\) but the stores can become crowded the closer it gets to the holidays.

• **How:**
  - Ask for the store manager or assistant manager
  - Introduce yourselves and share about Special Olympics in your home state
  - Thank Finish Line employees for their fundraising efforts, feel free to share ways they can volunteer in their community
  - You are encouraged to bring in pins, thank you notes/signs, get creative!

**Mail Thank You Notes/Cards**

• **Where:** use the attached store listing to locate stores near you

• **When:** mail cards anytime during the campaign from November 17-December 30, 2018

• **How:** pick a few stores in your state and send thank you cards/notes of encouragement during the campaign. Handwritten cards are a wonderful way to show appreciation to the Finish Line team!

**Get Social**

Help us get the word out to raise more funds for Special Olympics! Programs are required to post on social media channels at least 3 times throughout the campaign.

• **Where:** Please tag the following accounts in your posts

<table>
<thead>
<tr>
<th>Where</th>
<th>Finish Line Youth Foundation</th>
<th>Finish Line</th>
<th>Special Olympics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Twitter</td>
<td>@FinishLineYF</td>
<td>@FinishLine</td>
<td>@SpecialOlympics</td>
</tr>
<tr>
<td>Instagram</td>
<td>@FinishLineYF</td>
<td>@FinishLine</td>
<td>@SpecialOlympics</td>
</tr>
<tr>
<td>Facebook</td>
<td>@FinishLineYouthFoundation</td>
<td>@FinishLine</td>
<td>@SpecialOlympics</td>
</tr>
</tbody>
</table>

• **When:** please post on your social channels at least once during each of the following peak weeks (at least 3 posts for the full campaign time period)
  - November 16\(^{th}\)-23\(^{rd}\)
  - December 3\(^{rd}\)-10\(^{th}\)
  - December 17\(^{th}\)-24\(^{th}\)
What:
- Post on your social channels at least 3 times throughout the campaign. Feel free to use the sample posts below or create your own unique content. Please be sure to include a link to this page where donations will be collected throughout the campaign: https://www.finishline.com/store/corporate/youthFoundation.jsp
- #SOUnstoppable social media challenge (optional): Film an athlete telling us what makes them #SOUnstoppable and post on your social channels.

Sample Social Media

Twitter
- @FinishLineYF is helping @SpecialOlympics athletes be #SOUnstoppable! Visit your local @FinishLine to donate! www.finishline.com/youth-foundation
- Can’t get to make it to your local @FinishLine but still want to help our athletes be #SOUnstoppable? Donate here! www.finishline.com/youth-foundation
- Stop by your local @FinishLine this holiday season to help @SpecialOlympics athletes be #SOUnstoppable! More here -> www.finishline.com/youth-foundation

Instagram
- This holiday season the @FinishLineYF is helping our athletes be #SOUnstoppable! Visit your local @FinishLine now until December 30 to donate! Visit www.finishline.com/youth-foundation

Facebook
- This holiday season the [TAG] @FinishLineYouthFoundation is helping [TAG] @SpecialOlympics athletes be #SOUnstoppable! Visit your local [TAG] @FinishLine now until December 30 to donate! http://ow.ly/3CkZ30mr4bU
- We think [TAG] @SpecialOlympics athletes are #SOUnstoppable! Help [TAG] @FinishLineYouthFoundation support athletes by donating at [TAG] @FinishLine stores or click the link! http://ow.ly/3CkZ30mr4bU

Digital Assets:
Campaign artwork files will be available through the Resources Page on November 12th and includes:
- Facebook Banner
- Instagram Image
- Twitter Image
Follow Up Communication

Following the kick-off call, Programs will receive information regarding their award letter and holiday campaign grant, which will include all steps necessary for Programs to report on progress and participation to receive grant funds.

Questions about the campaign should be directed to:

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List of Programs Eligible to receive a Finish Line Holiday Grant

- Alabama
- Arkansas
- Arizona
- Northern California & Nevada
- Southern California
- Colorado
- Connecticut
- Delaware
- Florida
- Georgia
- Iowa
- Illinois
- Kansas
- Kentucky
- Louisiana
- Massachusetts
- Maryland
- Maine
- Michigan
- Minnesota
- Missouri
- Mississippi
- North Carolina
- North Dakota
- Nebraska
- New Hampshire
- New Jersey
- New Mexico
- New York
- Ohio
- Oklahoma
- Oregon
- Pennsylvania
- Rhode Island
- South Carolina
- South Dakota
- Tennessee
- Texas
- Virginia
- Washington
- Wisconsin
- West Virginia
- Wyoming