

# GLOBAL STRATEGIC PLAN 2016-2020

Special Olympics aims to combine high quality sports with a wide audience, and be a driving force for social inclusion of people with intellectual disabilities (ID). For us, this means people with ID of all abilities are welcomed in their communities and join with others to learn, work, compete and play with the same rights and opportunities as others.



# SOMI 2017-2021 Plan

## GOAL 1

### IMPROVE OPPORTUNITIES FOR ATHLETES TO PERFORM AT THEIR BEST

Special Olympics wants people with ID to be fit and healthy, master skills, build confidence and self-reliance, and perform at their best on and off the field. Athletes will have increased, high quality opportunities to participate throughout the year.

## GOAL 2

### BUILD POSITIVE ATTITUDES TOWARDS PEOPLE WITH INTELLECTUAL DISABILITIES

Special Olympics wants everyone to see our athletes competing and leading the way to inclusion in communities. We will create change through people engaging with and witnessing our athletes as they participate in sports.

## STRATEGIES TO IMPROVE ATHLETE PERFORMANCE

### A Improve SPORTS QUALITY through coaching, programming and partnerships

- Refine and expand coach education
- Target different settings - schools, disability services, universities/colleges, local communities
- Develop fit, skillful athletes who are focused on improving performance
- Promote a year-round approach that includes more training and local competitions
- Establish partnerships at all levels to support sports programming

### B Expand UNIFIED SPORTS and YOUNG ATHLETES to increase inclusion, particularly in schools

- Increase access to Unified Sports for all age groups but especially in schools
- Create flexible ways to expand our Special Olympics Young Athletes program for 2 - 7 year olds
- Continue to grow, especially in developing countries where access to programs is low

### C Improve ATHLETE HEALTH to support participation in sport and society

- Help athletes, families and coaches to improve athletes' fitness and general health through expansion of our Healthy Athletes and Healthy Communities initiatives
- Work with governments, non-governmental organizations, universities and the private sector to encourage them to provide better healthcare for people with ID

## SUPPORT GOAL: BUILD CAPACITY

### GENERATE MORE RESOURCES

- Increase corporate partnerships, refine and expand digital fundraising, and enhance our global development work, in particular through partnerships
- Improve collaborative fundraising between partners, Special Olympics Programs (countries/States) and Special Olympics International

### STRENGTHENING LEADERSHIP, including athlete leadership

- Continue to enhance leadership through better succession planning, training and development opportunities
- Ensure athlete and youth leaders get opportunities to lead at every level
- Improve Program quality, including at the local level



## STRATEGIES TO BUILD POSITIVE ATTITUDES

### D Raise AWARENESS through PR, celebrities and government engagement

- Work with key influencers to promote the Special Olympics mission
- Highlight athletes' talents, and use athlete leaders as the voice of our movement
- Ensure that far more people hear about, take part in or watch our activities from local communities to the global stage

### E Connect the MOVEMENT so we harness our power and speak with a collective voice

- Gather data on Special Olympics members – athletes, families, volunteers, etc. – so we can improve communication and coordination
- Share messages to communicate externally in a consistent way
- Create opportunities for athletes and families to tell their stories and challenge their communities to see people with ID differently

### F Increase external IMPACT OF GAMES AND COMPETITIONS to showcase athletes' abilities

- Improve how Games and competitions are run to deliver a great athlete experience
- From world to local levels, promote Games and competitions as the primary Special Olympics vehicle to develop positive attitudes
- Attract live and virtual audiences to witness and experience the power and joy of sport

## Strategy A. Improve the Quality of Sports Programming

- Implement a consistent Coaches Education System statewide that provides health and wellness education for coaches, athletes, and families.
- Develop partnerships with sport organizations, University Health Programs, Health Clubs, and community health partners to offer education to help bridge the gap for year round fitness by sharing resources.
- Develop an at home year round fitness program for athletes and families that will include the capability to track progress.
- Study and seek targeted growth in underserved segments of population (aging and young athletes in area programs).
- Build stronger volunteer, partner, and funding base for area programs by reaching out to schools for integrated programming.
- Develop and implement a mobile resource which targets coaches training, certification data, medical forms, sports rules, and nutrition and exercise tracking.

## Strategy B. Increase Inclusion Through Unified Sports and Young Athletes, Particularly in Schools, and Through Expanding to New Areas

- Partner with Education Programs to expand and promote inclusive sports. Examples include: SO College Reach, Special education Departments (Future teachers) and ISD's.
- Establish accreditation for SO College that will include volunteer service, unified sports participation and fundraising requirements.
- Develop procedures for consistent rules and league play guidelines for all Unified Sports Programs.
- Conduct Young Athlete Health Fairs for athletes and families at state, region and area events.
- Increase opportunities for regions and areas with low athlete participation by developing one unified program a year.
- Invite corporate partners to participate as unified partners at events to increase awareness and grow participation in Unified Sports.

## Strategy C. Grow our Health Program to Support Athlete Participation in Sport and Society

- Expand Coaches training programs to also incorporate health and wellness education and create an at home program for families that will include tracking capabilities.
- Create a health & wellness committee with volunteer professionals in the health field who understand Special Olympics population to inform and develop best practices for implementation in the field.
- Create a health and wellness position at the state level to expand healthy athlete program and implement health and wellness programs statewide for coaches and athletes.
- Require Health & Wellness representative on every Area's Management Team.
- Partner with vendors to offer healthy meals at events, including snacks.

- Gain membership to the Michigan Governors Council Board to advocate for change for health for all members of the community.

**Strategy D. Improve External Awareness through Public Relations, Celebrities and Government Engagement**

- Create human interest stories to put a face on SOMI activities utilizing a wide range of athletes (age, gender, ability and disability, etc.).
- Increase utilization, activity and visibility of Global Messengers (share their stories more in print and by video).
- Utilize celebrities, college athletes or professional sports athletes paired with athletes to raise awareness and connect with foundations. Pair with Detroit Lions or Pistons. Reach out to celebrity and professional sport foundations.
- Encourage greater interest and support of government officials by inviting participation in events.

**Strategy E. Connect the Movement so we Harness our Power and Speak with a Collective Voice.**

- Create event specific apps for major state events (include schedules, maps, documents and other items important to attendees, families, coaches and volunteers) to enhance families experiences and encourage them to attend. Another app could include athlete information and forms as well as information that coaches and area directors need.
- Create social media campaigns, using groups such as Emerging Leaders and SO Colleges, to help reach younger demographics.
- Create messaging that drives social transformation through telling powerful stories about athletes, families and communities so people with intellectual disabilities can be appreciated for their talents.

**Strategy F. Maximize External Impact of Games and Competitions to Showcase Athletes' Abilities.**

- Create (shoot and edit) a high definition video of the major state competitions to distribute to statewide media outlets.
- Produce feature stories/videos to share across social media to generate excitement for current competitions and major Fund raising events, such as polar plunges.
- Create videos summarizing major state competitions to help maintain excitement following competitions.
- Create a Special Olympics Michigan commercial that could air on various TV stations throughout the state featuring athlete's performance to drive people to attend games and competitions. Plan for production costs, including time and labor, to develop a quality product.
- Offer Regional training on Games Management with the focus on sport specific events.
- Build relationships with schools, universities and event centers to secure high level competition sites at all levels.
- Seek in kind donations for facilities, food vendors, equipment vendors, and supplies.

**Support Goal: Capacity Building**

**1. Build Capacity Through Generating More Resources.**

- Work strategically with corporate development teams, including areas, to identify corporate collaborative prospects and projects. Develop a strong and compelling Michigan strategy to capitalize on dollars available from corporate partnership possibilities.
- Maximize effectiveness of current digital fundraising and add new digital fundraising avenues.
- Broaden SOMI's development effort to include a more significant focus on corporate, individual, foundation, and planned giving. Continue to nurture and grow event fundraising. Implement new models of development, endowment fundraising, and other program sustainability models. Build an infrastructure to replace declining revenue.
- Work in Lansing to cultivate supportive legislative partnerships.
- A team of board, staff and area directors will reassess the fund development model to support the needs of the organization, especially as it relates to areas and state funding needs.
- Work to enhance SOMI financial transparency and messaging.
- Identify, mitigate and manage the strategic and operational risk exposure of SOMI.

**2. Build Capacity Through Strengthening Leadership, Including Athlete Leadership**

- Evaluate staff support to areas and determine if the regional structure and staffing is appropriate.
- Evaluate area management structure and function to determine if it is the best possible support to provide services.
- Expand athlete leadership roles, supported by annual regional ALPS training and mentorship.
- Use Emerging Leaders model for athletes and identify athletes to serve in SOMI structures (elections, officers, agendas, four meetings a year and annual goals development).
- Implement ALPs University and conduct training twice a year.
- Develop an Area Management Leadership Academy concept for assistant area directors and management team members who might succeed the area director in a leadership role.
- Create area director conferences with content that will benefit and inspire area current and future leaders.
- Create and implement annual Emerging Leader training to coincide with the board retreats no less than every other year.

**Special  
Olympics  
Michigan**



**OUR FOCUS**

The focus for Special Olympics Michigan needs to be on both providing a high quality sports experience and engaging key influencers and communities in ways that help create positive attitudes and bring about permanent change towards inclusion of people with Intellectual Disabilities.

**OUR MISSION**

The mission of Special Olympics is to provide year-round sports training and athletic competition in a variety of Olympic-type sports for children and adults with intellectual disabilities, giving them continuing opportunities to develop physical fitness, demonstrate courage, experience joy and participate in a sharing of gifts, skills and friendship with their families, other Special Olympics athletes and the community.

**OUR VISION**

Use sport to open hearts and minds towards people with intellectual disabilities and create inclusive communities throughout Michigan.

**STRATEGIC PLAN  
2017-2021**

