

Games Management Team Administrative Team

ADMINISTRATION

- Computer
- Finance & Fundraising
- Public Relations
 - Program
- Registration
- Volunteers
- Evaluation

COMPETITION

- Fall Tournament
 - Bowling
 - Cycling
 - Equestrian
 - Soccer
- Winter Games
 - Alpine Skiing
 - Cross Country
 - Snowboarding
 - Snowshoeing
- Summer Games
 - Aquatics
 - Athletics
 - Basketball
 - Gymnastics
 - Power lifting
- Golf Tournament
- Softball Tournament

- Competition Director
- Venue Director
- Competition Coordinators
- Officials Coordinator

You may or may not need the Directors positions based on the size of the event

- *Do you need to combine interests for a smaller team?*
- *Or split out responsibilities to include a larger group*

SUPPORT SERVICES

- Housing
- Meals
- Communications
- Medical
- Facilities, Signage and Equipment
 - Set-up and clean-up

SPECIAL EVENTS

- Awards
- Ceremonies
- Banquet
- Olympic Town
- Hospitality
 - Demonstrations
 - Entertainment
 - Families

A. Finance

required recommended optional

Staff Liaison: Priscilla Dowse, pdowse@specialolympicswy.org

Best Practices/Other Resources:

Area Director (or Area Finance Person)

Call your Area Director or Area Finance Person and they will help you walk through the process.

Talk with your management team and decide by area:

1. Administration

- Fundraising costs
- Volunteer Recognition
- Other
- Fundraising income
- Media

2. Competition

- Facility fees
- Other

3. Special Events

- Opening Ceremonies
- Awards
- Other

4. Support Services

- Sign costs
- Equipment rental or purchases
- Other
- Meals and Refreshments

5. In-kind or Product Donation

- Pepsi
- Facility fees waived or reduced

Special Olympics Wyoming has a working relationship with a number of service providers in the state that will work with the organization for tent rentals, t-shirt purchases etc. Contact Shane or Erin for details.

BUDGET WORKSHEET- GAMES TEMPLATE

update _____

	INCOME	Specific	Budget	Actual	In-Kind
	Individual				
	Civic/Social Club				
	Corporate				
	Fundraising				
	Foundations/Grants				
	Assessments				
	Meals				
	Merchandise				
	Other				
	Total				
	EXPENSE	Specifics	Budget	Actual	In-Kind
	Vendor Services				
	Entertainment				
	Fees and Dues				
	Permits				
	Lift tickets				
	Supplies				
	Merchandise				
	Decorations				
	Name tags				
	Bibs				
	Equipment				
	Signs & Banners				
	Rental Equipment				
	Tents				
	Tables & Chairs				
	Porta-pots				
	Facility Rentals				
	Athlete Awards				
	Athlete Recognition				
	Volunteer Recognition				
	Thank You's				
	Shirts etc...				
	Support Recognition (sponsors)				
	Thank You's				
	Plaques				
	Food/Meals				
	Breakfast				
	Lunch				
	Dinner				
	Transportation				
	Printing & Photography				
	Program				
	Photography				
	Other				
	Postage				
TOTAL		\$-	\$-	\$-	\$-

II. ADMINISTRATION

B. Fundraising

required recommended optional

Staff Liaison: Erin Gamroth, rgamroth@specialolympicswy.org

Why is fundraising important? It is the philosophy and policy of Special Olympics Wyoming that no athlete be prohibited from participating based on their ability to pay. Fundraising, including in-kind donations, is an important responsibility of an event management team. It will help raise the awareness of the costs associated with the event among the entire event management team and assist in containing the cost connected with the event

Some Special Olympics Wyoming existing fundraisers that you may utilize include;

Jackalope Jump

The Jackalope Jump is held in winter months in Bridger Valley, Douglas, Casper, Cheyenne, Jackson, Laramie, and Sheridan . Participants raise funds to “sponsor” their plunge into a pond. Area programs or events can be credited with all funds raised by a “jumper” that chooses to represent their program less the cost of expenses to operate the event. The minimum entry fee to participate in the Jackalope Jump is \$ 100.

Sponsorships

Local businesses and individuals can be a source of funds to help sponsor an event. Special Olympics Wyoming will help you develop a sponsorship package to approach local businesses for their help.

Local fundraising events

You may know of some way in your community to raise funds for Special Olympics that may be new and creative. Let Special Olympics Wyoming know so they can help you through the planning process. **Some ideas that others have done include; concession stands at the games, dances, auctions,** etc... If you are planning an event that is projected to raise over \$250 you will need to fill out the Event Notification form and send it to Special Olympics Wyoming.

Policies and Guidelines

- State, area or local program fundraising projects or events may not have any direct affiliation with tobacco or alcohol products. The “no tobacco or no alcohol policy” is a rule of Special Olympics, Inc. and is adhered to by Special Olympics programs nationally.
- Area and local programs may not enter into verbal or written agreements with any fundraising company or individual. Only the President & CEO of Special Olympics Wyoming, with the approval of the Board of Directors, may enter into any contractual fundraising agreement involving any level of Special Olympics in Wyoming.
- Only Areas I and IV are authorized to have a local bank account. All other bank accounts are managed by Special Olympics Wyoming. Local Programs may not have their own accounts.

- All funds raised by or donated to an area or local program must be sent to the Special Olympics Wyoming office or to the Area Finance Chair in a timely manner. Funds received from an area or local program are held in an account at Special Olympics Wyoming in the program's name. Do not hold cash or checks donated to Special Olympics for more than 30 days.
- Funds should be sent by check or money order. Cash may be delivered to the office. Do not mail cash. A receipt will be issued. Always request a receipt for cash.
- Area and Local Programs are encouraged to solicit local companies for corporate donations. Before soliciting, submit a copy of the solicitation letter and a copy of companies you plan to approach. Special Olympics Wyoming will review the list in a timely manner and inform programs of the companies that have already given to Special Olympics Wyoming for that year.

Funding Request Letter Sample

Name of the Program

Your address: 1600 Elm Street
Sheridan, WY 83800
January 1, 2010

Have the correct name and title:

Mr. John Smith, President
Acme Co.
Sunny Lane
Sheridan, WY 83800

Dear Mr. Smith,

Explain who you are and your specific request for writing, example: The Special Olympics Wyoming Local Organization is thrilled to announce that we will be hosting the _____ Area _____ Games on February _____. Events will take place at _____. We are writing to ask your support of this exciting event.

Special Olympics provides sports training and competition for children and adults with mental challenges. We look forward to hosting this event for <<# >> athletes from the area. We will use more than 100 volunteers to conduct the various events and expect another <<#>> friends and families to join the athletes during the competition.

What have you done to support the project? The Tigers have been practicing since DATE and we plan to get out on the snow each week between now and the Winter Games. Our volunteer coaches have spent an average of 10 hours with each athlete in training.

What are the benefits? The Games are a great experience for our athletes. The sports venues are beautiful and the opportunity to compete against their peers is invaluable.

Make a specific request .Would you please consider a donation to support this event. Donations are tax deductible and can be made payable to Special Olympics Wyoming.

Special Olympics Wyoming has authorized us to conduct this fundraising effort. If you have any questions about our local organization you can call Priscilla Dowse at (307) 235-3062.

Thank you for your consideration.

Sincerely,

John Fundraising-Chair
Phone Number

II. ADMINISTRATION

C. Public Relations

required recommended optional

Staff Liaison: Erin Gamroth rgamroth@specialolympicswy.org

Best Practices/Other Resources:

What is Public Relations

Public Relations (PR) is not just working to get stories to the media. It is a combination of many approaches including media relations, advertising, public speaking, promotion, marketing, working with sponsors and fundraising.

Public Relations can help your event in a variety of ways including: recruiting athletes, families, volunteers and coaches, driving fundraising events, motivating participants, promoting the games and educating the public on Special Olympics Athletes and events.

Recommended Timeline

As soon as you	Contact Special Olympics Wyoming to place event on their web-site know the date calendar of events
1 month before	Coordinate radio involvement including Public Service Announcements (PSA), morning interviews, and remotes (live broadcasts from the event)
2 weeks before	Mail, fax, or email press release to local daily and non-daily papers
2 days later	Follow up with media contact to confirm if they received the press release and if they are interested in covering the event
2 days before	Fax or email a media alert to local daily papers to remind them of the event.
Day of the event	Have fact sheets and extra press releases available for the media. Have someone available to greet media and answer questions.

Helpful Hints

1. Be Personal; the closer the relationship you have with local media the more your event will be covered.
2. Place a cell phone number in the press release so media can contact you the day of the event.
3. Contact Special Olympics Wyoming to receive updated lists of media contacts in your area

How to Write A News Release

News releases should be used to send out current announcements of Games, meets, tournaments and special events to the media. You may also use a news release to publicize newsworthy accomplishments or stories of an athlete, coach, family or volunteer. In sending a news release your goal is to try to get the newspaper, radio or television station to publicize the upcoming activity and to send their news and sports reporters to cover it. You want to include enough information for the press to use immediately and you also want to spark their interest in coming to the event to get the whole story.

Since media organizations receive literally hundreds of news releases every day, the goal is to get yours noticed. While colorful letterhead may help, there is no substitute for an accurate, tightly written copy. You want to make it as easy as possible for the reporter or editor to get the facts.

It is up to you to make your story newsworthy by: compiling information on your organization, your sports, your athletes, your program, competition schedule, historical records and any other facts that might interest a wide variety of readers and sports fans. * Remember to target your audience when preparing a news release. The sports page is not the only place to try to get coverage for a sports organization.

News Release Content Checklist:

- Answer the questions “Who, What, Where, When, How, Why?” in your lead and first few paragraphs.
- Check for grammar, spelling, and typos.
- Use short sentences and simple words.
- Avoid long paragraphs.
- Spell out any acronyms or any abbreviations.
- Check facts carefully.
- Avoid including your opinions.
- Write, rewrite, and edit.

News Release Format Checklist:

- Keep the release to one page, if possible.
- Use 8 1/2” x 11”(letter size) paper, white paper is preferred.
- Double space lines.
- Bold face or underline key words, dates, times, officials’ names, sites, etc.
- Use wide margins.
- Indent each paragraph.
- Include contact person or persons, organization, and phone numbers, either at the top of the letterhead or at the conclusion of the article.
- Include release date.
- Use a brief, eye-catching headline.
- To signal continuation on next page, type: “-MORE-“ at bottom of page 1.
- If more than one page, put a subhead on page 2, upper left corner.
- At end of release type: “-30-“ or “###” to indicate ending.

SAMPLE PUBLIC SERVICE ANNOUNCEMENT

For Immediate Release
Media Contact: _____
Phone: 800-735-8345
Email: egamroth@specialolympicswy.org

DETERMINATION...PERSISTANCE...COURAGE AND SKILL. THESE ARE QUALITIES THAT HAVE MADE SPECIAL OLYMPICS HEROES.

IF YOU'D LIKE TO SEE SOME OF THOSE QUALITIES ON DISPLAY, MAKE PLANS TO ATTEND THE SPECIAL OLYMPICS WYOMING SUMMER GAMES MAY 12-14 AT THE UNIVERSITY OF WYOMING IN LARAMIE.

OVER 400 ATHLETES FROM THROUGHOUT THE STATE WILL COMPETE IN TRACK AND FIELD, AQUATICS, BASKETBALL, POWERLIFTING, AND GYMNASTICS EVENTS. ADMISSION IS FREE AND THE GENERAL PUBLIC IS INVITED TO ATTEND.

OPENING CEREMONIES FEATURING THE ARRIVAL OF THE OLYMPIC TORCH WILL TAKE PLACE MAY 12 AT 7:30 P.M. AT LARAMIE HIGH SCHOOL TRACK.

FOR MORE INFORMATION, CALL SPECIAL OLYMPICS WYOMING TOLL-FREE AT 800-735-8345

###

Logo Guidelines

"Be a fan" Campaign Graphic Guidelines

Elements	Minimum Clear Space	Minimum Size	Programs Customization	
	<p>20% clear space all around the lock-up</p>	<p>1" width</p>		
<p>Special Olympics Maryland Be a fan. 1-800-700-8585 Support. Volunteer. Compete. visit specialolympics.org</p>				
Fonts				
Rotis Sans Serif 45 Light	Rotis Sans Serif 55	Rotis Sans Serif 75 Extra Bold	Headline Text (Rotis Sans Serif 55)	Body Text (Rotis Sans Serif 45 Light)
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#%&?	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#%&?	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#%&?	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#%&?	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#%&?
Times New Roman Bold Italic (Region Name / Program Name / Sub-Program Name)				
<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#%&?</i>				
Color Usage		Photos Usage (Available on KMS)		
<p>C = 0 M = 97 Y = 100 K = 0 R = 212 G = 46 B = 18 PMS 485</p>	<p>C = 0 M = 0 Y = 0 K = 100 Pantone Process Black</p>			

Special Olympics Language Guidelines

Words can open doors to enable persons with disabilities to lead fuller, more independent lives. Words can also create barriers or stereotypes that are demeaning to persons with disabilities, and which also rob them of their individuality. The following language guidelines have been developed for use by anyone writing or speaking about persons with intellectual disabilities, to ensure that all people are portrayed with individuality and dignity.



Please USE the following correct terminology:

- A person **has an intellectual disability**, rather than is suffering from, afflicted with, or a victim of intellectual disabilities. When writing or speaking refer to the person first. Avoid labeling a person by their disability.
- **Down Syndrome** is correct “Down’s Syndrome” and “mongoloid” are incorrect.
- Use **‘has a physical challenge or disability’** rather than crippled.
- Someone who is partially sighted has a **visual impairment**.
- A person has a **hearing impairment** rather than is deaf or a deaf mute.
- A person **uses a wheelchair** rather than is confined or restricted to a wheelchair.
- A person has a **seizure disorder or epilepsy**, rather than is epileptic. “Fit” is incorrect.
- Distinguish between **adults and children** with intellectual disabilities.
- Refer to people in Special Olympics as **athletes**. The word athletes should **not** appear in quotation marks.
- When writing, refer to a person with a disability in the same style as persons without a disability. Use their full name on first reference and last name on subsequent references. Do not refer to an individual with an intellectual challenge as “Bill”, rather than the journalistically correct “Bill Smith” or “Smith”.

Please DO NOT USE the following terminology:

- Do not use the word **kids** when referring to Special Olympics athletes. Adult athletes are an integral part of the program. The term **‘kids’** is appropriate when referring to the Young Athlete Program.
- Do not use the adjective **unfortunate** when talking about persons with intellectual disabilities. Disabling conditions do not have to be life-defining in a negative way.
- Do not use the word **the** in front of Special Olympics unless describing a specific Special Olympics event.
- Do not **sensationalize the accomplishments of people with a disability**. While these accomplishments should be recognized and applauded, people in the disability rights movement have tried to make the public aware of the negative impact of referring to the achievements of people with intellectual disabilities with excessive hyperbole.
- Do not overuse the word **special** when referring to persons with intellectual disabilities.

II. ADMINISTRATION

D. Volunteers

required recommended optional

Staff Liaison Steve Nelson snelson@specialolympicswy.org

The responsibility of the Volunteer Coordinator is to recruit and track every volunteer involved in the event. The coordinator will also work with other Management Team members to assure volunteers have the basic skills and knowledge to complete their assignment.

Every volunteer must complete a registration form leading up to or on the day of the event.

Volunteers come to the coordination of events as individuals or as a part of group. Develop a grid to lay out volunteer needs

Event/Activity	Time/Day	Contact	Volunteers assigned
Softball Throw	9:00 – 3:00/Sat.	Vince Kelley	1. 2.

Volunteer processes

1. You must determine what specific volunteer needs are for the event.
 - a. If you have a history, look at what has been done in the past
 - b. Ask each Management Team member to determine what they will need for volunteers, what skills they will need, when they will need them and how many
2. Follow-up with known volunteers
 - a. Special Olympics Wyoming maintains a database of event volunteers. You can the office for volunteers from a specific area or who may have volunteered for this specific event
 - b. Maintain accurate updated lists of all volunteers and volunteer agencies contacted with names, addresses, phone number, and e-mail.
 - c. Don't make a decision not to call someone because you think they are too busy, let them make that decision
3. Solicit
 - a. Once you have a list of known volunteers and you know how many you still need –**ask**
 - b. Use local newspapers and/or radio stations, web-sites
 - c. Check with the Chamber for Civic or Service organizations
 - d. Schools and Colleges
 - e. Youth Organizations
 - f. Churches
 - g. Athletic Organizations
4. Once you've recruited have a plan to follow up – let people know what they will be doing and what time to arrive and what to wear
 - a. Via e-mail
 - b. Post cards
 - c. Phone calls
 - d. Letters
5. Registration – a "C" Volunteer Registration form has been attached, copy to assure that you have enough on hand and, if you have a group – use a group volunteer form.
6. If they are being asked to do a specific position be sure to schedule time for orientation, walk through the task, answer questions.
7. Thanks You's
 - a. Post cards
 - b. Letters
 - c. T-shirts
 - d. Something in the local paper



Special Olympics
Wyoming
 Be a fan™

**Special Olympics Wyoming
 Group Volunteer Registration**

For official use only

Group Name: _____

Event: _____

Date: _____

This form must be completed by groups who wish to volunteer for Special Olympics Wyoming.

Each individual understands that:

- ▶ In the course of volunteering for Special Olympics, they may become aware of personal information and they agree to keep said information in the strictest confidence.
- ▶ The relationship between Special Olympics and Volunteers is an “at-will” arrangement, and that it may be terminated at any time without cause by either the volunteer or Special Olympics.
- ▶ Volunteers grant Special Olympics permission to use their likeness, voice and words in television, radio, film, or in any form to promote activities of Special Olympics.

GROUP: _____ **EVENT** _____

Group Contact: (leader) _____ **Phone:** _____

Signature: _____ **Date:** _____ **E-mail:** _____

Address: _____ **City:** _____ **State:** _____ **Zip:** _____

How would you like your group to be acknowledged? (i.e. letter to school principal, work supervisor...)

Send letter of acknowledgement to: _____

INSTRUCTIONS:

1. Group Contact (Leader) should have each volunteer fill out information and check photo identification before arriving at event.
2. Add any missing names to form at registration area and turn the form in.
3. Upon leaving event, Group Contact (Leader) should confirm acknowledgement with volunteer coordinator.

Name	Address	City/State/Zip	Phone	E-Mail	Signature
1.					
2.					
3.					
4.					
5.					
6.					

* All Class C ("day of") volunteers must provide a picture ID or proof of positive identification to register



Event _____

Special Olympics Wyoming
Class "C" Volunteer Registration

Name	Address	City	State	Zip	Phone	E-Mail	ID Check Y/N

SCHOOL AGE VOLUNTEERS

Special Olympics Wyoming believes that volunteers are a key to the continued success of the program.

Special Olympics Wyoming utilizes volunteers to ensure quality services to athletes with regard to promoting dignity, safety, and respect. Special Olympics Wyoming believes that volunteers of all ages provide a positive impact on the athletes of Special Olympics, and that the involvement of youth is critical to sustaining a vital volunteer program.

The following outlines some of the examples of how Special Olympics Wyoming utilizes young people to enhance the program:

Elementary – through Sixth Grade

<u>Service Description</u>	Cheer Teams
<u>Details</u>	Provide Cheer squads for individuals or teams - Make banners and pennants to support athletes as they compete and receive their awards.
<u>Supervision</u>	<ul style="list-style-type: none">• 1 Chaperone for every six students
<u>Recognition</u>	<ul style="list-style-type: none">• Written thank-you

Middle School/Junior High

<u>Service Description</u>	Support Personnel, Clean up, Runners, Escorting athletes, Meal Service
<u>Details</u>	Students of this age will be in support positions, working under the supervision of adults, running scores, helping serve meals and clean-up.
<u>Supervision</u>	<ul style="list-style-type: none">• 1 Chaperone for every six students
<u>Recognition</u>	<ul style="list-style-type: none">• Written thank-you

High School

<u>Service Description</u>	Support Personnel, Clean-up, Runners, Escorts, Meal Service, Score Keepers, Measurers
<u>Details</u>	Students of this age will have more personal responsibility in carrying out their tasks as support persons, score keepers, escorts, measurers, runners, and assisting with meal service.
<u>Supervision</u>	<ul style="list-style-type: none">• 1 Chaperone for every twelve students
<u>Recognition</u>	<ul style="list-style-type: none">• Written thank-you• Community Service Form available for those students needing one