



VISION

That the general public recognizes the purpose and impact of Special Olympics.

Goal # 3

The CHALLENGE

The Issue

While Special Olympics enjoys a high name recognition there continues to be the challenge of recognizing the full scope and impact of program activities.

Our Role

Educate
Engage

Successes

- ☑ Athletes as Speakers through the Global Messenger Program
- ☑ Social Media with 3,177 fans on Facebook 909 followers on Twitter

Limitations

! Working with traditional media to provide coverage of substance.

The SOLUTION

1

Engage in a systematic process of Public Service Announcements through a variety of media outlets.

- ◆ Create a consistent message and voice for the statewide organization
- ◆ Access the resources of the movement to expand the message



2



Implement the Special Olympics Inc. 'Play Unified' marketing campaign

3

Continue those activities that support sharing the message and content of Special Olympics including School Engagement activities, Global Messenger programs.

	Baseline	Current	Target
Facebook:	2086 Likes	3,177 Likes	5,000 Likes
Twitter:	327 Followers	909 Followers	1,400 Followers
PSA's:		Average 1 per month	1 per month
Press Releases:	1.4 per week	2 per week	2 per week

