**SOIA Communications/PR/Development committee**

Updated 10/1/17

**Connect Fans & Funds**

Special Olympics must become a more effective, sustainable, and innovative marketing and fundraising organization. We must initiate thoughtful, committed, and diversified engagements with individuals, corporations, foundations, civic and service organizations, and government agencies, from local to global levels, increasing operational funding and support for Special Olympics Movement‐wide.

**Build Communities**

The transformative power of Special Olympics comes when we build powerful communities of change around our athletes, creating demonstrable impact at multiple levels of society. Healthy Athletes, Families Program, ALPs, and schools and youth initiatives continue to position our Movement as being a change agent for whole communities – for all of us – not just as a service delivery program for a small population.

**Note:**

* **Checkmark indicates task completed**
* **Circle indicates in progress or not completed**
* **Closed circle indicates on hold**

**2016 Marketing and Communication Committee Goals**

* Develop/understand sponsorship levels – See attachment 2015 Donor Levels and Benefits Checklist – updated 4.20.16
* Create a consistent recognition program – this is aligned with the above. Volunteer recognition is coming from Elin.
* Understand the SOIA Brand – accomplished
* Create an agency of record – In progress: see 2017 Goals, #4
* Board to help make connections – In progress/needs attention: Need board members to make, or continue to connect SOIA with chambers, breakfast clubs, networking events, etc.

**2017 Marketing and Communication Committee Goals and Focus**

1. Develop comprehensive fundraising plan with emphasis on cultivating corporate, foundation, and government monies (grants, partnerships, and sponsorships)
   * Transition to a full-time corporate, foundation, and government fundraising position (staff) – Plans are in place
   * Continue to develop signature, innovative special events, aimed at increasing visibility and revenue.
     + - * Currently only two SOIA events are not LETR events (Taste of Ames and Tailgate for Teammates)
         * Should events be re-evaluated – are we spreading donors too thin and watering down some events? Do guest lists overlap or are we truly reaching other donors?
         * Work with Jeannette to determine how to best utilize LETR and/or partner with them.
         * Look at ways to engage Knights of Columbus – how do we support and get more involvement with the Knights?
2. Develop comprehensive fundraising plan with emphasis on cultivating Individual major gifts (staff)
   * Build and expand individual donor base to create pipeline for major gift activity
   * Develop and implement planned giving program and stewardship strategy
   * Long term: Reinstitute a full-time major gifts/donor relations position
3. Develop comprehensive fundraising plan with emphasis on cultivating community (local delegations) giving
   * + - Enhanced support to local programs – The development team staff continues to reach out and assist with gifts to the area as well as track them in their donor database. They get leads and questions from regional directors of needs from the areas and help with fundraising based off of their needs
   * Execute LETR review with focus on revenue sharing initiative for local programs; emphasis on growth of current events
     + Revenue Share –Polar Plunge revenue share in place for local delegations to raise funds for their delegations
     + Added an additional person on the LETR development team (staff) who will assist and continue to grow the events and LETR fundraising efforts
   * Develop Knights of Columbus expansion and awareness strategy to reflect increased revenue and council involvement
   * Are there small grants partnerships we should be exploring?
   * More United Way communication to volunteers or United Way participants on the option to select (write-in) SOIA as their chosen charity for UW dollars?
   * Long term: Create two additional Regional Director positions; total of 5 (shared with P5 - Advance Quality Sports & Competitions) **On hold.**
4. Develop comprehensive fundraising plan with emphasis on cultivating strategic marketing support
   * Develop and launch integrated marketing campaign to increase visibility and awareness to support fundraising efforts; include consistent messaging (PIE), branding, and web redesign
     + Program brochure to help with athlete recruitment.
     + The next big need will be updating the special programs recruitment and program materials (healthy athletes, Challenge Day, Global Messengers and Play Days)
     + New! Two Rivers Marketing/Drake partnership:
   * Not establishing an agency of record relationship, but Two Rivers Marketing is helping to facilitate a relationship between their pro-bono efforts with SOIA and Drake’s colleges of business and arts & sciences. Drake is interested in figuring out a model to partner with Two Rivers and SOIA to give their upper level students real-work experience, and SOIA is open to this.
   * Two Rivers and Drake are working to develop a model for this to determine workflow with Drake and note where students could potentially be working with Two Rivers, or in parallel, and at what points our work comes together.
   * Timing is to hopefully have it all figured out before students come back for 2nd semester, which is late January.
5. Develop a communication model which is proactive and raises awareness of SOIA
   * + Manage SOIA website as communication tool to increase online interaction
       - * Major overhaul of our social media and website.
       - Donor survey for Iowa and planned giving (Stuart)

Action items:

1. Assign a chair, or co-chairs for committee for 2018