

# Special Olympics Global Strategic Plan 2016 – 2020

## Summary Version

**Goal 1: Improve Opportunities for Athletes to Perform at Their Best Goal**

**Goal 2: Build Positive Attitudes Towards People With Intellectual Disabilities**

**Support Goal: Build Capacity by Improving Resources and Leadership**

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### **Goal 1: Improve Opportunities for Athletes to Perform at Their Best Goal**

Strategies for Goal 1:

A: Improve the Quality of Sports Programming

- Coaching Emphasis-Education, Recruitment, Practice Improvement, Athlete Retention
- Year Round Fitness-Athlete, Family, Partners-Digital/On Line Tools/At Home Training
- Partnerships with National/International Sports Governing Bodies

B: Increase Inclusion via Unified Sports/Young Athletes-in Schools/New Area Expansion

- Unified Sports/YAC/YAP - Expansion into new areas/schools

C: Grow Health Program to Support Athlete Participation-Sport and Society

- Fitness/Wellness, Digital Technology, Government Engagement, Schools
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### **Goal 2: Build Positive Attitudes Towards People With Intellectual Disabilities**

Strategies for Goal 2:

A: Improve External Awareness via PR, Celebrities & Government Engagement

- Social Media/Marketing/Print/Television/Radio
- Celebrity Support
- Government Relations

B: Connect Movement to Harness Power & Speak with a Collective Voice

- Data Collection Process/Digital/Technological/Cloud Advancements

C: Maximize External Impact of Games/Competitions to Showcase Athlete Abilities

- Games Improvement
  - Event Promotion, Audience Attraction, Athlete Promotion
  - Improve Fundraising/Develop Fundraising Toolkits
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### **Support Goal: Build Capacity by Improving Resources and Leadership**

Strategies for the Support Goal:

A: Generate More Resources

- Collaborative/Digital Fundraising
- Corporate Partnerships/Major Individual Donors 3. Global Development/Government Relations

B: Strengthen Leadership-Including Athlete Leadership

- Recruitment/Talent Development/Training
- Program Quality Standards/Accreditation
- Athlete Leadership