

# Special Olympics Iowa Strategic Plan 2023-2028



## Improve Quality and Reach of Local Programming

### Athlete recruitment and retention



Extending our reach to actively pursue and recruit new athletes, identifying athletes at transition times to retain athletes

### Provide quality sports programming



Adding new sports and locations, engaging in year round activities, ensuring consistency in competitions

### Increase number of coaches and volunteers



Recruiting new coaches and volunteers, and providing quality training and resources

## Empower Athlete Leaders

### Grow Unified Champion Schools



Expanding the number of UCS, encouraging and promoting UCS unified sports athletes to compete in area and state competitions

### Promote healthy lifestyles, fitness, and nutrition



Increasing the number of health screenings and creating a plan for follow up care with athletes and caregivers

Developing Global Messengers into leadership roles at athlete screenings, competitions, public awareness opportunities and fundraising events



## Foster Inclusive Practices and Settings

### Diversify revenue sources



Growing sponsorships for program events and maintaining traditional promotional events by increasing the local presence



### Improve public awareness and education



Changing the narrative beyond Summer Games or track and field events

Growing our partnerships to increase community engagement

### Improve technology and data management



Maintaining our athlete, volunteer, and donor information to make it the most accurate and beneficial for reporting and planning

