Special Olympics Iowa Strategic Plan 2023-2028

Improve Quality and Reach of Local Programming

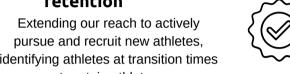
Athlete recruitment and

retention

Extending our reach to actively

pursue and recruit new athletes,

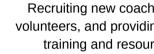
to retain athletes



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

