

Local Program Marketing & Communications

Special Olympics
Pennsylvania



Marketing & Communications Intent & Purpose

Special Olympics
Pennsylvania



Our Brand



Our brand is our reputation, a reputation shared by all of the programs within Special Olympics. This reputation exists in the hearts and minds of the public and our stakeholders. Our reputation is informed primarily by what we do but it is also influenced by what and how we communicate.

Brands:

- Are symbols
- Have personality
- Have an associated story
- Are consistent
- Are experiences
- Are what we do
- Make and keep promises to constituents
- Create perceived value
- Are more than just logos
- Require continuous care and support

Communication audiences

When communicating the Special Olympics brand there are broadly three main audiences: the general public, our members & supporters, and our sponsors & partners. Each of these audiences will have differing informational requirements based on their levels of sophistication and understanding of the issues we address and the work we do.



Your specific target audience will affect the approach you take to the quantity and detail of information presented, the directness or nuance of the message, and the degree to which Special Olympics will need to be explained and contextualized.



Take the time to identify the specific audience with whom you wish to communicate. If you have multiple audiences try to list them and their particular characteristics.



General public

We cannot assume that members of the general public know who Special Olympics is and what we do. Communications with the general public need to be simple and direct in order to establish recognition and the right associations with our brand.



Members & supporters

Communications with members and supporters focus on deepening the nature of the relationship through relevant information delivered over time. Although these communications may contain more information than for the general public, they will still need to be simple and focused.



Sponsors & partners

This audience includes other programs within the Special Olympics Movement, government bodies, policy-makers, operational and existing sponsorship partners. Communications reflect a more professional relationship with Special Olympics and contain a greater degree of detail and nuance.



Our brand

Our history

The idea behind Special Olympics began in the early 1960s, when Eunice Kennedy Shriver saw how unjustly and unfairly people with intellectual disabilities were treated. She also saw that many children with special needs didn't even have a place to play. She took action.

Soon, her vision began to take shape, as she held a summer day camp for young people with intellectual disabilities in her own backyard. The goal was to learn what these children could do in sports and other activities – and not dwell on what they could not do.

Since its founding in 1968, Special Olympics has grown from a competition involving 1,000 athletes to a worldwide movement with four million athletes. Even as we grow in numbers, our story still centers on brave individuals who achieve great things together.



What we do

Who* we do it for

Why we do it

* Families and the wider community also benefit from what we do.

Provide year-round sports training and athletic competition in a variety of Olympic-type sports for children and adults with intellectual disabilities, giving them continuing opportunities to develop physical fitness, demonstrate courage, experience joy and participate in a sharing of gifts, skills and friendship with their families, other Special Olympics athletes and the community.

And our mission explains us in three parts – what we do, who we do it for, and why we do it. Our mission will always be our foundation.



But just as we have had one woman's story, each of us has a story.

There are millions of stories that make up Special Olympics. So rather than it being about one woman's story. Our brand is about all of our stories.

Marketing and communications is a planning process designed to assure that all brand elements received by our constituents are relevant to them and consistent over time.

Marketing & Communications Manual

Special Olympics
Pennsylvania





Manual's Intent & Purpose

- ▶ Serves as a guide to assist you in portraying a clear and consistent message
- ▶ Provides tips and tools on how to communicate in a variety of areas (print, TV, PSA, online)
- ▶ Benefits your program by being a guide for any volunteer (not just a PR Coordinator) and helps to strengthen your communications pieces.

Minimum Standard of PR & Communications

Special Olympics
Pennsylvania





4 Key Minimum Standards

- 1) SOPA Crisis Plan communicated and reinforced by all volunteers
- 2) Program completes transition to new SOPA branding guidelines
- 3) Program uses media, brochures, fliers and/or newsletters to educate/inform the public.
- 4) Program maintains an updated website and/or local program page on the SOPA website

Crisis Communications



#1 - SOPA Crisis Plan communicated and reinforced by all volunteers

IN CASE OF AN EMERGENCY



SOPA Crisis Card

Follow the steps below...

1. Survey the situation
2. Contact the proper authorities or emergency personnel (Ex. 911)
3. Assure the safety of those around
4. Notify program manager or
SOPA contact based on the level of emergency
5. Complete an Incident Report Form

If the situation has the potential to damage SOPA's reputation, you must contact the state office's Crisis Communications Coordinator at **855-701-9030, who will serve as the single designated spokesperson for media inquiries.*

WHAT IS AN EMERGENCY ?

- Level 1** Emergency: is a localized emergency, minor incident which city/county volunteers can manage. (Ex. Delayed Event , Injured Participant not requiring hospitalization.)
- Level 2** Emergency: is a moderate to serious emergency, incident, accident or situation that may extend beyond the city/county program's response capability. (Ex. Missing Coach/Athlete, Cancelled Event, Behavioral Crisis .)
- Level 3** Emergency: is a critical incident affecting beyond the immediate area, where extensive aid assistance is required. (Ex. Fire, Bomb Threat, Fatal Accident, Contagious Health Threat, Criminal Activity.)

IMPORTANT NUMBERS:

Local Program Manager - _____
Crisis Communications Coordinator - 855-701-9030

NOTE: Some Level 2 and ALL Level 3 Emergencies Require Notifying The State Office!
If in doubt, contact the Crisis Communications Coordinator.

- ▶ Crisis Communications Management in an easy wallet sized card.
- ▶ More Crisis materials can be found in the Marketing & Communications Manual on pgs. 29 – 31
- ▶ Crisis Cards, pictured above, can be requested through your Field Director.

New Brand Transition



#2 - Program completes transition to new SOPA branding guidelines



Standard Logo:

Are you using the correct brand mark artwork? Use only official master artwork files that are found in the New SOPA Brand Marks and Tools Dropbox file. ***Do not photocopy, scan or attempt to re-draw your own version of the mark.*** Resources can be found at www.tinyurl.com/SOPADropbox

Color references: When printing the mark in spot color, the symbol is printed in Special Olympics Red (Pantone® 186) and the type is printed in Special Olympics (Grey Pantone® 418) or Black.

Lock-up options: There are a number of lockups of the mark that provide flexibility for different layout situations.

Brand mark Artwork versions



Specific artworks are available for each of the lock-ups in two color, single color and white.

Two Color: These versions of the mark are for use against white backgrounds. The preferred version uses Special Olympics Grey for the logotype – putting greater emphasis on the symbol.

Single Color: This version of the mark is for use in single color. Ideally when using a single color the mark should be printed in Special Olympics Red, Special Olympics Grey or Black against a light, low-contrast background. Ensure there is sufficient contrast between the Mark color and background color.

White: This version of the mark is for use against dark solid colors and appropriate photographic images.

Two Color (with type in Grey)



Two Color (with type in Black)



Single Color (Black)



Single Color (Red)



Single Color (Grey)



White



File formats

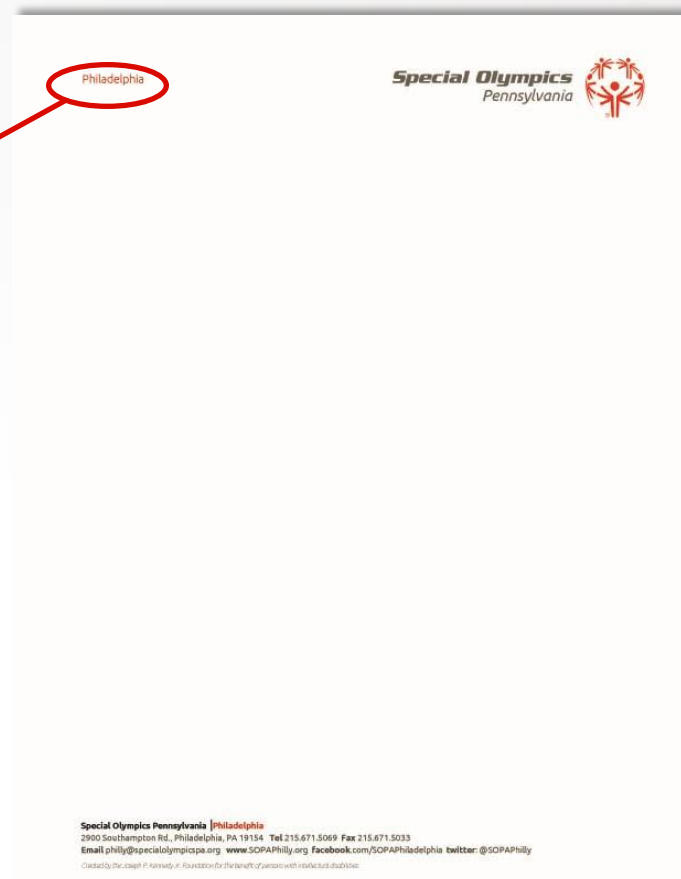
PNG artworks have been generated for Office use in software applications such as Microsoft Word and Microsoft Powerpoint.

EPS artworks have been generated for use by Professional Designers and can be scaled to any size without losing quality.

Stationary: Letterhead/Envelopes/Business Cards



- In general, the new logo lock-up structure for print materials follow an icon on the right and program name to the left structure (except for the envelope)



The Dynamic Curve: Brochure Styles



What is the Dynamic Curve?

- The dynamic curve is a graphic device that can be used to give our communications a recognizable house style. The curve device also protects the mark from other graphic elements on the page, giving it greater recognition.



SOPA Brochure Cover



Philadelphia Brochure Cover



General Program Brochure Cover
(Template)

Banners & Signs



Banner Example

Additional Banner Examples from Canada's Sub-Programs Team Visual and Corporate Partnership



Banners



Sports Sign



Feather Flags

Changes for Local Program Team Identity



The icon can be a letter, a motif,
or simply the name of the team



Simple Steps

1. Decide with your team on the name of the team, choose what represents you and empowers you!
2. Choose the way you will write the name, use large bold fonts to get your name visible.
3. You can choose to represent your team through a letter, an icon, or a motif. You can also simply write out the name of the team. Choose whatever feels empowering for you.
4. Use your team mark on your t-shirts and as an identifier for the team.

Marketing Resources

Special Olympics
Pennsylvania



Marketing Resources



#3 - Program uses media, brochures, fliers and/or newsletters to educate/inform the public.

- Marketing & Communications Manual for Local Programs
- 45th Anniversary Logo (applicable for 2015)
- Marketing Toolkit (containing athlete and volunteer recruitment materials)
- Messaging (brochure copy, talking points, style guide)
- New Brand Guidelines (PowerPoint slides explaining our changes)
 - New Brand Design Files can be found in each local program folder
- Play Unified Campaign (artwork and supporting files for marketing)
- Professional Business Card InDesign Folder (files for professional printing)
- Professional Business Card Microsoft Word (files for in-house printing)
- Professional Letterhead, envelopes (files for professional printing)
- Social Media Policy & Guide (policy and guidance documents)
- SOPA Logo 1-Line, SOPA Logo 2-Line, SOPA Logo Centered
- Special Olympics Sports Icons (stick figure icons for each sport)

Got Time?



[Program Contact]
[Phone number]

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Special Olympics Volunteers Needed



The mission of Special Olympics is to provide year-round sports training and competition in a variety of Olympic-type sports for children and adults with intellectual disabilities, giving them continuing opportunities to develop physical fitness, demonstrate courage, experience joy, and participate in a sharing of gifts, skills, and friendship with their families, other Special Olympics athletes, and the community.

Our goal is to build a more civil society one athlete and one attitude at a time – creating a world of inclusion and mutual respect, without bias or prejudice.

Please Join Us Today!

Special Olympics Local Program/County,
 Address Line, City, PA 15363 Phone: 123-456-7810
 E-mail: name@domain.net
[www.SpecialOlympicsPA.org](#) (Click Local Programs -- Washington County)

Find the above resources and more at www.tinyurl.com/SOPADropbox.

Marketing Resources



Got Time?



Volunteers Needed

BECOME A SPECIAL OLYMPICS VOLUNTEER

Special Olympics provides year-round sports training and competition in a variety of Olympic-type sports for children and adults with intellectual disabilities, giving them continuing opportunities to develop physical fitness, demonstrate courage, experience joy, and participate in a sharing of gifts, skills, and friendship with their families, other Special Olympics athletes, and the community.

VOLUNTEER OPPORTUNITIES FOR COACHES:

Special Olympics athletes need proper training from devoted coaches and assistant coaches. Coaches go through short training/certification sessions that explain what is expected from participants.

Time Commitment: 1-2 times per week for 8-12 weeks prior to competitions.


Skills: You DO NOT need to be an expert in the sport you coach. You only need a desire to work closely with the athletes.

To Volunteer For Local Program/County
Contact: Contact Name, 123 -456-7890
Email address


For More Information
Visit our website at www.SpecialOlympicsPA.org.

Join the Dignity Revolution, Volunteer Today!





Got Time?



Special Olympics Volunteer Opportunities

☐ General Volunteer
☐ Coach
☐ Unified Partner
☐ Committee member
☐ Area Management Team Member
☐ Other: _____

Special Olympics Local Program/County,
Address Line, City, PA 15363 Phone: 123-456-7810
E-mail: name@domain.net
www.SpecialOlympicsPA.org (Click Local Programs - Washington County)

NAME: _____ EMAIL: _____

Please join us today!

Volunteer Recruitment

Find the above resources and more at www.tinyurl.com/SOPADropbox.

Marketing Resources



A Word About How to Become A Special Olympics Volunteer

Volunteers are the backbone of our Special Olympics local programs. The program is administered by a volunteer management team and all of our coaches are also volunteers.

There is a place for everyone in our organization to play a wide variety of roles. For example, the sports-minded can find a place as a dedicated coach. The business person can lend their talents as an event organizer. The retiree can offer support as a coordinator and the student may want to invest their enthusiasm as a fundraiser.

Many Volunteer Opportunities Exist Including:

Managers, Coaches and Assistant Coaches, Public Relations and Fundraising Coordinators, Training and Competition Coordinators, Outreach and Medical Coordinators, Special Events and Family Coordinators, just to name a few.

Want More Information?

Visit www.SpecialOlympicsPA.org and click the "Volunteer" button at the top of the page.

Our History Continuing the Legacy

The movement known worldwide as Special Olympics began simply as an idea of one extraordinary woman with vision. Eunice Kennedy Shriver believed that people with intellectual disabilities were far more capable in sports and physical activities than many experts thought. And so, the world's largest amateur sports organization began in 1962 as a day camp in the backyard of Eunice and Sargent Shriver, with the first International Games taking place in 1968.

Today the movement thrives in more than 170 countries throughout the world. Special Olympics Pennsylvania (SOPA) soon followed suite continuing Shriver's legacy in May 1970 when 135 brace athletes participated in the first official Pennsylvania event – a small track and field competition at West Chester University. Currently, SOPA trains more than 20,000 athletes who compete annually in 21 Olympics-type sports at over 300 local, sectional and state level competitions.



[Your County]
Contact Information

P. O. Box 14
Strabane, PA 15363

www.specialolympicspa.org
Click Local Program in Washington County

724-745-9434
E-mail - cmazutis@comcast.net

*Created by the Joseph P. Kennedy, Jr. Foundation
for the benefit of persons with intellectual disabilities*



Special Olympics Pennsylvania {County Name }

Volunteer Opportunities



• Fuel our movement and make our athletes' dreams a reality.

• Make a genuine impact by promoting inclusion, respect and acceptance on and off the playing field.

Volunteer Interest Form

COACHES

Our Special Olympics athletes need proper training from devoted coaches and assistant coaches. Coaches go through a short training/certification sessions that will explain what is expected and what to expect from participants.

Time Commitment: 1-2 times per week for 8-12 weeks prior to competitions.

Skills: You **DO NOT** need to be an expert in the sport you coach. You only need a desire to work closely with the athletes.

Sports Offered

Fall Sports
(List local program sports)
Bocce

Winter Sports
Skiing

Spring/Summer Sports
Aquatics, Basketball, Bowling, Golf, Softball

LOCAL MANAGEMENT TEAM MEMBERS:
The State is divided into 56 local Programs. We need volunteers who are interested in providing leadership through service on management teams. These teams organize and efficiently run the local or area Special Olympics program.

Time Commitment: 2-3 days per month

Skills: Desire to lead and be creative!

Team Members Needed:

(List Open Volunteer Positions) PR
Coordinator, Coach, Family Coordinator, etc.

VOLUNTEERS NEEDED

- ☐ General Volunteer
- ☐ Coach
- ☐ Unified Partner
- ☐ Committee member
- ☐ Area Management Team Member
- ☐ Other:

NAME: _____
EMAIL: _____
ADDRESS: _____
CITY: _____ STATE: _____ ZIP: _____
CELL: _____
PHONE: _____
COUNTY: _____

Your information will be processed and you will be contacted within 2 weeks.

Thank you!

Please send interest form to:

[Your County]
Contact Information

Address line
City, PA 15363
724-745-9434
E-mail - cmazutis@comcast.net



Volunteer Recruitment

Find the above resources and more at www.tinyurl.com/SOPADropbox.

Marketing Resources



BECOME A SPECIAL OLYMPICS ATHLETE TODAY!

Nearly 20,000 athletes from 56 area and county programs across Pennsylvania train and compete in Special Olympics Pennsylvania (SOPA) each year.

Participation in Special Olympics training and competitive events is open to ALL people with intellectual disabilities regardless of their degree of challenge.

Athletes age 8 and older may participate in Special Olympics training programs and competitions. There is no cap on the age limit for participation and athletes can continue to compete for the rest of their lives.

Athlete Eligibility

If you are interested in becoming an athlete, please complete the online registration form.

Please note that before an athlete can begin Special Olympics sports training, the athlete's parent/guardian must complete an application.

Visit www.SpecialOlympicsPA.org

For More Information Contact: Special Olympics Local Program/County

Address Line, City, PA 15363 Phone: 123-456-7810
E-mail: name@domain.net
www.SpecialOlympicsPA.org (Click Local Programs - Washington County)



Join the Dignity Revolution, Volunteer Today!



How to Become A Special Olympics Athlete

Athlete Eligibility
To be eligible to participate in Special Olympics, athletes must have an intellectual disability; a cognitive delay, or a development disability, that is, functional limitations in both general learning and adaptive skills.

Participation in Special Olympics starts at age 8 years, and there's no maximum age limit.

Children with intellectual disabilities ages 2 through are eligible for our Young Athletes Program.

People without intellectual disabilities can take part in Unified Sports, teams that mix people with and without intellectual disabilities.

Those interested must complete an application for participation, otherwise known as an athlete medical form, and have it updated every three years.

How to Register an Athlete
Visit www.specialolympicspa.org to complete an Online Registration Form (Click Sports & Competition - Register an Athlete)

OR

Contract the local program to request an application for participation.

{Your County }
Contact Information

Address line
City, PA 15363

724-745-9434

E-mail - smazutis@comcast.net



A Word About Our Volunteers and Families

Volunteers are the backbone of our Special Olympics local programs. The program is administered by a volunteer management team and all of our coaches are also volunteers.

There is a place for everyone in our organization to play a wide variety of roles. For example, the sports-minded can find a place as a dedicated coach. The business person can lend their talents as an event organizer. The retiree can offer support as a coordinator and the student may want to invest their enthusiasm as a fundraiser.

Family members are often the greatest supporters of our athletes and are essential to the success of our program.

Our local county program is always looking for new volunteers and we encourage you to contact us to learn more about volunteer opportunities in our program and how you can become involved.



{Your County }
Contact Information

P. O. Box 14
Strabane, PA 15363

www.specialolympicspa.org
Click Local Program - Washington County

724-745-9434
E-mail - smazutis@comcast.net

Created by the Joseph P. Kennedy Jr. Foundation for the benefit of persons with intellectual disabilities



Special Olympics Pennsylvania {County Name }

Athlete Participation Information



Our History Continuing the Legacy

ent known worldwide as Special began simply as an idea of one lady woman with vision. Eunice Shriver believed that people with disabilities were far more capable and physical activities than many thought. An so, the world's largest sports organization began in 1962 as a in the backyard of Eunice and Shriver, with the first International Games place in 1968. Today the Shriver's in more than 170 countries throughout the world.

Special Olympics Pennsylvania (SOPA) soon the continuing Shriver's legacy in 1970 when 135 brace athletes participated in the first official Pennsylvania event - a small track and field competition at West Chester University. Currently, SOPA trains more than 20,000 athletes who compete annually in 21 Olympics-type sports at over 300 local, sectional and state level competitions.

- Gain self-confidence and self-esteem
- Experience friendship on and off the field
- Are perceived as competent by their families, coaches and event spectators
- Enjoy being part of the large Special Olympics social network Receive much needed health screenings free of charge
- Are more physically active even outside Special Olympics activities
- Are more likely to hold jobs, go to school and become active members in their communities
- Are more likely to socialize with non-disabled peers.

Athletes are required to have 8 weeks of training in a sport before they are eligible to compete.

Training is provided by certified Special Olympics coaches

Competitions are offered at the local, sectional and state level.

Opportunities available to compete at National and World competitions



Athlete Recruitment

Find the above resources and more at www.tinyurl.com/SOPADropbox.

Marketing Resources



Your Marketing & Communications Manual will also serve as a guide on how to educate and inform the public using media (TV, radio, newspaper) brochures, newsletters, etc.



Updated Website Content



#4 - Program maintains an updated website and/or local program page on the SOPA website

A page for your program has already been established. To keep information up-to-date, make sure the information loaded into the SOPA database is accurate.

Bethlehem City

The Bethlehem program serves athletes in the city of Bethlehem and offers training and competition in over 15 different sports.

For more information, contact:

Contact: Robert Sehee
Address: PO Box 536
Bethlehem, PA 18016
Phone: 610-264-3616
Email: manager@bethlehemsopa.org
Website: <http://www.bethlehemsopa.org/>

Date	Event Name	Description	Sport	Location
August 26, 2015	BSO Athlete Training - Volleyball (July 15, 2015 - August 26, 2015)	Meets every Wednesday 6-8PM (July 15, 2015 - August 26, 2015) Coach: Amanda Sehee NOTE: see other Volleyball training event for September, thru October	Volleyball	Bethlehem Twp Community Center Gym

Volunteer Center
SOPA Gear Store
Success Stories
Law Enforcement Torch Run

News Letter Sign Up
Enter your email address below to receive our News Letter and other updates.

Sign Up

Special Olympics Pennsylvania
6,593 likes
Liked
Share
You and 5 other friends like this



The Banner Design is Used Again for Website Identity Only

REVEALING THE CHAMPION IN ALL OF US

Special Olympics Pennsylvania's Philadelphia program provides year-round sports training and athletic competition for children and adults in Philadelphia with intellectual disabilities.

The program, however, is about more than just sports. Through work in health, education, community building and sports, Special Olympics is addressing inactivity, injustice, intolerance and social isolation by encouraging and empowering people with intellectual disabilities.

PHILADELPHIA MARATHON
BEST TIME OF YOUR LIFE
26.2 * 13.1 * 8K
Go the Extra Mile...

Run the Philadelphia Marathon for Special Olympics. [Learn more](#)

Above Minimum Standards

Special Olympics
Pennsylvania



Social Media

Social media includes social networking sites (Facebook/Twitter), video and photo sharing websites (Flickr, YouTube, etc.), blogs, discussion boards/forums (Google groups, Yahoo! Groups, etc.), bookmark sites, and Linklog sites.



Social Media Policy & Guidelines

I. Purpose
The purpose of this policy is to define social media, as well as establish proper social media presence. The policy is designed to assist Special Olympics Penns interns, volunteers and athletes engaged in social media on behalf of the org; local program level in understanding the legal, policy, and institutional implications of maintaining social media accounts in an official capacity.

II. Scope
The policy applies to any pre-existing or proposed social media networking w/ representative of Special Olympics Pennsylvania on a state and local program. Therefore, this directive applies to each SOPA Social Media Participant who, on behalf of the Special Olympics: (1) opens a social media account in the name of content on a social media account opened in the name of Special Olympics; (3) behalf of the SOPA on a social media account; or (4) is responsible for overseeing official Special Olympics presence on a social media site.

Important note about personal social media activities: This policy is not intent: monitor personal social media activities outside of Special Olympics, using p devices. However, the line between public and private, personal and professional media. By using a Special Olympics title, identifying oneself as a Special Olympi other affiliation with Special Olympics, stating or implying that one's state/ Special Olympics, or posting non-public Special Olympics content or other information of the organization are potentially affected.

III. Defining Social Media
Special Olympics PA (SOPA) defines social media as including all forms of public communications and expressions made public to many audiences.

Social media includes social networking sites (Facebook/Twitter), video and p YouTube, etc.), blogs, discussion boards/forums (Google groups, Yahoo! Group Linklog sites).

IV. Social Media Use Guidelines

- All images used on any social networking page must be approved by t/ When medical releases are signed by an athlete's parent/guardian, p photo is granted by default. However, if at any time a request is made be taken down, it must be done so promptly.
- All Special Olympics language guidelines should be followed. Language the SOPA website under "Press Room."
- No profanity shall be used on any Special Olympics Pennsylvania page, monitored on the posts of fans/friends.

Social Media Overview

Social Media Overview
As with websites, social media tools such as Facebook and Twitter can be helpful for communicating essential information and up-to-date news about your Local with mass reach. But again, as with websites, they must be carefully created and maintained attentively in order to work effectively.

Think first about what you and your fellow Program Management Team members will have time to maintain, and what you are trying to accomplish in having a social media account.

- Do you want to create a greater sense of community for your athletes and volunteers?
- Do you want to share schedules and program information?
- Do you want to present a source of news for community members trying to learn more about Special Olympics?
- Will you have time to deal with the comments that will come into a Facebook page without approval?
- Will you have time to update your accounts regularly?
- Has a member of your community already started a page/account about your program, and you need to take it over?

Addressing questions such as these will help you determine what you want to do in the realm of social media, what you can do and what your most effective channel will be. (For example, if you don't have time to do both Facebook and Twitter effectively, just choose the right one for you and maintain it well, instead of spreading yourself too thin.)

Starting a Facebook Page and/or Twitter account:

- When creating your Facebook Page, please make its name consistent with Special Olympics PA style - i.e. name it "Special Olympics PA - Philadelphia" or "SOPA - Philadelphia" (if you don't like the length of the former).
- In creating your Twitter account, Twitter has limited characters for your handle (account name), so you will have to go with @sopaphilly (upper case/lower case doesn't matter in Twitter handles).
- These conventions help establish your page as an authoritative source, and help maintain a strong Special Olympics presence by programs across the province, country, and globe.
- Please fill out the "Info" sections for your page/Twitter account with material relevant to your local program and the mission and spirit of Special Olympics. Please see Special Olympics PA's accounts for guidance (Facebook: www.facebook.com/specialolympicspa | Twitter: @specialolympipa) and don't hesitate to ask Nicole Jones, SOPA's Director of Communications, if you have any questions. (nicolej@specialolympicspa.org)
- On Facebook, please bear in mind the fact that you may have comments appearing frequently on your site without your approval, and someone/multiple people from your program (as you choose to designate) will need to monitor your page to make sure all the dialogue there is respectful and appropriate. We also recommend putting a disclaimer in place on your page (see below for sample text). The SOPA page's disclaimer is contained in the "About" section.

Social Media Avatar
Only

Program Name

Revealing the Champion in All of Us!

Special Olympics Pennsylvania - Philadelphia
87 likes · 11 talking about this

We are the Philadelphia Chapter of Special Olympics Pennsylvania! We provide year-round sports training and competition in a variety of Olympic-type sports for children and adults with intellectual disabilities in the City of Philadelphia.

About · Suggest an Edit

SpecialOlympicsPhila @SOPAPhilly

We provide year-round sports training and competition for intellectually disabled athletes in Philadelphia, and give opportunities for lifelong joy. Philadelphia - facebook.com/SOPAPhila

2,002 Tweets · 1,291 Following · 1,379 Followers

Tweets

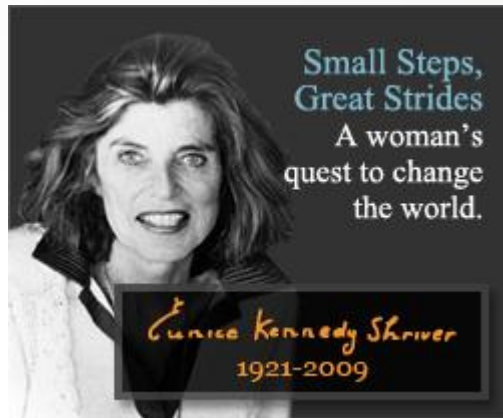
SpecialOlympicsPhila @SOPAPhilly 5 Aug
Fall sports training begins this month for our bocce, soccer & volleyball athletes. It's not too late to join the fun! bit.ly/106CzQf

SpecialOlympicsPhila @SOPAPhilly 1 Aug
Big news! @brackObama & @PLOTUS will serve as Honorary Chairs of @SpecialOlympics World Games (@LosAngeles2015) bit.ly/10uHsZ2

Global Initiatives



Held the 4th Saturday every September, Special Olympics commemorates **Eunice Kennedy Shriver Day** (EKS Day), and has a global call to action for people to live in a more unified society . **For more information and resources, visit www.eksday.org.**



Held the 1st Wednesday every March, ***Spread the Word to End the Word***[™] raises the consciousness of society about the dehumanizing and hurtful effects of the word “retard(ed)” and encourage people to pledge to stop using the R-word. Visit www.r-word.org to learn more.



Play Unified Campaign



The Play Unified campaign is a fully integrated, multi-faceted marketing campaign targeting young people age 14 to 25 throughout the world.

PLAY Through play we learn sportsmanship, team building, persistence, character, determination and Friendship. We learn that the team is more important than the individual and that everyone should be invited to play. Let's make sure that every student with intellectual disabilities can be on the team. Every school in every state should have a Special Olympics Unified team to encourage inclusion and understanding.

LEARN Learn to open your heart and mind to people with intellectual disabilities. Challenge others to let go of old judgments and learn about the impact hurtful words like the "R-word" have. Get informed by the Shriver Snapshots: insight into Intellectual Disabilities in the 21st Century.

ACCEPT Accept that we are all much more alike than we are different. True game changers value inclusion. Use your voice and change your language to challenge hurtful stereotypes. Don't be afraid to stop, stare, smile and start a conversation with someone with an intellectual disability. Then share what you have learned.

YES! If you are an employer say "yes!" to hiring someone with an intellectual disability. If you are a coach say "yes!" to inviting players with intellectual disabilities to join your team. If you are a health professional say "yes!" to treating people with intellectual disabilities. If you are a parent, say "yes!" to teaching your children about the importance of inclusion. If you're inspired, "say yes!" to joining the millions who volunteer. Together we can change the game. #Letschangethegame

**#LETS
CHANGE
THEGAME**

**LET'S NOT WAIT
FOR HALFTIME
TO MAKE
A CHANGE.**

People with intellectual disabilities are excluded and discriminated against every day. It's time we team up and take to the field to change this. Together, no one, intolerance and injustice don't stand a chance.
Game On! Join the team at playunified.org

**CHANGING THE WORLD IS A
CONTACT SPORT**

WE'VE MET PEOPLE WITH DISABILITIES WHO ARE CHANGING THE WORLD. THEY HAVE THE POWER TO CHANGE THE WORLD. IT'S TIME TO GET OUT THERE AND JOIN THE TEAM.

GET LOUD

Let's make sure everyone is heard. Let's make sure everyone is heard. Let's make sure everyone is heard.

GO THE EXTRA DISTANCE

TO FIGHT FOR OUR ATHLETES, WE ARE FIGHTING FOR LIFE ITSELF... A SUCCESS WILL BE A SUCCESS FOR ALL. BUT RATHER ABOUT AN URGENT MOVEMENT DESIGNED TO SAVE LIVES AND OFFER HOPE AND IDENTITY TO ALL THE GEL.

WHAT IS UNIFIED SPORTS?

Unified Sports joins people with and without intellectual disabilities on the same team. It was inspired by a simple principle: training together and playing together is a quick path to friendship and understanding.

GET OUT AND PLAY UNIFIED

HOW CAN YOU JOIN?

The PlayUnified.org site uses video and a striking, clean design to draw site visitors in. It works well on desktop computers and mobile devices.



Staying Well Informed



The Monthly Update is a tool to enhance communication between Special Olympics Pennsylvania's state office and its volunteer program management team members. Around the beginning of each month, an email update will inform volunteers of the latest news available and accessed via our SOPA website. Just visit our Volunteer Center and click on Monthly Update!

Use the Monthly Update to stay “in-the-know” about any additional resources or general organizational information. As tools are added to the SOPA Dropbox, they will be announced in the Monthly Update.



(<http://www.specialolympicspa.org/monthly-update>).

Thank You

Further Questions? Please feel free to contact us:

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Special Olympics
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