

## Special Olympics PA Marketing Tool Kit

We are hoping the following templates can help you have some of the tools you will need to begin recruiting volunteer and athletes for your program.

These pieces are put together to with the idea that you can quickly put them out in the community as needed. Please take a moment to review the documents; more will be out in the future.

Please let me know if you have any recruitment tools needs.

Thank you

Carolyn Kushner  
Coordinator of Volunteer Services

### **Marketing Tool Kit Instructions**

#### **Volunteer Recruitment Pieces**

- Volunteer recruitment – Brochure.docx
  - Page 1
    - Panel 2 – edit “Your County text box”
    - Panel 3 – edit “County Name text box”
  - Page 2
    - Panel 2 – edit “Sports offered” & “Team Members Needed”
    - Panel 3 – edit “Your County”
- Volunteer Recruitment – Full Page flyer.docx
  - Edit – “Special Olympics local program/County” text box
- Volunteer Recruitment – half page flyer.docx
  - Top ½ - Edit – “Special Olympics local program/County” text box
  - Bottom ½ - Edit – “Special Olympics local program/County” text box

- Volunteer Recruitment – Poster 8.5x14 legal size.docx
  - Edit – “Special Olympics local program/County” text box
  
- Volunteer recruitment – Poster.docx
  - Edit – “To volunteer For”
  - Edit – “Contact”
  
- Volunteer recruitment – Tear off flyer.docx
  - Edit – “Program contact/Phone number” each box
  - Edit – “Special Olympics local program/County” text box

### **Athlete Recruitment Pieces**

- Athlete recruitment – Poster 8.5X14 legal size.docx
  - Edit – “Special Olympics local program/County” text box
  
- Athlete recruitment – Poster.docx
  - Edit – “For More Information Contact”
  - Edit – “Special Olympics local program/County” text box
  
- Athlete Recruitment – Brochure.docx
  - Page 1
    - Panel 1 – edit “Your County text box”
    - Panel 2 – edit “Your County text box”
    - Panel 3 – edit “County Name text box”
  - Page 2
    - Panel 1 – edit “Sports offered”