

Regional Launch with Q&A: The Wilds Region



**Special
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Pennsylvania



The Wilds Region

*Serving Cameron • Centre • Clearfield • Clinton • Elk
Jefferson • McKean • Potter*

MEETING OUTLINE



Objectives:

- Introduce Region
- Share Regional Work To Date
- Share What You Can Expect From Regionalization
- Answer Your Questions: Q&A

SHAPING THE FUTURE

3 Keys for Success

COMMUNICATION

Clarify both the “what” and The “why” of the change to build and sustain commitment



COLLABORATION

Bring people together in teams to plan & execute the change, creating buy-in.



COMMITMENT

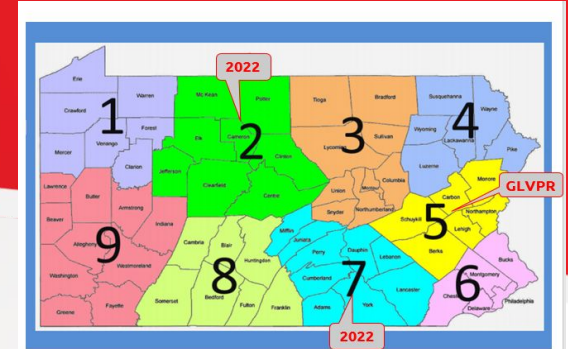
Model a willingness to change yourself in service of the larger change goal.



NEW REGIONS IN 2022

We are one of 2 Regions launching in January.

- **Region 2:** Includes Cameron, Centre, Clearfield, Clinton, Jefferson, Elk, McKean and Potter Counties
- **Region 7:** Includes Adams, Area M, Juniata, Lancaster, Lebanon, Mifflin and York Counties



REGION INTRODUCTION



- Region Name: **The Wilds Region**
- Regional Staff:
 - **Pam Velasquez:** Regional Executive Director
 - **Marie Costello:** Regional Development Director
 - **Kristen Lenig:** Regional Sport Director
 - **Kathy Guy:** Sr. Administrative Manager
- Team Leaders
- We officially launch The Wilds Region on January 1, 2022



4 AREAS OF FOCUS AS WE REGIONALIZE

- **Increased Administrative Support:**
 - Athlete Medicals
 - Volunteer Onboarding
 - Clearances & Background Checks
- **Sports:**
 - Increase training/competition opportunities
 - Improve quality
 - Coach Certifications
 - Age & Ability Based Teams
 - Grow Unified Opportunities
- **Fundraising:**
 - Strengthen Community Fundraising
 - Raise money to support staff support and Regional growth
- **Community Partnerships**
 - Build Mutually Beneficial Relationships



WHAT HAVE WE ALREADY ACCOMPLISHED THROUGH REGIONALIZATION

- [Regional Playbook](#): Roadmap for future regions
- Piloted Online Registration (Athlete Medical)...transitioning this spring
- User Friendly athlete & volunteer registration
- Training Site Assessment
- Fundraising Success:
 - Polar Pop/Schuylkill Splash Party
 - Grants
- Increased Athlete Engagement Opportunities – Global Messengers
 - Moravian College, Rotary, Grange
 - TV Interviews
 - Corporate Employee Sessions
- Young Athletes partnership with Head Start and LCCC



WE HAVE BEEN PREPARING...



- Regional Playbook Updates...in process
- Worked with Team Leaders to Prepare 2022 Regional Budget
- Data Collection
- Voted on Regional Name
- Hired Regional Staff
- Working to identify Team Leaders
- Regional office location identified
- Working on Regional website...coming soon!
- Regional logos
- Social Media Pages Established

SOPA'S REGIONAL TIMELINE



- January 2020 First Region launched: Greater Lehigh Valley Pocono Region
- January 2022: Regions 2 & 7 go LIVE
- January 2023: 3 NEW Regions added
- January 2024: Final 3 Regions added
- January 2024 All 9 SOPA Regions are activated



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What you can expect by area:

- **Marketing & Communication**
- **Athlete Leadership**
- **Sport**
- **Finance & Fundraising**
- **Outreach**

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Marketing & Communication

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BRANDING

>>>Transition to Teams<<<

- Regional branding (or the Region name) will be used across the entire Region.
- Branding for Local Teams will include logos specifically designed for uniforms and social media to include both the region name and local team.



MEDIA RELATIONS & MARKETING



Media Relations

- Media management across the Region will be led by the Regional staff working closely with Local Teams and Community Team Leaders.

Marketing Materials

- Marketing materials will be created at the State/Regional level for use by Local Teams. Templates for these materials will be made available.

Marketing Tools

- Dropbox will continue to be used as the main “storage house” for all files broken out by Region/Local Team, and updated as Regional representations.

WEBSITE MANAGEMENT

Visit
specialolympicspa-glvpr.org
to view our regional structure

- A Regional web presence will be established, resulting in a total of 9 overarching Regional websites statewide.
- Local Teams that have an existing web presence will ultimately transition over to a web construct (pages) that has been created within the Regional site.



SOCIAL MEDIA ACCOUNTS, GUIDELINES & MATERIALS



Social Media Accounts

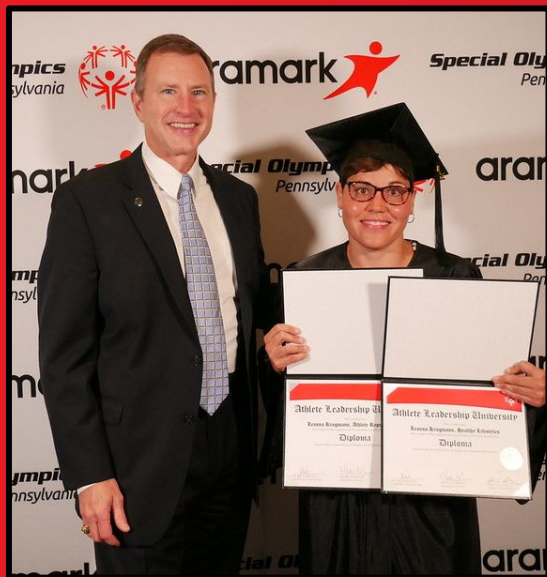
- Each Region will have and monitor its own Facebook page that links to the [State Office account](#).

Social Media Account Management and Rights

- Regional staff will manage their accounts
- **Number of Social Media Accounts**
- Official social media accounts held by both Regional and Local Teams will be limited to one per platform (Facebook, Instagram, Twitter, etc.); however, they could have several groups created for specific interests.

Social Media Materials

- Social Media resources are available [via our Dropbox](#).



Athlete Leadership

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REGIONAL ATHLETE LEADERSHIP TEAMS



Regional Athlete Leadership Team:

- Chaired by the Representative on the Regional Input Council
- Athlete Representative from each of the Local Team
 - Direct line to feed info to RIC
 - Allow athletes to help shape vision of Region
 - Better means of sharing info within the region
 - Allow for better two way communication between the RIC and their Peers.
 - Athlete Representatives can get first hand support on how to start and maintain an Athlete Leadership Team locally.
- Supported by Regional Executive Director and other staff as needed.

THE GOAL IS MORE...



More Opportunities:

- Athlete Representatives not on the Regional Athlete Leadership Team have other committees they can serve on.
- Global Messengers and Health and Fitness Coordinators can engage individuals outside of their home county.
 - Having Regional staff has allowed for more Global Messengers to speak to different audiences.
 - As Regional events start, they can pursue greater opportunities.
- Regions will have a greater list of Global Messengers and Health and Fitness Coordinators to choose from based on location and appropriateness.



SPORTS, TRAINING, EDUCATION & COMPETITION

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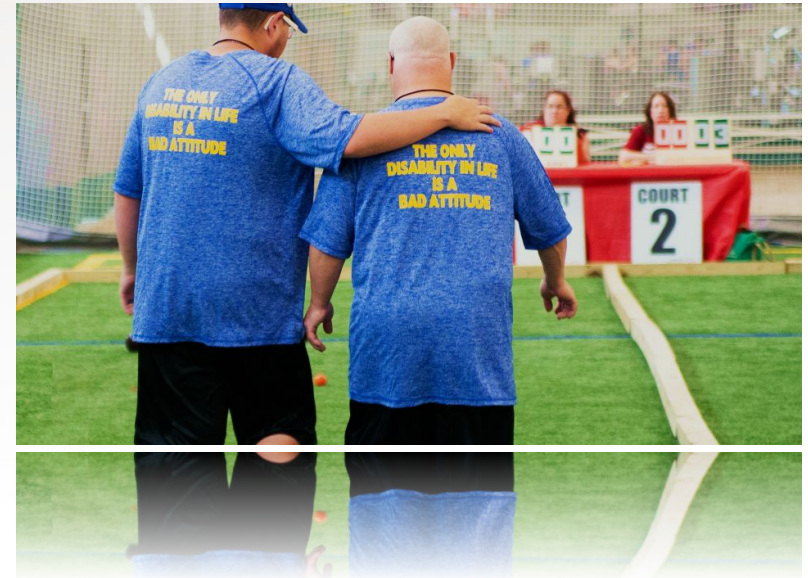
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AREAS OF FOCUS



- **Training/Competition**
 - Regional Play:
Invitational/League Play
 - Training Site Assessments
 - Pre-Season Rosters
- **Unified Sport Offerings - Transition**
 - Unified Sports/Teams
 - Unified Sport Competitions
- Coach trainings
- Regional Sport Mgmt Teams Leaders





FINANCE & FUNDRAISING

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FINANCE AREAS OF FOCUS



- Haverford Trust
- Old Money vs New Money
- Financial Processes
 - Spend Requests
 - Budget Preparation
 - Begin Summer 2022
 - Finalize Fall 2022



FUNDRAISING IN THE REGION



- Fundraising in a Regional Model
 - Keep doing what you are doing
 - Capitalizing on State Events
 - New Regional opportunities
- Revenue Share
- Donor Relations & Management
 - Follow the Playbook!
 - Major gift opportunities
 - Annual strategies
- Grants
 - State oversight, processes & training
 - Regional grant opportunities



OUTREACH

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ADMINISTRATIVE SUPPORT



- Vsys Management
- Volunteer Registration
 - Onboarding
 - Background Checks
 - Trainings
 - Assignment/Engagement
- Athlete Registration
- Coach Certification



NEW Application for Participation: Athlete Medical



Special Olympics International (SOI) has developed a new Application for Participation (aka “medical”).

Timeline:

- February 2021: SOPA piloted with Greater Lehigh Valley Pocono Region.
- January 2022, SOPA will be rolling out with Region 7 and 2.
- In 2023 and then again in 2024, SOPA will roll out with each subsequent Region as they stand up.

Until regionalized, Local Programs must continue to use the Application for Participation (aka “medical”). Regional Staff will need to be in place to manage the new online Registration Forms and Local Programs cannot manage before.

Questions? Contact chammell@specialolympicspa.org .

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QUESTIONS?

