

Regionalization:

More & Better

Special Olympics
Pennsylvania



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.

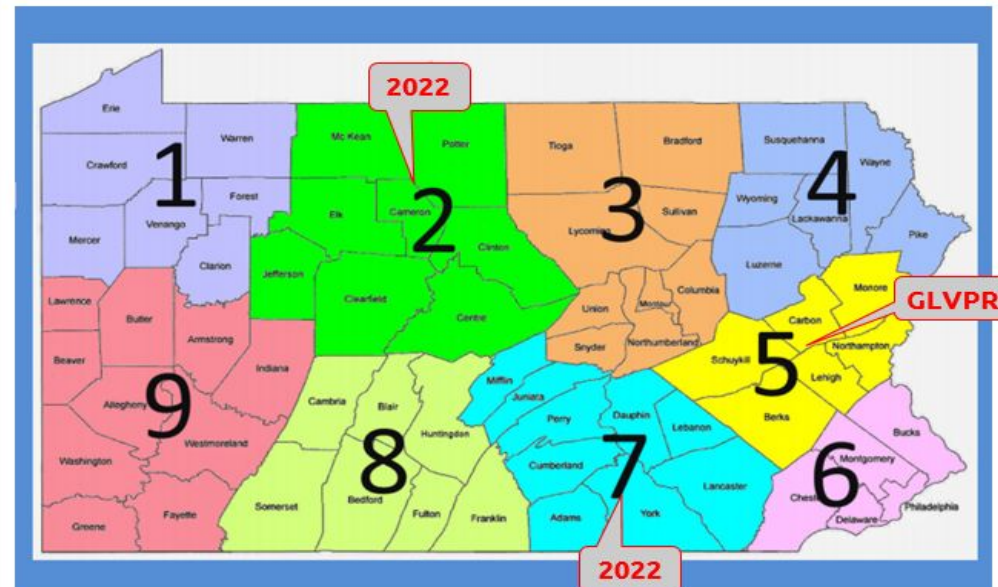


New Regions in 2022:



WE are one of 2 Regions launching in January.

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



Region Introduction



- Region Name - Capital Area Region
- Regional Staff - Kerry Wevodau, Shannon Pechart, Kahley Stewart and John Brownson
- We officially become The Capital Area Region on January 1, 2022
 - What Does That Mean?
 - How Will Things Change?



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 accomplished to date 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
- Identified Regional office location
- Working on Regional website...coming soon!
- Established Social Media Pages

SOPA's Regionalization 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 & Communications



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Public Relations



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.



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Capital Area Region

*Serving Adams • Cumberland • Dauphin • Lancaster • Lebanon
Mifflin/Juniata • Perry • York*



Media Relations & Materials



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



- 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.



Visit
specialolympicspa-glvpr.org
to view our regional structure

Social Media Accts., Guidelines, Materials



Social Media Accounts

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

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 Team:



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.

More Opportunities:



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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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

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Areas of Focus



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





Fundraising

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Fundraising as Regions



- Fundraising in a Regional Model
 - Keep Doing What You're 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

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Q&A



THANK YOU!

Society of Children's Advocates 