

Spread the Word >> Inclusion – 2021 Resources

Spread the Word Day → March 3, 2021

Contact spreadtheword@specialolympics.org with questions.

2021 Connection Theme

Connection is not only a relationship, but a shared strength developed between individuals. A strength where two individuals can feel **seen, heard, and valued**. This upcoming year, **Spread the Word** will explore the need for connection and how individuals with and without intellectual and developmental disabilities need to be seen, heard, and valued in order to develop the skills of inclusion to build connection. [Read more here.](#)

Full Dropbox of 2021 Materials – [Click here to access.](#) This Dropbox contains:

- **[NEW]** [Resource Overview Video](#)
- Banner and T-Shirt designs
- Logos
- Resources and Reference Materials
- Campaign Photos
- Social Media Assets

Logos – [Find the standard and 2021 theme logos here.](#)



Toolkits – This collection of toolkits below reviews tips, main messaging, ideas for activations, social media engagements, and additional resources for each audience.

- [Student Toolkit](#)
- [Educator Toolkit](#)
- **[NEW]** [Program Toolkit](#)
- **[NEW]** [Core Messaging Toolkit](#)

Social Media Graphics – [Available on the Dropbox and at @PledgeToInclude on social.](#)

Access this Dropbox for Connection theme graphics, engaging Instagram story templates, and past graphics that are still usable for social.



STW Store – 2021 Connection Theme **shirts available now**, [click here to access.](#)



Utilize the Unified Classroom packages – Looking for content to share with your educators and students to celebrate and engage on STW Day? These monthly themes & activities match right up with STW:

[CONNECTION lessons, Talks, activities](#) --- [March SPREAD THE WORD lessons, Talks, activities](#) (live on 3/1)