

Marketing & Communications Department Q&A

Special Olympics
Pennsylvania



Agenda



- Welcome & Introductions
- Brief Review of the New SOPA Website
- Review of Existing Marketing & Communications Resources
- Discussion About Additional Tools/Resources Needed
 - ✓ What Has Proven Useful For Programs?
 - ✓ Potential Topics for PR Coordinator Calls
- 50th Anniversary Discussion
- Q & A

New SOPA Website Review

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New SOPA Website!



Documents & tools available at www.specialolympicspa.org.

Click on the **Volunteer Center** button on our homepage to access our Vsys Tips page, Resources and more!

Volunteer Center



[About Us](#) [Sports & Games](#) [More Than Sports](#) [Events](#) [Get Involved](#) [Support](#) [Volunteer Resources](#) [Find a Program](#)



Monthly Updates	Sports Offered
Reorganization Updates	Protective Behaviors, General Orientation & Concussion Training
Vsys Tips & Info	Request A Skills Training School
Resources	Coaches Training & Continuing Ed.
Current Volunteer Background Checks	Continuing Ed. Course Options
New Volunteer Registration	Leadership Conference

[Volunteer Portal](#)

The Volunteer Center offers easy access links to the Monthly Update, Reorganization Updates, Vsys Tips & Info., Resources, Coaches Training, and more!

SOPA Resources



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Monthly Updates	ATHLETE LEADERSHIP	>
General Updates	COMMUNICATIONS	>

Marketing Resources



Access via Volunteer Center or direct at www.tinyurl.com/SOPADropbox

- Marketing & Communications Manual for Local Programs
- Marketing Toolkit (containing athlete and volunteer recruitment materials)
- Messaging (brochure copy, talking points, style guide)
- Brand Guidelines (PowerPoint slides explaining our changes)
- Professional Business Card InDesign Folder (for professional printing)
- Professional Business Card Microsoft Word (files for in-house printing)
- Professional Letterhead, envelopes (for professional printing)
- Social Media Policy, Guide and “How-To” documents
- SOPA Logo 1-Line, SOPA Logo 2-Line, SOPA Logo Centered
- Special Olympics Sports Icons (stick figure icons for each sport)
- Organization “Snapshot” Documents/Facts Sheets
- Press Release Templates
- Media Contact List... And More!



Staying Well Informed



The Monthly Update is a tool to enhance communication between SOPA'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/Resources and click on Monthly Update!

The screenshot shows the Special Olympics Pennsylvania website. At the top left is the logo and name "Special Olympics Pennsylvania". To the right are buttons for "Donate Now!", "Gear Store", and social media icons for Facebook, Twitter, YouTube, Instagram, and LinkedIn. A red navigation bar contains links: "About Us", "Sports & Games", "More Than Sports", "Events", "Get Involved", "Support", "Volunteer Resources", and "Find a Program". The main banner features a photo of hands reaching up with the text "Monthly Updates". Below the banner is a sidebar menu with the following items: "Volunteer Center", "Monthly Updates" (highlighted in red), "General Updates", "Athlete Leaders", "Coaches Corner", "Competition Coordinator", "Database Coordinator", "Family Coordinator", and "Fund Raising Coordinator". The main content area contains the following text:

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 this page.

July 2019

Training Schools/Info - July 2019
Category: Training Coordinator/Coach
Last Updated: Tuesday, July 30th 2019 12:02 AM

Coaches Corner - July 2019
Category: Coaches Corner
Last Updated: Friday, July 26th 2019 4:30 PM

Community News & Events (Pittsburgh Offerings)
Category: Special/Sanctioned Events
Last Updated: Thursday, July 18th 2019 6:09 PM

Can We Provide Further Assistance?



- Discussion About Additional Tools/Resources Needed
 - ✓ What Has Proven Useful For Other Programs?
 - ✓ Does anyone in the room care to share success stories or unsuccessful efforts?
- Potential Topics for PR Coordinator Calls – Past Topics:
 - ✓ ‘How to Pitch the Media and The Power of Storytelling’
 - ✓ ‘Maximizing Local News Outlets and Social Media Following State Competitions’
 - ✓ ‘Managing Facebook Ads for Your Local Program’
- Coordinator Calls are Recorded – Next Call 10/16/19

50th Anniversary Planning

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50th Anniversary Celebrations



- Kickoff a year-long 50th Anniversary Celebration
- Begin official celebrations in Fall of 2019 (Fall Festival) and conclude in Fall of 2020 (Fall Festival)
- Culminate celebrations in 2020 and also kick off the public phase of the Major Gifts Campaign (hope to have raised \$4.5 MM by this time).
- Identify key celebratory events/Highlight our history
- Create 50th Anniversary gear, mementos, videos, social media campaign, enhance public visibility, forge new partnerships etc.

Local Program Involvement in Celebrating



- How can we incorporate the 50th into existing events on the local program level?
- What are some ways in which local programs can help shine a positive light on our collective history?
- Should we develop toolkits to help programs join in on the celebration (50th logo, social media guidance, ideas for local involvement, statewide day of inclusion, etc.)?
- Additional thoughts?

Questions and Answers

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Additional Questions



Q & A



Thank You

Further Questions? Please feel free to contact us:

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