

2016 – 2020 Special Olympics Georgia Strategic Plan  
  
Vision 2020  
 **Our Movement Today**

*“The mission of Special Olympics is to provide year-round sports training and athletic competition in a variety of Olympic-type sports for children and adults with intellectual disabilities, giving them continuing opportunities to develop physical fitness, demonstrate courage, experience joy and participate in a sharing of gifts, skills and friendship with their families, other Special Olympics athletes and the community.”*

*“The ultimate goal of Special Olympics is to help persons with intellectual disabilities participate as productive and respected members of society at large, by offering them a fair opportunity to develop and demonstrate their skills and talents through sports training and competition, and by increasing the public's awareness of their capabilities and needs.”*

While there is no doubt that we have made a tremendous impact on our athletes and 10’s of thousands of family members, volunteers and supporters, **we clearly have much more to do to impact more children and adults with intellectual disabilities in the state and for every one of them to be fully included in their communities.** Ours is an urgent mission, and we must continue to strive for the day when people everywhere embrace people with ID as “respected and productive” members of society. This strategy sets out our next steps on that journey.

We need to provide the best possible experience for our athletes, one that not only empowers athletes and their families, but also changes the communities around them. When we do that, we show the world that there are thousands of different abilities, not disabilities.

ATHLETE OATH: LET ME WIN.

BUT IF I CANNOT WIN.

LET ME BE BRAVE IN THE ATTEMPT.





2016 – 2020 Special Olympics Georgia Strategic Plan – Executive Summary

The primary objective of this Five Year Strategic Plan is to provide a framework of key deliverables aimed at directing our Special Olympics Georgia organization in achieving measurable goals consistent with the Movement Wide Strategic Plan adopted by Special Olympics International, yet tailored to our unique constituents and state and community program needs.

The most relevant emerging themes and Strategic Goal Pillars include:

• **People Focused:** Whether athletes, coaches, youth volunteers, or any other group, people remain at the heart of our Movement and our shared strategic objectives.

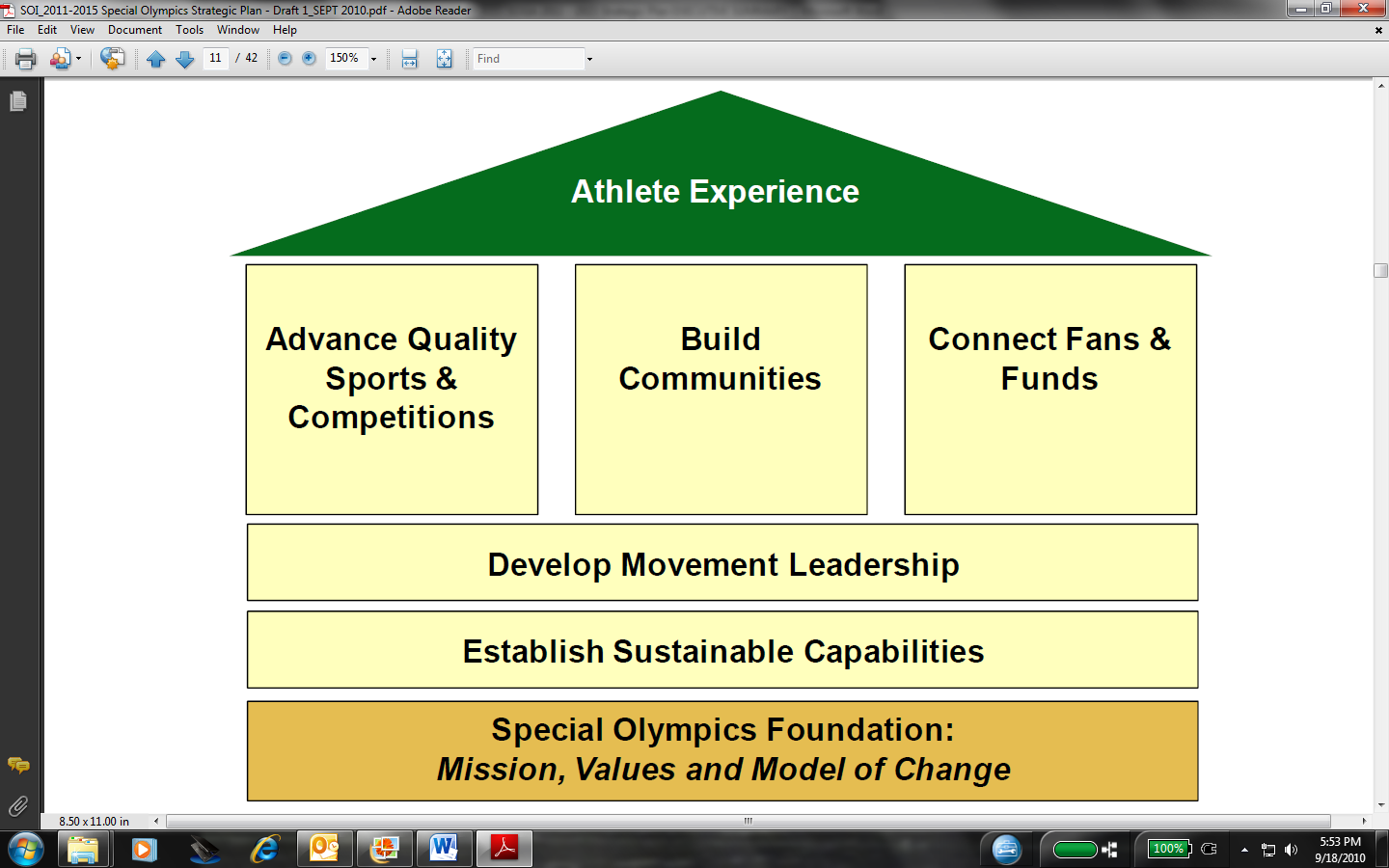
• **Sustainable Quality Growth:** With limited resources, Boards, staff members and local Program leaders strive to determine the right mix of growth and quality initiatives.

• **Unity through Diversity:** Our Strategic Plan, while global in its goals, will depend on effective on‐going cooperation from Regions and Programs capable of adapting implementation plans to local considerations.

• **Financial Considerations:** Strategic Plan initiatives themselves require funding and hence fundraising remains a key element of each organizations goals.

• **Strategic Pillars:** In general, we have approached our 2016-2020 Strategic Plan and Initiatives along the three Strategic Pillars.

**Below are the key SOGA Strategic Pillars**



• **Advance Quality Sports and Competitions**

• **Build Communities**

• **Connect Fans and Funds**

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2016 – 2020 Special Olympics Georgia

Strategic Plan – Executive Summary

The SOGA Strategic Plan Initiatives are summarized below. A full document of the tactical points to deliver on the strategy is attached to this Executive Summary.

* **Advance Sports and Competitions:** Our Athletes are the center of our work. Special Olympics Georgia should be recognized as a statewide leader in sports, providing excellence in coaching, training, and competition management at all levels, offering each athlete the opportunity to develop to reach their personal best through the activation of sport and athlete development models.
* **Build Communities:** The transformative power of Special Olympics Georgia comes when we build powerful communities of change around our Athletes, creating demonstrable impact at multiple levels of society. Healthy Athletes, Families Program, Athlete Leadership Programs and schools and youth initiatives continue to position our Movement as being a change agent for whole communities – for all of us – not just as a service delivery Program for a small population.
* **Connect Fans and Funds:** Special Olympics Georgia must become a more effective, sustainable and innovative marketing and fundraising organization. We must facilitate thoughtful, committed and diversified engagements with individuals, corporations, foundations, civic and service organizations and government agencies while aiming to increase operational funding and support for Special Olympics Georgia. We have an opportunity to translate communications into strategic storytelling, passive spectating into fan engagement and community support into real collaborative and breakthrough fundraising.

The final steps of the design and deployment of the 2016 – 2020 Special Olympics Georgia Strategic Plan have been completed by CEO Georgia Milton-Sheats and the SOGA staff. Specific, measurable program elements, events and action-steps have been developed and assignments have been made. This has been a well-orchestrated and collaborative effort to keep the focus on the great value delivered in the SOGA strategic initiatives of the past five years and aligning new initiatives to the SOI Movement-Wide goals, objectives and efforts. This is a living document and will require periodic review and revision by the SOGA Staff and Board of Directors.

**2016 – 2020 Special Olympics Georgia Strategic Plan and Initiatives**

**(Bold Initiatives are new in 2016, underlined initiatives are major metrics)**

* **Advance Sports and Competitions:** Our Athletes are the center of our work. Special Olympics Georgia should be recognized as a statewide leader in sports, providing excellence in coaching, training and competition management at all levels, offering each athlete the opportunity to develop to reach their personal best through the activation of sport and athlete development models.

**Coaches Training**

1. Continue to incorporate Games Management System (GMS) Trainings at all of the Coaches Clinics. Conduct GMS Trainings over the phone for individuals that are far away. Provide the option for coaches to come to the SOGA office if they need more one on one instruction. (Sports and Program Managers)
2. Implement 15 mini sports camps per year with multiple attendees at each camp. Two will be hosted at the new SOGA Office in 2017, 2018, 2019 and 2020. (Sports and Program Managers)
3. **Starting in 2018 SOGA will annually host, in the new SOGA office, at least 4 coaches clinics/mini sports camps/invitational. (Sports and Program Managers)**
4. **Recruit and train 3 Special Olympics volunteers annually to train and become certified clinicians in at least one of the 25 sports offered by Special Olympics Georgia. (Sports and Program Managers)**
5. **Recruit and train 2 elite athletes as Assistant Coaches or Sports Clinicians. (Sports and Program Managers)**
6. **Increase the number of coaches completing online recertification by 1% annually – baseline will be set at the end of this year when total numbers are compiled. (Sports and Program Managers)**
7. **Offer at least one weekend (3 days) Sports Camp per year to volunteers and current Special Olympics certified coaches at central location, providing them the opportunity to become certified in 6 sports/mandatory trainings. This will occur in 2016 and will be reviewed after that to determine the need. (Sports and Program Managers)**

**State Games**

1. **Explore the idea of hosting qualifiers before State Games for timed events instead of running prelims at State Games. (Sports and Program Managers)**
2. **Identify new Local Coordinators who need State Games Paperwork Trainings and hold a meeting annually. (Sports and Program Managers)**
3. **Select 2 agencies at each of the 5 State Games per year to pilot using GMS6 exchange when registering for State Games. (Sports and Program Managers)**
4. **Review annually all state games sports for attendance and the need to continue as one of our 25 sports. (Sports and Program Managers)**
5. **Annually inventory sports equipment for damage and the need to purchase new equipment or equipment that will enhance our training and competion. Pursue new sponsors to underwrite. (Sports and Program Managers)**
6. **Have a SOGA athlete make a global messenger presentation once at each state games Games Organizing Committee meeting. (Sports and Program Managers)**

**Volunteer Management**

* + 1. Screen an additional 1% of volunteers per year - baseline will be set at the end of this year when total numbers are compiled. (Volunteer and Event Manager)
    2. List types of volunteer positions with brief descriptions on website and add/update new roles annually. (Volunteer and Event Manager)
    3. Review all volunteer placement numbers per venue at State Games/special events making sure numbers are accurate based on the need of volunteers so that every volunteer is used/actually needed. Include the opinions of the Venue Director, Staff and Event Director. (Volunteer and Event Manager, Finance Manager, Director of Development and Major Gifts, Director of Corporate Relations and Events, Project Manager, LETR and Event Manager, Business Admin. Manager, Sports and Program Managers)
    4. Send out evaluations to volunteers over the internet service of survey monkey after all state games to encourage more responses and ideas from their point of view and making sure responses are included in the event’s overall evaluation. (Sports and Program Managers, Volunteer and Event Manager)
    5. Increase the number of protective behaviors trainings by 1% each year - baseline will be set at the end of this year when total numbers are compiled. (Volunteer and Event Manager)
    6. **Have a SOGA athlete make a global messenger presentation at each state games orientation when scheduled. (Volunteer and Event Manager)**

**Website Resources**

1. Review and update Sports Manuals annually/review and evaluate rules and post changes on website quarterly emailing constituents of their location. ( Sports and Program Managers)
2. **Continue to offer and advertise the online re-certification program for coaches updating yearly. (Sports and Program Managers)**
3. Continue to manage and update the online Volunteer Page so that volunteers can sign up for events and fill out a profile form or State Games volunteer application. ( Volunteer and Event Manager)
4. Update on line volunteer brochure that is print ready/email ready and include office volunteer opportunities. Review yearly. ( Volunteer and Event Manager)
5. Put volunteer orientation/training and general orientation on line for each state game. Send to state game’s volunteers, volunteer coordinators and to local coordinators. ( Volunteer and Event Manager)
6. Have links to World Games, National Games, State Games and SE Regional competitions on line – where one can go to see how individuals placed immediately following event and have photos posted at same site. ( Sports and Program Managers)
7. Encourage local programs to submit events, stories to post on our website – personal stories of triumph, sentimental interest, etc. Feature a story (ask for submissions) in each Georgia’s Champions. Post notes to local groups on Face book and Twitter to send us stories by clicking to the “Share Your Story” page and place a Twitter icon on the homepage. (Sports and Program Managers, Communications and Marketing Manager, Finance Manager, Director of Corporate Relations)
8. Continue to collect evaluations online/e-mail/Information Guide for each State Game increasing the response rate each year by 1.5% - baseline will be set at the end of this year when total numbers are compiled (Sports and Program Managers)
9. **Investigate adding a page on SOGA’s website and/or an e-store to display and sell SOGA and LETR merchandise year-round. Include links from State Games to the merchandise page to boost revenues. (LETR and Events Manager, COO)**

**Program Growth**

1. Increase the number of youth partners (youth 18 and under) involved in unified sports by 1% - baseline will be set at the end of this year when total numbers are compiled. (Sports and Program Managers, COO)
2. Grow athlete participation by 1% annually – baseline will be set at the end of this year when total numbers are compiled. (COO, Sports and Program Managers, Director of Program Services)
3. Increase the number of newly registered athletes by 1% annually – baseline will be set at the end of the year when total numbers are compiled. (Sports and Program Managers)
4. Keep attrition rate below 17% in 2016, below 16% in 2017, below 15% in 2018, below 14% in 2019, and below 13% in 2020– baseline will be set at the end of this year when total numbers are compiled. (Sports and Program Managers, Director of Program Services)
5. Meet with Special Education Directors of non participating counties and find out why they are unable to participate in our program, document information as to why they cannot participate and activate 2 systems into the program. (Sports and Program Managers)
6. Target the Transition Specialist for each school system by creating/updating a list of Transition Specialist. If flyers are needed Sports and Program Managers will deliver to Local Coordinators/Specialists. An email will go out with a list attached of possible graduating Seniors to all Local Coordinators and Specialist with attached information to hand out at meetings by April 1st of each year. Updates to the emailed list will be asked for to properly track who is actually graduating. The Sports and Program Managers should contact agencies to find out who the transition specialist is. If one is not declared, then they are to meet with the Local Coordinator to determine one. They will reach out to form relationships with them, and add them to the list. The transition specialist will be given a list of athletes SOGA considers appropriate graduating age. From that list the transition specialist will determine who is actually graduating and relay that information to the Sports and Program Managers. They will be sent a “transition application” via e-mail, if no e-mail is present then the Sports and Program Managers will deliver a handful of brochures. (Sports and Program Managers)
7. Market to Colleges and Universities the SO College Program and recruit/activate 2 each year. (Sports and Program Managers)
8. Ask College sports teams to include our athletes in demonstrations like Kennesaw University, Georgia Tech, University of Georgia , as examples, throw out the 1st pitch, sing the National Anthem, use unified teams when possible so people understand they can participate not just observe Special Olympics, etc. (Communications and Marketing Manager)
9. Ask more professional sports organizations like Atlanta Dream, Falcons, Braves, Gwinnett Braves, Silverbacks and Gwinnett Gladiators to include our athletes in demonstrations during their Games. Implement 2 exhibitions annually. (Communications and Marketing Manager, Senior Sports and Coach Education Manager).
10. Form relationships with non participating adult agencies increasing the number of new adult agencies participating by 3 each year. Use Global Messenger when presenting to persuade participation. (Sports and Program Managers)

* **Build Communities:** The transformative power of Special Olympics Georgia comes when we build powerful communities of change around our Athletes, creating demonstrable impact at multiple levels of society. Healthy Athletes, Families Program, Athlete Leadership Programs and schools and youth initiatives continue to position our Movement as being a change agent for whole communities – for all of us – not just as a service delivery Program for a small population.

**Community Initiatives**

1. Ask the Georgia Chiropractic Association, Georgia Optometry Association and Georgia Dental Association to put a Special Olympics story in their newsletter about an upcoming event or after the event with pictures and a thank you, etc. (Sports and Program Managers - Atlanta and Valdosta)
2. Establish 2 strong and active relationships with statewide associations per year, these will be brand new to the organization. (Communications and Marketing Manager, Director of Program Services)
3. Conduct 25 civic presentations annually, list on stats page. (All Staff)
4. Engage 2 new City Mayors/County Commission Chairmen annually with the organization through Law Enforcement Torch Run involvement. (LETR and Events Manager)
5. Engage 2 City/County Managers annually with the organization through Law Enforcement Kick Offs and/or Events. (LETR and Events Manager)
6. Pursue, register and activate 2 new jails each year into the Law Enforcement Torch Run. (LETR and Events Manager)
7. Continue to select a Torch Run Athlete Ambassador annually. (LETR and Events Manager)
8. Increase by 2 planning committee members for Busse Golf from 9 to 11 in 2016. Increase planning members an additional 1 person in 2017. (Director of Business Admin. And HR)
9. Have more publicity of Healthy Athletes – add section in the Georgia’s Champions – saying how many went through – new additions like sealants, photos of athletes going through, screening and with their new glasses, new events, etc. (Sports and Program Manager - Valdosta)
10. Recognize Treasurers with a thank you letter via e-mail to show appreciation after they have served for 5 years. (Finance Manager)
11. Recognize Local Coordinators with a thank you letter via e-mail to show appreciation after they have served for 5 years. (Sports and Program Manager - Atlanta)
12. **Recruit one new Healthy Athlete Clinician per year with 5 new clinician’s actively involved by 2020. (Sports and Program Manager – Valdosta)**
13. Market to 1 College/University by focusing on their Intramural Department’s Sports (Examples: Flag Football, Basketball, Soccer) and implement two Special Olympics teams to play each other as an exhibition game as part of their intramural league or scrimmage against the existing college’s intramural team.  (Sports and Program Managers)
14. **Market to restaurants and businesses, the Give-Back-Day program that increase’s awareness and funding for SOGA. Meet annually the set revenue goal. (Finance Manager)**

**Email, Public Relations and Website Resources**

1. Collect email addresses and send e newsletter out to volunteers who came to events and parents/athletes/ coaches who came through the healthy athlete Venue. (Sports and Program Manager - Valdosta, Communications and Marketing Manager, Director of Program Services, LETR and Events Manager, Finance Manager)
2. Increase email addresses in re7 database by 2% annually - baseline will be set at the end of this year when total numbers are compiled. (Communications and Marketing Manager)
3. Email out the list of upcoming clinics quarterly starting every January, encouraging more volunteers to sign up to attend and become a certified coach. (Sports and Program Managers)
4. Feature a paragraph inside the e newsletter asking people to forward the e-newsletter and ask friends to give us their email address. (Communications and Marketing Manager)
5. Leave an e-mail sign-up sheet at the Torch Run souvenir/volunteer table at State Summer, Winter, Horse Show and Fall Games Opening Ceremony. (LETR and Events Manager)
6. Collect volunteer contact information for all State Game key sponsor volunteers and add to the Raisers Edge for future information emails. (Communications and Marketing Manager )
7. Ask radio stations that SOGA advertises with to include “enter your email address” possibly for awards points or a prize on their site. (Communications and Marketing Manager).
8. Create a database of athlete pictures on shared that is updated after each State Games. (Communications and Marketing Manager)
9. Educate our stakeholders, the people we serve and the general public about our mission, athlete participation requirements, and the benefits of athletes participating. (All Staff)
10. Make 142 Global Messenger presentations annually. (All Staff)
11. Conduct bi-annual software training to include Raisers Edge, GMS, AXS, Vsys and/or Power Plan etc. (Director of Business Administration and HR).
12. **Provide a list of websites that SOGA agencies have created specific to their agency that can be used to inform potential athletes and volunteers on how to become involved. Sports and Program Managers should encourage all agencies to create websites and post links to area agencies on SOGA website. (Sports and Program Managers )**
13. **Review and update the online Re-certification process annually. (Sports and Program Managers , COO, Director of Program Services)**
14. **Annually add to the website an informational link to World Games, USA Games, State Games and Southeast Games. (Sports and Program Managers)**
15. **Review on a yearly basis SOGA’s digital technology and make recommended changes when necessary. (Communications and Marketing Manager, Director of Development and Major Gifts, CEO, COO, Finance Manager, Director of Program Services, Director of Business Administration and HR)**

* **Connect Fans and Funds:** Special Olympics Georgia must become a more effective, sustainable and innovative marketing and fundraising organization. We must facilitate thoughtful, committed and diversified engagements with individuals, corporations, foundations, civic and service organizations and government agencies aiming to increase operational funding and support for Special Olympics Georgia. We have an opportunity to translate communications into strategic storytelling, passive spectating into fan engagement and community support into real collaborative and breakthrough fundraising.

**Fundraising (Corporate Sponsors, Major Gifts, Telefunding, Special Events, Law Enforcement**

**Run (LETR), etc.)**

1. Sell out all state games Sports Venues, Opening Ceremony, Presenting Sponsor and Olympic Town, etc. (Director of Corporate Relations and Events, Director of Development and Major Gifts, Project Manager, Sports and Program Manager - Valdosta).
2. Approach ALL sponsors 8 months before the Special Event or Games and record on spreadsheet for review. (LETR and Events Manager, Director of Development and Major Gifts, Project Manager, Director of Corporate Relations and Events, Business Administration Manager, Volunteer and Event Manager, Sports and Program Manager – Valdosta, Communications and Marketing Manager, Sports and Program Manager – Atlanta, Senior Coach and Education Manager, CEO)
3. Meet with sponsors to review current partnership and potential for financial growth and upgrade 2 corporate sponsors annually. (LETR and Events Manager , Director of Development and Major Gifts, Project Manager, Director of Corporate Relations and Events, Business Administration Manager, Volunteer and Event Manager, Sports and Program Manager – Valdosta, Communications and Marketing Manager, Sports and Program Manager – Atlanta, Senior Coach and Education Manager, CEO)
4. Establish ongoing touch points with sponsors throughout the year and implement at least twice a

year. (LETR and Events Manager, Director of Development and Major Gifts, Project Manager, Director of Corporate Relations and Events, Business Administration Manager, Volunteer and Event Manager, Sports and Program Manager – Valdosta, Communications and Marketing Manager , Sports and Program Manager – Atlanta, Senior Coach and Education Manager, CEO)

1. Attend two face to face sponsor meetings, events, etc. with a Global Messenger/Athlete for the sponsors $15,000 and up. (Director of Development and Major Gifts, Director of Corporate Relations and Events, CEO).
2. Identify opportunities for corporate employee involvement beyond the sponsored games and implement 2 entities on to an additional project/group/into a new event annually. (i.e., fundraising committees, coaching, local games) (Director of Corporate Relations and Events, Director of Development and Major Gifts).
3. All fundraising collateral that is established should send message of who, what, why. Then ask for the donation to support the athletes, etc. (LETR and Events Manager, Director of Development and Major Gifts, Project Manager, Director of Corporate Relations and Events, Business Administration Manager, Volunteer and Event Manager, Sports and Program Manager – Valdosta, Communications and Marketing Manager, Sports and Program Manager – Atlanta, Senior Coach and Education Manager, CEO)
4. Take pictures of corporate sponsors with athletes, banners, and venues at 5 State Games and save in the SOGA shared system. (Director of Corporate Relations and Events, Project Manager, Communications and Marketing Manager, Sports and Program Manager - Valdosta, Director of Development and Major Gifts).
5. Develop new/creative ways to sell statewide high level sponsorships and begin implementation. (LETR and Events Manager, Director of Development and Major Gifts, Project Manager, Director of Corporate Relations and Events, Business Administration Manager, Volunteer and Event Manager, Sports and Program Manager – Valdosta, Communications and Marketing Manager , Sports and Program Manager – Atlanta, Senior Coach and Education Manager, CEO**)**
6. Continue to listen to sponsor needs and interests and modify benefits to meet them. (LETR and Events Manager, Director of Development and Major Gifts, Project Manager, Director of Corporate Relations and Events, Business Administration Manager, Volunteer and Event Manager, Sports and Program Manager – Valdosta, Communications and Marketing Manager, Sports and Program Manager - Atlanta, Senior Coach and Education Manager, CEO)
7. Coordinate and streamline General Foundation materials for proposals, revise and update on shared directory for utilization and standardization. (Director of Program Services, Director of Development and Major Gifts)
8. Continue and expand programs to enhance contact and interaction with direct mail and telefunding donors by inviting High Dollar Donors to all State Games and special events, have athletes make thank you calls, write letters to High Dollar Donors. (Director of Development and Major Gifts)
9. Engage our athletes in building a program in which they can learn and contribute through active fundraising efforts with and without staff. Implement and raise funds. (Director of Corporate Relations and Events, COO, Director of Development and Major Gifts, Senior Sports and Coach Education Manager, Sports and Program Manager – Atlanta)
10. Develop and implement a joint fundraising effort with local programs that have athletes selected for USA and World Games. (Director of Corporate Relations and Events, Director of Development and Major Gifts, Senior Sports and Coach Education Manager, Sports and Program Manager - Atlanta)
11. Continue to explore cause-related marketing opportunities and implement one new program per year. (Director of Development and Major Gifts, Finance Manager)
12. Promote internet giving through the SOI channel and increase by 2%, – baseline will be set at the end of this year when total numbers are compiled. (Director of Development and Major Gifts)
13. Continue to develop a formal cultivation plan for major gift prospects and current donors and collect $5,500 in gifts annually increasing revenue by $1,000 each year. (Director of Development and Major Gifts**)**
14. Review event/corporate/foundation grid annually. (Director of Development and Major Gifts)
15. Identify new revenue streams securing 3 new sponsors for State Games sponsorships (i.e., new sports venues, other venues, etc.), annually. (Director of Corporate Relations and Events, Director of Development and Major Gifts, Sports and Program Manager - Valdosta, Project Manager)
16. **Invite more athletes out to the 70 Duck Pluck sales days to increase duck sales and athlete involvement. (Project Manager)**
17. **Send out 1 promotion per month (February to August) via all Social Media to promote Duck Pluck and Sales as well as general Special Olympics Georgia information. (Project Manager)**
18. **Discuss developing Duck Pluck Sales Days incentive – i.e., 3 ducks for $15 plus a Jr. Duck, or gift card giveaways at select locations, implement as decided by February. (Project Manager)**
19. **Identify 2 new sponsors each year for the Horse Show and increase sponsor involvement. (Project Manager)**
20. Continue to steward and grow the Publix relationship, increase annual revenues by 5% – baseline will be set at the end of this year when total numbers are compiled, (LETR and Events Manager )
21. Promote and implement the Polar Plunge as a fundraising effort for young people to get involved with and support. (LETR and Events Manager, COO, Director of Program Services)
22. Meet the corporate revenue goal of $15,000 in the Polar Plunge event in 2016 increasing the corporate goal by $1,000 per year. (LETR and Events Manager)
23. Secure “local celebrity” to be the annual Polar Plunge Ambassador starting in 2016. (LETR and Events Manager)
24. Work with law enforcement associations for recruitment and advertisement – develop full list of those available in Georgia and approach 10% of the inactive agencies of that list annually. (LETR and Events Manager).
25. Increase the number of active Law Enforcement Agencies annually by 5% – baseline will be set at the end of this year when total numbers are compiled. (LETR and Events Manager)
26. Build inclusive collateral and talking points to include LETR in all that we do when educating the general public. (LETR and Events Manager, Communications and Marketing Manager)
27. Invite all special event committee members and SOGA sponsors to the State Games Opening Ceremony. (LETR and Events Manager, Director of Development and Major Gifts, Project Manager, Director of Corporate Relations and Events, Business Administration Manager, Volunteer and Event Manager, Sports and Program Manager – Valdosta, Communications and Marketing Manager, Sports and Program Manager – Atlanta, Senior Coach and Education Manager, CEO).
28. Review annually the cost effective ways of charging donations as to avoid high bank fees, implement findings where viable. (Director of Business Administration and HR, CEO)
29. Continue to expand by 2% and promote Fans in the Stands at Summer, Winter and Fall Games by bringing in more volunteers and having activities/opportunities for fans (making posters, having pom poms, having thunder sticks, etc.), – baseline will be set at the end of this year when total numbers are compiled. (Volunteer and Event Manager)

**Internet/Web Outreach to donors/FANS**

1. Capture Unified Sports Partners emails; add to the e newsletter list, request annual donation. (Sports and Program Managers , COO, Director of Program Services)
2. Develop more media partnerships in a written plan to include current partners. Increase and activate annually by one partner. (Communications and Marketing Manager**)**
3. Recruit advertising/marketing agencies that will provide in-kind work/materials and procure at least one agency annually. (Communications and Marketing Manager, LETR and Events Manager)
4. Collect emails at all fundraising events and tables – Duck Pluck , Bob Busse Golf, Clay Shoot, Polar Plunge, Dunwoody Country Club Event, Marlow’s Golf Tourney, SUPERVALU Tourney, Title Town, Over the Edge and all outside events and include them in e newsletter and once a year ask for another donation. (Director of Development and Major Gifts, Director of Corporate Relations and Events, Volunteer and Event Manager, LETR and Events Manager, Business Admin. Manager)
5. Continue to enhance website to encourage continued support and new donor support. (Director of Development and Major Gifts, Communications and Marketing Manager)
6. Continue to add sponsor testimonials monthly on the website. (13 annually)(Director of Development and Major Gifts (3), Director of Corporate Relations and Events (3), LETR and Events Manager (2), Communications and Marketing Manager (1), Volunteer and Event Manager (1), Project Manager (2), Business Admin. Manager (1).
7. **Develop and utilize Social Media for engaging and recruiting participants, donors and fans. Grow the number of followers on Facebook, Instagram and Twitter by 10% annually. (Director of Corporate Relations and Events, Director of Program Services, Finance Manager)**