



Eunice Kennedy Shriver Day Toolkit

September 27, 2014



EUNICE KENNEDY SHRIVER DAY
September 27
eksdaily.org

Eunice Kennedy Shriver Day 2014

Table of Contents

1. Introduction
2. Contacts and Online Resources
3. Event Ideas
 - Guiding Principles
 - Sample Ideas
 - Government Outreach
4. Timeline
5. Sample Communications Materials
 - Key Messages and Talking Points
 - Eunice Kennedy Shriver Day News Release
 - Eunice Kennedy Shriver Day Email Alert
 - Sample Government Proclamation
6. Social Media Ideas
 - Sample Tweets
 - Flipagram
7. Background Information, Eunice Kennedy Shriver
 - Biography
8. Forms and Graphics
 - Logo (Attached)
 - Email Header (Attached)
 - Master Template
 - Event Registration
 - Final Report



Eunice Kennedy Shriver Day 2014 - Introduction

Launched five years ago to commemorate the life and spirit of the founder of the Special Olympics movement, **Eunice Kennedy Shriver Day (Eunice Kennedy Shriver Day)** is a celebration of one person's achievements and inspiration, but also of the values she represents to this day – compassion, tolerance, love, and a passion for social justice and equality.

Eunice Kennedy Shriver dedicated her life to fighting for people with intellectual disabilities, helping to open people's minds to their gifts and potential. She believed that one person could make a difference and change the world, and her life demonstrated the truth of that belief.

5th Anniversary Eunice Kennedy Shriver Day – A Focus On Inclusion

On 27 September 2014, the Special Olympics family around the world will celebrate the legacy of this amazing woman. Once again, Eunice Kennedy Shriver Day will consist of individual events held at the local, national, regional, and global level – events that demonstrate and exemplify the spirit of inclusion.

This year, as a special demonstration of that spirit, we are asking every Special Olympics program to develop an event or events that illustrate the value of inclusion both on and beyond the playing field. We want to bring Mrs. Shriver's vision of a fully inclusive world to life, if only for one day, by demonstrating what a unified world could look like – at work, in government, in the community, and in sports.

Our goals for this 5th Anniversary Eunice Kennedy Shriver Day include:

- Create and execute events that bring people with and without intellectual disabilities together in some productive activity
- Educate our communities about Mrs. Shriver's vision of a just, inclusive society, and how pursuing that vision will improve the lives of all
- Reach out to young people, and help persuade and motivate them to contribute to transforming that vision into reality in their communities



EUNICE KENNEDY SHRIVER DAY

September 27

eksd.org

This handbook is offered to provide you with some of the resources you will need to develop an event, including background about Eunice Kennedy Shriver and her legacy; samples of documents, graphics, and forms that might be useful; contact information for people at Special Olympics who can help; event ideas; and ideas and suggestions for event promotion, including social media outreach.

As a result of Eunice Kennedy Shriver Day, our hope is that more people will engage with Special Olympics on an ongoing basis. That engagement could be as simple as following us on social media, volunteering to be a Special Olympics coach or in some other capacity, or joining or launching a Unified Sports team or program at school or in the community.

Eunice Kennedy Shriver believed it was not enough to believe strongly in the values of justice and equality – she believed you had to act, to work toward bringing change to life. Our goal is that Eunice Kennedy Shriver Day events will be the catalyst for such action, and for communicating her inspiration to a wider, worldwide audience.



EUNICE KENNEDY SHRIVER DAY
September 27
eksday.org

Eunice Kennedy Shriver Day/Contacts and Online Resources

Special Olympics Headquarters

Washington, DC USA

Victoria Rivers

vrivers@specialolympics.org

202 824 0341

Regional Staff Representatives

- Africa Region: Ancilla Smith, amsith@specialolympics.org
- Asia Pacific Region: Simon Koh, skoh@specialolympics.org
- East Asia Region: Tracy Li, tli@specialolympics.org and Daisy Cao, dcao@specialolympics.org
- Europe Eurasia Region: Caitriona Dunne, cdunne@specialolympics.org
- Latin America Region: Maricarmen Azura, mazura@specialolympics.org
- Middle East North Africa Region: Nibal Fetouni, nfetouni@specialolympics.org
- North American Region: Amie Dugan, adugan@specialolympics.org

Eunice Kennedy Shriver Background Information:

<http://www.eunicekennedyshriver.org>



Event Ideas

Guiding Principles

In 2009, Special Olympics leadership launched Eunice Kennedy Shriver Day and other programs as components of a campaign to use Mrs. Shriver's legacy and vision to generate support for the advancement of our key strategic priorities.

The Legacy campaign that evolved from that effort was created to inspire a new generation of leaders for the Special Olympics movement, and rested on the following principles:

- Must be consistent with the attributes and values Mrs. Shriver espoused (hope, faith, courage, justice, and love), and promote in others the qualities of selfless leadership that she embodied;
- Must grow and enrich the experience of athletes, families, and communities within the Special Olympics;
- Must be developed, owned and executed at local and global levels;
- Must chart the course for our future by aligning with and driving our core strategic goals; and
- Must complement and enhance our existing commitments, including local competitions and state, Regional and World Games.

5th Anniversary Goals

The first series of Eunice Kennedy Shriver Day events five years ago, and most since then, have emphasized the benefits of unity and inclusion through sports, the core message of the Special Olympics movement. This year, however, we are asking all Special Olympics chapters and programs to expand the scope of their events to include demonstrations of how those benefits extend beyond the playing field and into the worlds of work, school, and community.



EUNICE KENNEDY SHRIVER DAY
September 27
eksday.org

Event Ideas/Examples

The following ideas are included to inspire your thinking and creative efforts to form your own Eunice Kennedy Shriver Day event:

Sports Day

- Organize a "Camp Shriver," modeled after Mrs. Shriver's first program based in her own backyard, for people with and without intellectual disabilities to play sports together for one day or weekend.
- Host a multi-sport competition between your local Special Olympics and Unified Sports athletes and those from a nearby city, school, or community.
- Hold a Special Olympics Sport Clinic, an interactive coaching session for local athletes with and without intellectual disabilities.
- Pair up with local Boys and Girls Clubs or YMCA/YWCA programs to create a day of friendly competition and lunch.
- Team with local professional sports teams for a new sport/sports skills clinic and demonstration for Special Olympics and local school athletes.

Day of Service

- Pair athletes and volunteers from your Special Olympics program with local law enforcement, athletic leagues, service clubs, and/or local schools to:
 - Organize a community cleanup
 - Help out at a local animal rescue or adoption fair
 - Conduct a river or ocean/beaches cleanup
 - Clean up a local vacant lot for use as an athletic field
 - Collect food for the local Food Bank or hunger program
- Join with a local arts program to undertake an art project (e.g., a wall mural) or theater project (e.g., produce a play featuring people with and without intellectual disabilities).



EUNICE KENNEDY SHRIVER DAY
September 27
eksday.org

Invite an Athlete to Work Day

- Working with local educators, employers, and government services providers, hold a job and training clinic for Special Olympics athletes, bringing in experts to talk to them and their families about potential employment and training.
- Reach out to unified partners, corporate sponsors, local employers and supporters to see if they would be willing to invite an athlete to shadow them for a half or full-day at their place of work.
 - Local Police Department (Ride Along Program)
 - Local Fire Department
 - Restaurant/Sandwich Shop
 - Special Olympics Headquarters
 - News Bureau/Radio Station
 - Professional Sports League

Community Social Gathering

- Partner with local social service clubs to develop a unified social event, organized and run by teams of people with and without intellectual disabilities, and attended by a large cross-section of the community.
 - Talent Show (e.g., local version of American Idol)
 - Cook Off/Cook Out
 - Arts & Crafts Day, including photography, painting, other crafts
 - Jam Session with Unified team of musicians
 - BBQ and Dance



EUNICE KENNEDY SHRIVER DAY
September 27
eksday.org

Reaching Out to Local Leaders

Local elected officials or government leaders will want to be associated with an event such as Eunice Kennedy Shriver Day, because they will like being publicly associated with the values the day celebrates. A letter is enclosed you can use to reach out to local leaders, asking them to participate personally on Eunice Kennedy Shriver Day, but also asking them to endorse the day publicly through some type of Declaration or Dedication of Eunice Kennedy Shriver Day.

A sample proclamation they can use to commemorate the day is enclosed. You can ask them to issue the proclamation using whatever system they usually use for such public statements – a news release, a statement on the radio – whatever they are comfortable doing. Once the statement is issued, if you feel it should get additional exposure, you can distribute copies of the statement to the local news media, or even post it in places where people gather in the community.

On Eunice Kennedy Shriver Day, one of your staff should be assigned to assist any attending community leaders, encouraging their direct participation in the day's events – presenting awards, making a speech, even engaging in the chosen activities that day.

Important Dates

Regional Program Representatives

Special Olympics



July 16 th	Victoria Rivers will send the Toolkit to Regional Program Representatives
By July 25 th	Regional Program Representatives will have reached out to all their programs and provided the EKS Day Toolkit
By July 31 st	All Programs will have completed their event registration form and sent back to their Region
By August 6 th	Regional Program Representatives will compile and submit all event registration forms from their programs to Victoria Rivers
August 18 th	Update Call with all Regional Staff & Program Representatives
September 1 st	Update Call with all Regional Staff & Program Representatives
September 22 nd	Update Call with all Regional Staff & Program Representatives
September 27 th	Eunice Kennedy Shriver Day
September 29 th	Regions receive Feedback Survey link to forward to Programs
October 13 th	Final Reports Due to Regional Program Representatives All Surveys Due
October 17 th	Regional Representatives send compiled final reports to Victoria Rivers
October 20 th /21 st	Event Follow-up Call to Discuss Feedback and Best Practices
October 31 st	Victoria will send out a Eunice Kennedy Shriver Day 2014 recap

Important Dates Programs

Special Olympics



By July 25 th	Programs receive EKS Toolkit from the Regional Program Representative
By July 31 st	Completed Registration Form Due to your Regional Program Representative
September 27 th	Eunice Kennedy Shriver Day
September 29 th	Survey Link goes out to all Regional Representatives to send Programs to complete
October 13 th	Final Reports Due to Regional Program Representatives Surveys should be complete
October 17 th	Regional Representatives send compiled final reports to Victoria Rivers (vrivers@specialolympics.org)
October 31 st	Victoria will send out a Eunice Kennedy Shriver Day 2014 recap



EUNICE KENNEDY SHRIVER DAY
September 27
eksday.org

Sample Communications Materials

Promoting and Publicizing Eunice Kennedy Shriver Day

For Eunice Kennedy Shriver Day to succeed, we must attract significant attendance and participation at every event beyond the people already actively involved in Special Olympics. That will require aggressive communications efforts on your part to build awareness and create anticipation for the event.

Some possible tactics you could use:

- A sample press release is enclosed in this playbook for your use, although we strongly recommend you tailor it to emphasize (in the opening paragraphs) your particular event – date, locations, times, names of any participating celebrities, and other relevant local information. This release should be distributed to all local media outlets – newspapers, radio stations, TV, cable access, even newsletters of local social or civic organizations. The release should also be disseminated to local government officials so they are aware of the event, and can assist in generating support. This release should be distributed no later than six weeks prior to the event, and then again 10 days prior. You should also investigate local events calendar listings, and other ways people in your communities find out about events. Photos of Mrs. Shriver in digital formats will be made available on the Eunice Kennedy Shriver Day website for use in generating publicity. If you have local broadcast media outlets (radio, TV) call them two days after you issue the release and offer yourself or someone appropriate as a spokesperson for an interview prior to Eunice Kennedy Shriver Day.
- Ask your local government representatives if the senior official (e.g., governor, mayor) can issue an official proclamation of (INSERT EVENT DATE) as Eunice Kennedy Shriver Day. Once issued, make sure the local news media receive copies of the proclamation. A sample of language for such a proclamation is included in this playbook.



- If you live and operate in an area with high penetration of home computers, you may wish to use social media to promote the event. For example, while SO HQ is creating a Eunice Kennedy Shriver Day website and will also create Facebook and Twitter to promote the event, you can create your own pages to promote your specific event. You may also wish to begin using Twitter to begin sending out messages about Eunice Kennedy Shriver Day events as your plans take shape, and to link people to the Eunice Kennedy Shriver Day website and to your own social media pages.
- The highest potential targets for attendance on Eunice Kennedy Shriver Day are friends and family of people already participating in Special Olympics. Through your existing internal communications channels and vehicles (e.g., mail lists, newsletters) you could issue a “Bring a Friend” appeal, requesting that all recipients not only attend and participate on Eunice Kennedy Shriver Day, but that they bring one or more friends who have not been involved in Special Olympics before.

Key Messages and Talking Points

Special Olympics has established Eunice Kennedy Shriver Day to recognize Eunice Kennedy Shriver’s inspirational life, especially her passionate commitment to a more just and loving world for people with intellectual disabilities.

Mrs. Shriver is proof of the impact one dedicated, energetic individual can have on the world, and we hope to inspire young people to follow her example, to find their passion and commit their time and energy to improving the world.

Today is the 5th anniversary of Eunice Kennedy Shriver Day, and our activities today go beyond sports and the athletic field, because Mrs. Shriver’s achievements with Special Olympics proved that the potential for people with intellectual disabilities to contribute to society far exceeds the prejudiced perspective of the past. People with intellectual disabilities can contribute in the workplace, in schools and in the community.

Eunice Kennedy Shriver Day is being celebrated in more than 170 countries around the world on 27 September 2014; it is celebrated annually on the fourth Saturday of every September.



EUNICE KENNEDY SHRIVER DAY
September 27
eksday.org

Sample News Release

CONTACT: *(insert your name, phone number and email)*

**(NAME OF TOWN/NATION) TO CELEBRATE THE FIFTH GLOBAL
EUNICE KENNEDY SHRIVER DAY
Eunice Kennedy Shriver, Founder of Special Olympics,
To Be Remembered With A Day of Sports and Inclusion**

(INSERT NAME OF YOUR TOWN/CITY) – (insert date of release). On 27 September 2014, (name of town/city) will participate in Eunice Kennedy Shriver Day, the fifth annual worldwide celebration in memory of Eunice Kennedy Shriver, founder of the Special Olympics movement and a leading international advocate for the rights of people with intellectual disabilities.

In proclaiming global Eunice Kennedy Shriver Day, Janet Froetscher, CEO of Special Olympics said, “Today, we celebrate the legacy of an extraordinary leader who was a champion for people with intellectual disabilities all over the world. Furious at their exclusion from society nearly 50 years ago, she had a vision that sports could build confidence and skills. And, that sports could demonstrate to the world the abundance of talents of people with intellectual disabilities and connect them into society. She founded Special Olympics as a vehicle to make that happen. Her legacy is the important work Special Olympics does every day – through sports, health services, education and changing policy and attitudes. Let us appropriately honor her legacy by joining together in sports, in communities across the country, people with and without intellectual disabilities playing on teams together, playing unified!”

Eunice Kennedy Shriver Day will be celebrated with a number of activities involving people with and without intellectual disabilities, including:

(Insert a bulleted list of what activities you will be offering on Eunice Kennedy Shriver Day. Include a schedule if you have one available. If not, you should re-issue this release once you have a timetable and location information to communicate.)

Individuals and families who have no prior involvement with Special Olympics are urged to come to (insert location of events) and participate. For more information, call *(insert your phone number)* or visit *(insert name of www.eksday.org or of your local website)*.



EUNICE KENNEDY SHRIVER DAY
September 27
eksday.org

About Eunice Kennedy Shriver Day

Eunice Kennedy Shriver Day is an annual celebration of her life and a global call challenging everyone to *Play Unified, Speak Unified, and Live Unified*. This invitation stems from Mrs. Shriver's teaching that on the playing field, we forget about our differences and recognize our mutual humanity. On EKS Day, we invite you to join us in playing unified and teaching the world to live unified. As founder of Special Olympics and executive vice president of the Joseph P. Kennedy, Jr. Foundation, Eunice Kennedy Shriver was a leader in the worldwide struggle to improve and enhance the lives of individuals with intellectual disabilities for more than five decades. Eunice Kennedy Shriver's actions helped open the minds of all people to the gifts and talents of individuals with intellectual disabilities. She believed in their possibilities, which fuel hope in all of us to make a difference. Eunice Kennedy Shriver demonstrated an unrelenting indomitable spirit in action that one person could make a difference and change the world. Her lasting legacy must be our continued commitment to improve and transform the lives of the 200 million people worldwide with intellectual disabilities who still live with diminished opportunities and social disrespect, and are often neglected and hidden away. Visit www.eksday.org and www.eunicekennedyshriver.org to learn more.

About Special Olympics

Special Olympics is a global movement that unleashes the human spirit through the transformative power and joy of sports, every day around the world. We empower people with intellectual disabilities to become accepted and valued members of their communities, which leads to a more respectful and inclusive society for all. Using sports as the catalyst and programming around health and education, Special Olympics is fighting inactivity, injustice and intolerance. Founded in 1968 by Eunice Kennedy Shriver, the Special Olympics movement has grown to more than 4.4 million athletes in 170 countries. With the support of more than 1.3 million coaches and volunteers, Special Olympics delivers 33 Olympic-type sports and more than 81,000 games and competitions throughout the year. Special Olympics is supported by individuals, foundations and partners, including the Christmas Records Trust, the Law Enforcement Torch Run for Special Olympics®, The Coca-Cola Company, Lions Clubs International, Mattel, P&G, Bank of America, Essilor Vision Foundation, the B. Thomas Golisano Foundation, Finish Line, The Safeway Foundation, and Safilo Group. Visit Special Olympics at www.specialolympics.org. Engage with us on: [twitter@specialolympics](https://twitter.com/specialolympics), fb.com/specialolympics, youtube.com/specialolympicshq, instagram.com/specialolympics and specialolympicsblog.wordpress.com.

#####



EUNICE KENNEDY SHRIVER DAY
September 27
eksday.org

Sample Email Alert

EUNICE KENNEDY SHRIVER DAY (EUNICE KENNEDY SHRIVER DAY) – 27 September 2014 – is an annual celebration of her life and a global call for people to live in a more unified society -- in sport, in the community and in the work place. By committing acts of inclusion, acceptance and unity for and with people with intellectual disabilities, we will continue to build on the legacy of Eunice Kennedy Shriver.

Eunice Kennedy Shriver's actions helped open the minds and hearts of all people to the gifts and talents of individuals with intellectual disabilities. As the founder of Special Olympics she demonstrated an unrelenting and indomitable spirit, with an unshakeable belief that one person can make a difference and change the world.

Today, our call to action begins with you. We invite you to celebrate this extraordinary woman's legacy and help your community move towards a world where boys and girls with and without intellectual disabilities are united in a more inclusive, just, and caring world.

Become an agent of acceptance and action throughout the world. Embrace the spirit of Eunice Kennedy Shriver Day, and on that day, Play Unified, Speak Unified, and Live Unified.

How can you help celebrate Eunice Kennedy Shriver Day? To learn more about what is happening in your community, visit (enter local program web page here) or www.eksday.org



EUNICE KENNEDY SHRIVER DAY
September 27
eksday.org

Sample Government Proclamation

WHEREAS, the *(name of governmental entity)* believes that all individuals deserve the opportunity to be the best they can be, including people with intellectual disabilities; and

WHEREAS, Eunice Kennedy Shriver, founder of the Special Olympics movement and a tireless champion of the rights of those with intellectual disabilities, will be honored and remembered around the world on Eunice Kennedy Shriver Day, 27 September 2014; and

WHEREAS, in our own nation, Special Olympics programs give their athletes the chance to demonstrate, on and off the playing field, the capacity of people with intellectual disabilities to compete, to achieve, and to share in the joy and spirit that sports provides; and

WHEREAS, we agree that more people need to learn about the example of Eunice Kennedy Shriver and her movement, and share her values of hope, faith, courage, justice, and love; therefore

I, *(insert name of government official)*, declare Saturday, 27 September 2014, the Fifth Annual Eunice Kennedy Shriver Day in the *(insert name of town/community)* and urge all members of our community to participate, and learn more about the valuable lessons Mrs. Shriver's life provides.



Social Media Ideas

No force in communications is more powerful today than social media. Every day, hundreds of millions turn to Facebook, WeChat, Twitter, Instagram, MXit, Tumblr, and dozens of other sites to answer the question, “What shall we do next?”

For that reason alone, your Eunice Kennedy Shriver Day event should have a significant social media footprint. You should think about what social media sites are most visible in your communities and regions, and create a social media “destination” where people can find out more about your event and Mrs. Shriver’s legacy, and begin to engage with the Special Olympics movement themselves.

Find out where the people you want to reach spend their time online. If you’re in North or South America, the odds are Facebook is the top social media destination, although Tumblr is becoming extremely popular in South America. If you’re in Asia, it might be Facebook, but it might also be WeChat, China’s fastest growing social site. South Africa’s MXit is the biggest social site in Africa, far exceeding Facebook use in many nations.

Once you know which sites offer the biggest audience in your communities, establish an Eunice Kennedy Shriver Day page on that site that provides detailed and up-to-date information about the event. Update it frequently, with stories and photos about participants in the event, and links to local program pages and websites. And check it frequently – if anyone posts a question or comment, you should respond as quickly as possible. Your social media effort is much like a first date – you want to make the person feel accepted, and you want to reward their interest.



EUNICE KENNEDY SHRIVER DAY
September 27
eksday.org

Twitter – Tweet Samples

Reach beyond your comfort zone and leave your differences behind to play for a common goal- Unity. Find out how you can honor Eunice Kennedy Shriver today (link).

@Oprah once told EKS "If you run for president, I'll campaign for you." Find out why by visiting <http://bit.ly/1hcITRX>. #EKSday

Eunice Kennedy Shriver started a movement and changed the world. Join us in celebrating her vision. Find out how you can honor her legacy. (link to list of events going on)

As Eunice Kennedy once said, "You are the stars and the world is watching you." How will you change the world? Honor her legacy (link to list of events going on)

Eunice Kennedy Shriver was fearless, bold & revolutionary. Reach out to (local SO program) to find out how you can honor her legacy. #EKSday

Today we celebrate the life of a woman who saw opportunity where others saw barriers- Eunice Kennedy Shriver. Join us (link to list of events).

Eunice Kennedy Shriver gave her daughter Maria the gift that keeps on giving. Click here to find out more. <http://www.specialolympics.org/video-TheGift.aspx>

"My mother was a force of nature, I never saw anybody like her." says Maria Shriver. Eunice Kennedy Shriver changed the world. Learn more <http://www.specialolympics.org/video-TheGift.aspx>

FLIPAGRAM: For Facebook or Instagram



IMG_0819.MOV



REFERENCE MATERIALS AND LINKS

EUNICE KENNEDY SHRIVER BIOGRAPHY

Eunice Kennedy Shriver
1921 – 2009

As founder and honorary chairperson of Special Olympics and executive vice president of the Joseph P. Kennedy, Jr. Foundation, Eunice Kennedy Shriver was a leader in the worldwide struggle to improve

and enhance the lives of individuals with intellectual disabilities for more than five decades.

Born in Brookline, Massachusetts, the fifth of nine children of Joseph P. and Rose Fitzgerald Kennedy, Eunice Mary Kennedy received a Bachelor of Arts degree in sociology from Stanford University in Palo Alto, California.

Following graduation, she worked for the U.S. State Department in the Special War Problems Division. In 1950, she became a social worker at the Penitentiary for Women in Alderson, West Virginia, and the following year she moved to Chicago to work with the House of the Good Shepherd and the Chicago Juvenile Court. In 1957, Shriver took over the direction of the Joseph P. Kennedy, Jr. Foundation.

The Foundation, established in 1946 as a memorial to Joseph P. Kennedy, Jr.--the family's eldest son, who was killed in World War II--has two major objectives: to seek the prevention of intellectual disabilities by identifying its causes, and to improve the means by which society deals with citizens who have intellectual disabilities.

Under Shriver's leadership, the Foundation has helped achieve many significant advances, including the establishment by President Kennedy of The President's Committee on Mental Retardation in 1961, development of the National Institute for Child Health and Human Development in



EUNICE KENNEDY SHRIVER DAY

September 27

eksday.org

1962, the establishment of a network of university-affiliated facilities and mental retardation research centers at major medical schools across the United States in 1967, the establishment of Special Olympics in 1968, the creation of major centers for the study of medical ethics at Harvard and Georgetown Universities in 1971, the creation of the "Community of Caring" concept for the reduction of intellectual disabilities among babies of teenagers in 1981, the institution of 16 "Community of Caring" Model Centers in 1982, and the establishment of "Community of Caring" programs in 1200 public and private schools from 1990-2006.

Recognized throughout the world for her efforts on behalf of persons with intellectual disabilities, Shriver received many honors and awards, including: the Presidential Medal of Freedom, the Legion of Honor, the Priz de la Couronne Francaise, the Mary Lasker Award, the Philip Murray-William Green Award (presented to Eunice and Sargent Shriver by the AFL-CIO), the AAMD Humanitarian Award, the NRPAS National Volunteer Service Award, the Laetare Medal of the University of Notre Dame, the Order of the Smile of Polish Children, the Franklin D. Roosevelt Four Freedoms Freedom from Want Award, The National Women's Hall of Fame, the Laureus Sports Award, the National Collegiate Athletics Association (NCAA) Theodore Roosevelt Award, and the International Olympic Committee Award.

Her honorary degrees included: Yale University, the College of the Holy Cross, Princeton University, Regis College, Manhattanville College, Newton College, Brescia College, Central Michigan University, Loyola College, University of Vermont, Albertus Magnus College, Cardinal Strich University, Georgetown University and Marymount University.

On 24 March 1984, U.S. President Reagan awarded Shriver the Presidential Medal of Freedom, the nation's highest civilian award, for her work on behalf of persons with intellectual disabilities, and in, 2005 she was honored for her work with Special Olympics as one of the first recipients of a sidewalk medallion on The Extra Mile Point of Light Pathway in Washington D.C.

Eunice Kennedy Shriver died on August 11, 2009. Her husband, Sargent Shriver, died January 18, 2011. They are survived by their five children: Robert Sargent Shriver III, Maria Owings Shriver, Timothy Perry Shriver, Mark Kennedy Shriver and Anthony Paul Kennedy Shriver.

EUNICE KENNEDY SHRIVER WEBSITE: www.eunicekennedyshriver.org



Instructions

To create a master template for your own program please follow these instructions:

1

Ensure you have the **Ubuntu typeface** installed on your computer.

2

Insert your **Program Name** within the mark in the header (above)

3

Change "**Fact sheet**" title in header if required.

4

Insert your **contact details** as appropriate in the footer below

5

Please ensure you have inserted your full program name in the footer of the second page. (You can see this by putting line breaks on this page till such time a second page appears.)

6

Delete this instructional text from your document and save your localized version of the Word file as a template file. This will form the basis of all future fact sheets.



EUNICE KENNEDY SHRIVER DAY
September 27
eksday.org

Instructions

To create a master template for your own program please follow these instructions:

1

Ensure you have the **Ubuntu typeface** installed on your computer.

2

Insert your **Program Name** within the mark in the header (above)

3

Change "**Fact sheet**" title in header if required.

4

Insert your **contact details** as appropriate in the footer below

5

Please ensure you have inserted your full program name in the footer of the second page. (You can see this by putting line breaks on this page till such time a second page appears.)

6

Delete this instructional text from your document and save your localized version of the Word file as a template file. This will form the basis of all future fact sheets.

EKS Day Event Registration Form

Special Olympics



Name of Event:

Venue/Location:

Event Date(s)/Time:

Invited Media:

Region:

Program or Office Location:

Country:

Description of Event:

Please list 3-4 Measures of Success for this Event:

Examples –

- Participation of 100 or more people
- 50% of invited media attends
- Attain (5) "Mentions" and (10) new Followers on Twitter
- At least two published articles written about the event

Anticipated Number of Participants: Choose an item.

Related Website (If Any):

Event Contact Name:

Event Contact Email:

Event Contact Phone:

Eunice Kennedy Shriver Day Final Event Report

Special Olympics



Region:

Program:

Date of Event:

Location:

Total of Participants:

Media:

Budget for Event:

Please also provide any publicity links in reference to EKS Day that you know of

Were you able to underwrite any expenses incurred or raise money around the event? If yes, please explain.

Summary of the Event:

Please provide a complete recap of your event



Goals:

Please reference the goals you set on your registration form – were you able to attain them? Why or why not?

Event Challenges:

Please discuss a few challenges, if any, that you faced surrounding Eunice Kennedy Shriver day and how they can be alleviated for next year

Please provide photos documenting your event and descriptions where necessary to show what they represent.