



**Special Olympics**

Be a fan.



# SPECIAL OLYMPICS Project UNIFY®

Resource Management Webinar Notes

February 1, 2012

# Background

- Summer of 2011, SOI began to revamp the overall look of the general Special Olympics website
- The goal was to make it sound cleaner, less wordy and more focused on visual content

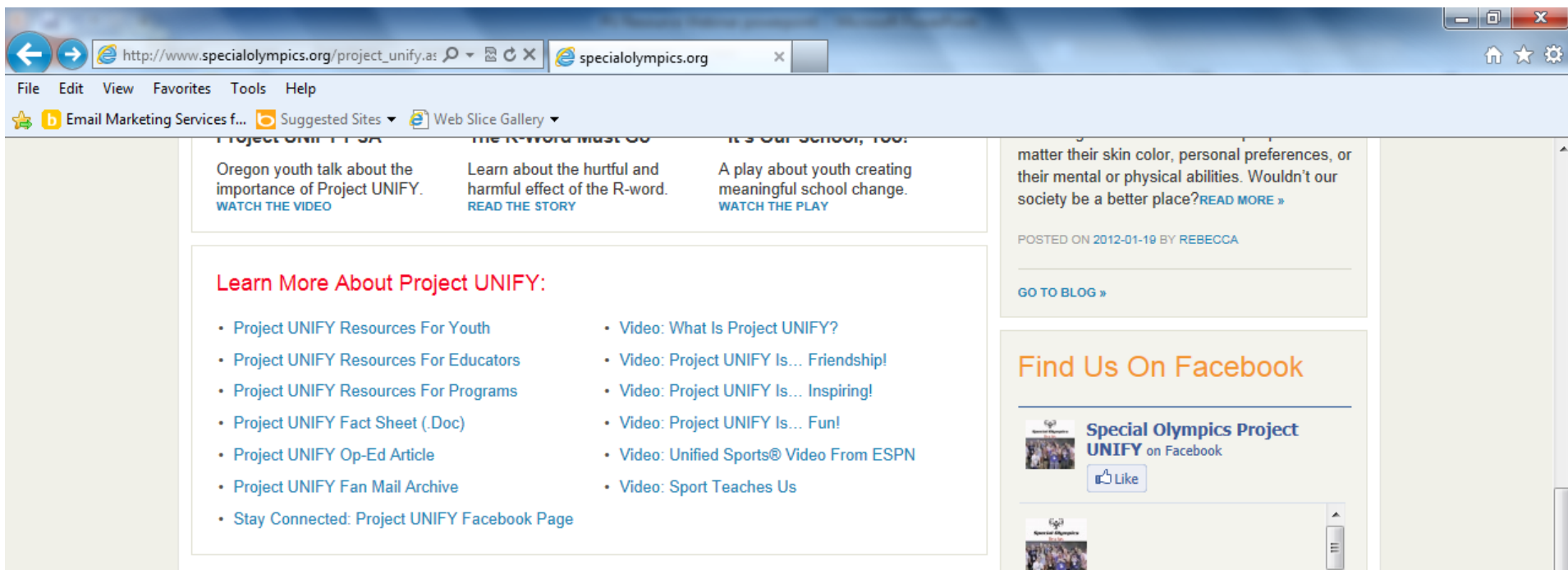
# \*Fun Fact\*

Because our website is accessed by members of the global Special Olympics family, people from every corner of the world will see an accurate portrayal of themselves, the site is designed to switch to a specific region based on where you are in the world

The screenshot shows a web browser window with the URL [http://www.specialolympics.org/Sections/What\\_](http://www.specialolympics.org/Sections/What_). The page features the Special Olympics logo and a navigation menu with options: What We Do, Who We Are, Sports & Games, Social Media, Get Involved, and a dropdown menu for Region: North America [CHANGE]. The dropdown menu lists regions: Africa, North America, Europe-Eurasia, Asia-Pacific, Latin-America, East-Asia, Middle-East-North-Africa. The main content area is titled "Project UNIFY is for Special Olympics Programs" and includes social sharing buttons for Print, Share, Like, Tweet, and +1. Below the title, it states: "Using this collection of resources, Special Olympics Programs can work with students and educators in their cities and throughout their states to successfully implement Project UNIFY®." To the right, there are sections for "Follow Us" with social media icons and a "Sign up for our Newsletter" button, and a "Donate Now" section with a photo of a smiling child and a "Donate" button.

# Getting To The Main Resources Page

You can get here by going to SpecialOlympics.org, clicking on What We Do, scrolling down to Project UNIFY and clicking on it (you can also use the PU Quick Link on the SOI Homepage). Once on this page you can click on the links for resources under the Learn More About Project UNIFY box.



The screenshot shows a web browser window displaying the Special Olympics Project UNIFY resources page. The address bar shows the URL [http://www.specialolympics.org/project\\_unify.aspx](http://www.specialolympics.org/project_unify.aspx). The page content includes several sections:

- Project UNIFY Resources:** Three columns of links for videos, stories, and plays.
- Learn More About Project UNIFY:** A central box containing a list of resource links.
- Blog Post:** A section titled "matter their skin color, personal preferences, or their mental or physical abilities. Wouldn't our society be a better place?" with a "GO TO BLOG" link.
- Find Us On Facebook:** A section with the Facebook logo and the text "Special Olympics Project UNIFY on Facebook" and a "Like" button.

# Or....

You can also get to the resources page by clicking on the 3<sup>rd</sup> picture in the slideshow. This will bring you to the Project UNIFY main resources page

all youth are agents of change – fostering respect, dignity and advocacy for people with intellectual disabilities.

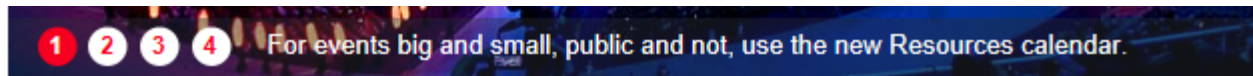
1 2 3 Ready to get started? Visit our Resources Homepage for more information.

**Donate Now**  
Help us reach out to one more athlete  
**Donate »**

Find local events and learn about volunteer opportunities at one of our 220 worldwide locations.

# Or....

Visit the SOI Resources Homepage at [resources.specialolympics.org](https://resources.specialolympics.org) and select the Project UNIFY section.



## All Resources

Athletes

Calendars

Coaching

Communications

Contact Lists

Events

Families

Finance

Fundraising

Get Into It

Healthy Athletes

Law Enforcement Torch Run

One Pagers

Photos

### Project Unify

- Project Unify Section
- Project UNIFY Resources Homepage
- Project Unify Educator Resources
- Project Unify Program Resources
- Project Unify Youth Resources

Protective Behaviors

R-word

Research

Regions

Schools and Global Youth

Sports

Strategic Plan

Translated Resources

Video Resources

Volunteer

World Games

Young Athletes

[specialolympics.org/projectunifyresources/](https://specialolympics.org/projectunifyresources/)

# Main Resources Page

The screenshot shows a web browser window displaying the Special Olympics website. The address bar shows the URL [http://www.specialolympics.org/Sections/What\\_...](http://www.specialolympics.org/Sections/What_...). The page features the Special Olympics logo and navigation menu with options like 'What We Do', 'Who We Are', 'Sports & Games', 'Social Media', 'Get Involved', and 'Donate'. The main content area is titled 'Project UNIFY Resources' and includes a paragraph describing the program's mission. A large photo shows a group of children in green shirts. On the right, there are sections for 'Follow Us' with social media icons, 'Donate Now' with a 'Donate »' button, and a section for finding local events with a world map graphic.

Region: North America [CHANGE]

**Special Olympics**


Search

What We Do | Who We Are | Sports & Games | Social Media | Get Involved | Donate

Main » What We Do » Project Unify

## Project UNIFY Resources

Special Olympics Project UNIFY® brings youth with and without intellectual disabilities together through education and sports to create school communities of acceptance and respect. The PU resource pages serves as a portal for youth, Programs and educators who are looking to become more involved with the Special Olympics movement.



**Follow Us**

Facebook | YouTube | Twitter | Sign up for our Newsletter

**Donate Now**

Help us reach out to one more athlete

**Donate »**

Find local events and learn about volunteer opportunities at one of our 220 worldwide locations.

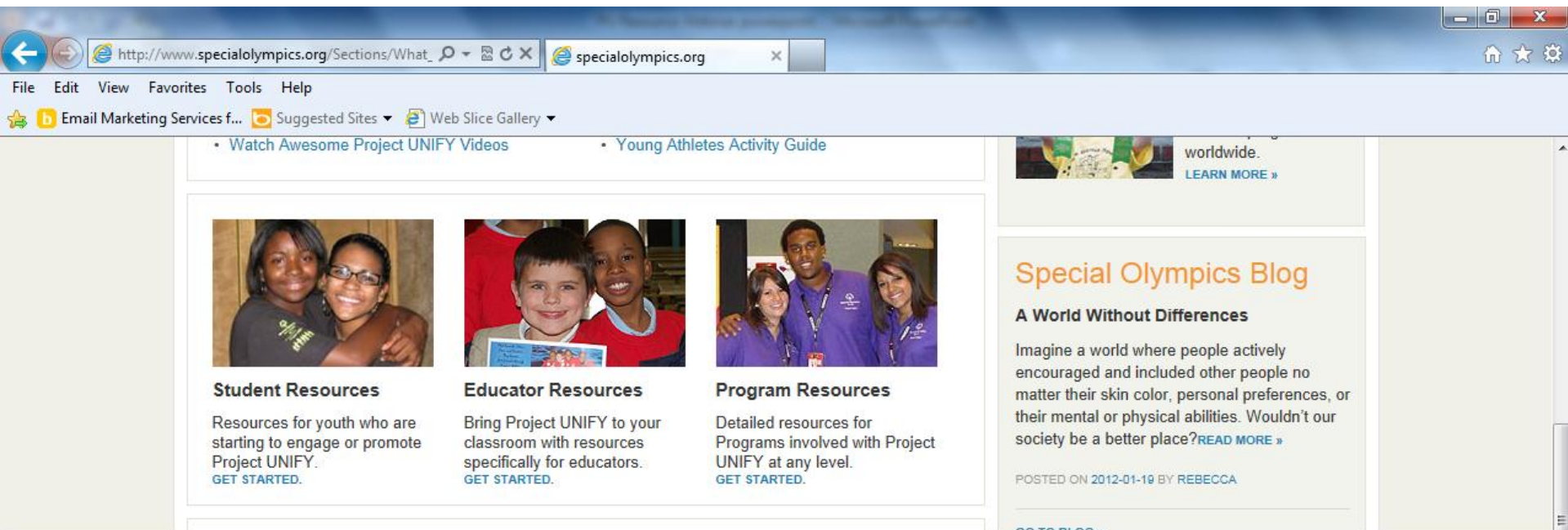
# The main resources page will....

- Direct you to all the resources you will need including resources for students, educators and programs.
- There are quick links provided for you to learn about Project UNIFY and its impact



# Getting To The Other Resource Pages

Once on the main resources page ,you can scroll down to the box with student resources, educator resources, and program resources and click on each one individually .



The screenshot shows a web browser window with the URL [http://www.specialolympics.org/Sections/What\\_](http://www.specialolympics.org/Sections/What_). The page content includes:

- Navigation links: [Watch Awesome Project UNIFY Videos](#) and [Young Athletes Activity Guide](#).
- Three resource categories, each with a representative image:
  - Student Resources**: Resources for youth who are starting to engage or promote Project UNIFY. [GET STARTED.](#) (Image of two young girls smiling)
  - Educator Resources**: Bring Project UNIFY to your classroom with resources specifically for educators. [GET STARTED.](#) (Image of two young boys holding a certificate)
  - Program Resources**: Detailed resources for Programs involved with Project UNIFY at any level. [GET STARTED.](#) (Image of three adults in purple shirts)
- A sidebar section titled **Special Olympics Blog** with the article **A World Without Differences**. The text reads: "Imagine a world where people actively encouraged and included other people no matter their skin color, personal preferences, or their mental or physical abilities. Wouldn't our society be a better place?" [READ MORE »](#). It is dated "POSTED ON 2012-01-18 BY REBECCA".

# Or.....

You can also click on each picture in the slide show and that will also bring you to each individual resources page.

The screenshot shows a web browser window displaying the Special Olympics Project UNIFY Resources page. The browser's address bar shows the URL [http://www.specialolympics.org/Sections/What\\_...](http://www.specialolympics.org/Sections/What_...). The page content includes:

- Project UNIFY Resources** (Section Header)
- Special Olympics Project UNIFY® brings youth with and without intellectual disabilities together through education and sports to create school communities of acceptance and respect. The PU resource pages serves as a portal for youth, Programs and educators who are looking to become more involved with the Special Olympics movement.
- Follow Us** (Social Media Section): Includes icons for Facebook, YouTube, and Twitter, along with a "Sign up for our Newsletter" button.
- Donate Now** (Call to Action): Features a photo of a smiling young boy and a red "Donate »" button. Text: "Help us reach out to one more athlete".
- Find local events and learn about volunteer opportunities at one of our 220 worldwide locations. (Text with an orange world map below it).
- A slide show at the bottom of the main content area shows three images of students. The first image is selected, and the text "Project UNIFY Resources for Students" is visible below it.

# Project UNIFY is for Students

The screenshot shows a web browser window with the URL [http://www.specialolympics.org/Sections/What\\_...](http://www.specialolympics.org/Sections/What_...) and the page title "Project UNIFY is for Students". The Special Olympics logo is at the top left, and the navigation menu includes "What We Do", "Who We Are", "Sports & Games", "Social Media", "Get Involved", and "Donate". The main content area features the heading "Project UNIFY is for Students" and a sub-heading "Youth are leaders in promoting acceptance and respect for individuals with intellectual disabilities. Join the Project UNIFY® movement and become an agent of change in your community." Below this, there are social media sharing options (Print, Share, Like, Tweet, +1) and a "Get involved:" section with a list of activities: "Contact Your Local Program", "Starting a Partner's Club", "Toolkit for Starting a Youth Activation Committee", "SO College", "Host a Youth Rally or Youth Summit", "How to Recruit Diverse Youth Leaders", "Become a Fan in the Stands (coming soon)", and "Fundraise for Special Olympics (coming soon)". To the right, there is a "Be a Leader" section with the text "Are you ready to be an agent of change? Through Project UNIFY, you can become a youth leader by fostering involvement with Special Olympics in your school. The opportunities are endless when you are a youth volunteer with Special Olympics Project UNIFY." and a "Donate Now" section with a photo of a young boy and the text "Help us reach out to one more athlete" and a "Donate »" button. At the bottom right, there is a section for finding local events and learning about volunteer opportunities at one of the 220 worldwide locations, accompanied by a world map graphic.

# Project UNIFY is for Students

- Once on this page students can click the links to begin becoming leaders and agents of change
- Students can click on links under the get involved box that include contacting local programs, starting a partner's club, a toolkit for starting a youth activation committee and much more
- Other links on the page can lead students to learn about Unified Sports opportunities and the Spread The Word To End The Word Campaign
- There are many links for the Spread The Word To End The Word campaign including resources in conducting your own campaign, social media links to see what others are doing for that day ,videos and games and activities.
- Also there is a link for the Youth Funding Application

# Project UNIFY is for Educators

The screenshot shows a web browser window displaying the Special Olympics website. The browser's address bar shows the URL [http://www.specialolympics.org/Sections/What\\_...](http://www.specialolympics.org/Sections/What_...). The website header includes the Special Olympics logo, a search bar, and navigation tabs for 'What We Do', 'Who We Are', 'Sports & Games', 'Social Media', 'Get Involved', and 'Donate'. The main content area is titled 'Project UNIFY is for Educators' and includes a breadcrumb trail 'Main » What We Do » Project Unify'. Below the title are social sharing icons for Print, Share, Like, Tweet, and a +1 button. The text describes Project UNIFY as a collection of resources for teachers and administrators to foster acceptance and youth leadership. A 'Get Into It' section features a photo of students in a classroom and describes online resources like lesson plans and videos. On the right side, there are sections for 'Follow Us' with social media icons and a newsletter sign-up, and 'Donate Now' with a photo of a young athlete and a 'Donate' button. A world map graphic is at the bottom of the right sidebar.

# Project UNIFY is for Educators

- On this page you will find links such as the Get Into It and Movies That Move links, to help educators motivate students in the classroom to become leaders
- Also on this page you can find links for marketing materials, professional development, school leadership and climate and youth initiatives
- Movies That Move was designed to help generate valuable discussion in the classroom from watching clips of movies that assist in showing students how to be agents of change.
- Get Into It® and Get Into It Active are online resources that include lessons, activities, videos, athlete stories and supplemental materials to help educate, motivate and activate students.

# Special Olympics Get Into It®

Special Olympics

**get into it**  
education and engagement tools  
for teachers and students

**Introducing the new K-12 Get Into It**

- Web-based interactivity for students & teachers
- Service-Learning emphasis
- State standards compatible
- Fun!

Special Olympics Get Into It consists of online resources that include lessons, activities, videos, athlete stories and supplemental materials. At the core of Get Into It are age-appropriate lessons designed to be taught in the context of class periods. Activities with ties to service learning are completed in a classroom or community setting, as part of a club, an afterschool activity or a community based event and include involvement with local Special Olympics Programs whenever possible.

**Educate**

Provide young people with school and community-based opportunities and strategies to help them understand their potential and ways to serve as active agents for change in their local, national, and global communities

**Motivate**

Energize young people to unleash their creative leadership potential to accept, respect, and advocate with and for persons with intellectual disabilities, with inclusive sports serving as the experiential component.

**Educators**

Email

Password

**Login** Don't have a username?  
Register here

**Get in the Game!**  
It's More Fun When Everyone Plays!  
Students, come check out our newest games and start playing now!

**Start Playing**

# Get Into It Resources

- Get Into It website – overall content and resources
- Get Into It Resources
- Get Into It Active (PDF version coming soon on the site)
- Get Into It Online Games (on the GII site)



# Project UNIFY is for Special Olympics Programs

The screenshot shows a web browser window with the URL [http://www.specialolympics.org/Sections/What\\_...](http://www.specialolympics.org/Sections/What_...). The page features the Special Olympics logo and navigation menu. The main content area is titled "Project UNIFY is for Special Olympics Programs" and includes a list of resources to implement Project UNIFY, a "Project UNIFY Resources" section, and a "Donate Now" call to action with a photo of a young athlete.

Region: North America [CHANGE]

Special Olympics

What We Do | Who We Are | Sports & Games | Social Media | Get Involved | Donate

Main » What We Do » Project Unify

## Project UNIFY is for Special Olympics Programs

Print | Share | Like | Tweet 0 | +1 0

Using this collection of resources, Special Olympics Programs can work with students and educators in their cities and throughout their states to successfully implement Project UNIFY®.

**Resources to Implement PU:**

- Project UNIFY Style Guide
- Project UNIFY Logos
- OMB A-122 (PDF): Principles for agencies receiving federal funding
- General Project UNIFY Presentation
- What is Project UNIFY One-Pager
- Young Athletes Activity Guide
- Youth Activation Committee Toolkit
- Social Media Toolkit

**Project UNIFY Resources**

Find everything you need to implement Project UNIFY in your home state, including initiative resources, marketing materials, financial documents, social media tools and more.

**Follow Us**

Sign up for our Newsletter

**Donate Now**

Help us reach out to one more athlete

**Donate »**

Find local events and learn about volunteer opportunities at one of our 220 worldwide locations.



# Project UNIFY is for Special Olympics Programs

- Here you will find resources to help implement Project UNIFY such as a Project UNIFY style guide, a general presentation, a one-pager, a young athletes activities guide, a youth activation toolkit, and a social media toolkit
- COMING SOON will be our Project UNIFY toolkit
- The links on the page will provide you with Project UNIFY accomplishments, impact and success of Project UNIFY, professional development tools, promoting inclusive schools and resources on the field

# Project UNIFY Resources

- Staff are resources:
  - Oscar – changes to budgets, all financial matters, youth grants.
  - Andrea – over all PU management
  - Sarah – PU program management (your main contact)
  - Jenni – all Get Into It and other curricula, National YAC
  - Joanne – resource questions, share media (photo, stories)
  - Rhonda – foundation development for future PU funding
  - Rebecca – social media, resources
  - Jerry – Young athlete orders, PU marketing materials

# Future Webinars



- Feb. 15, at 2pm EST-Social Media
- Feb. TBD –Get Into It games



## QUESTIONS OR COMMENTS?

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