

# Fundraising Opportunities & Strategies

17 November 2012

***Special Olympics***





# Fans & Funds Strategic Plan



- Double Special Olympics revenues across the Movement
- Manage the Special Olympics brand so that all strategic properties, initiatives, and campaigns as well as 75% of Accredited Programmes support a Movement-wide brand standard

# Targets & Measures



## Diversifying Revenue

- At least 50% of Programmes will have diversified funding to the level that no single revenue source represents over 30% of annual revenue
  - Events
  - Corporations
  - Foundations
  - Major Gifts



# Global Development Team



- **Cyndi Court**

Chief Marketing & Development Officer

*Cynthia Court oversees Special Olympics' global efforts in communications, fundraising strategy, and corporate partnership as their Chief Marketing and Development Officer.*

# Events



- **Annie Magnant**  
Vice President, Annual Giving
- **New Strategy: Global Signature Event**

# Corporations



- **Krissy Barker**  
Senior Director, Corporate Partnerships
- **New Tools: Sample Decks – Q2 2013**



# Foundations



Assist Programmes in raising grant dollars from foundations and government to support Programme operations, to a level four times the Movement-wide current baseline

- Chris Parker Hunt

Senior Director, Strategic Gifts

- New Tools: Sample Proposals – Q2 2013

# Individual Giving



40% of Programmes will participate in an integrated campaign for major or strategic gifts

- Annie Magnant

Vice President, Annual Giving

- New Tools: Template Case Statement – Q1 2013
- New Tools: Major Gift Manual – Q1 2013

# Working Together



Explore how we can mutually raise more money together as a team.



# Fundraising Collaboration 2012



- **Special Event:** Paris 2 Nice cycle– raised over €500,000
- **Corporations:** e.g. Eurolotto, CMS
- **Merchandise:** Wear the Laces-- 140,000 pairs sold
- **Foundations:** collaborative applications
- **Major gift solicitation:** Angelo Moratti, Denis O'Brien

# Thank you!

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