

Special Olympics 2012 Marketing Plan

April 24, 2012 / Cyndi Court & Kirsten Suto
Seckler

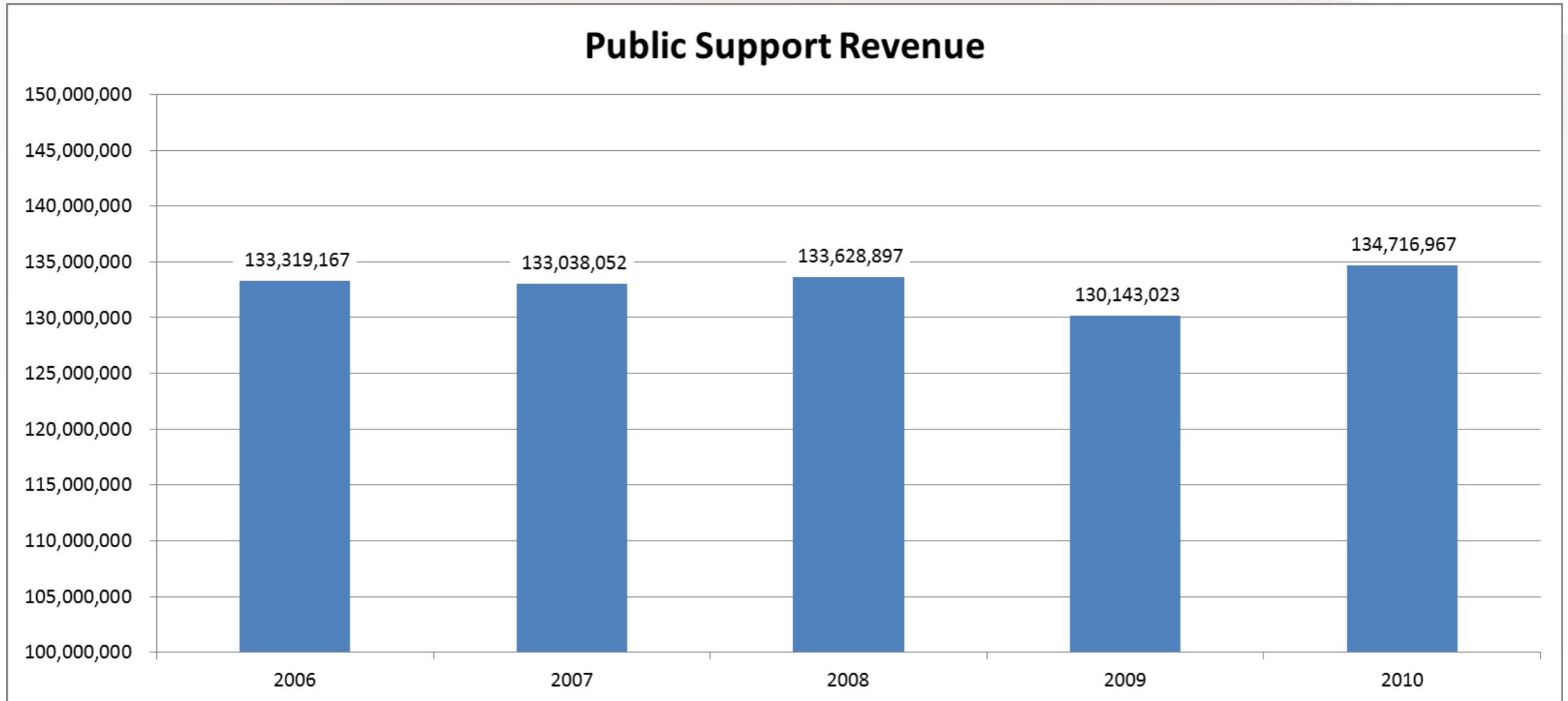
Special Olympics





Resource Development

5 Year Private Sector History



Strategic Plan Vision

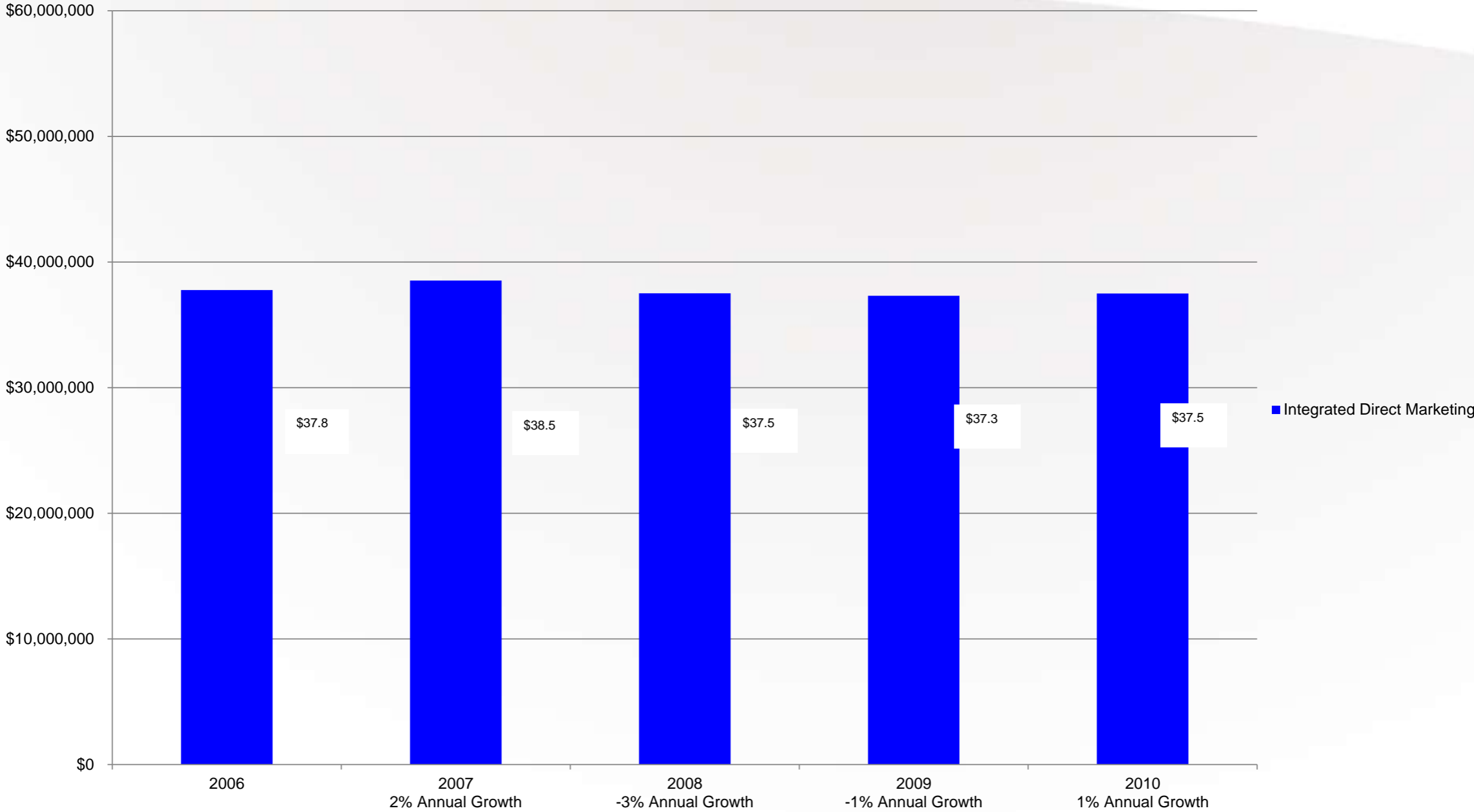


**Double Movement-wide Revenue
By 2015**



What is working?

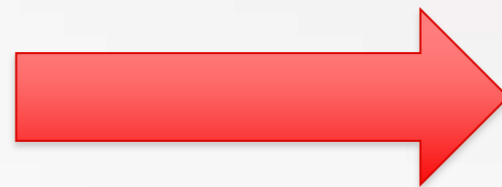
Direct Marketing



Future Vision



Mail



Integrated

Corporate Partnerships



at&t



SAFEWAY



Bank of America



Future Vision



Exclusivity →

Open Platforms

Individual Brands →

Unified Customizable
Platforms

Silos →

Collaborative

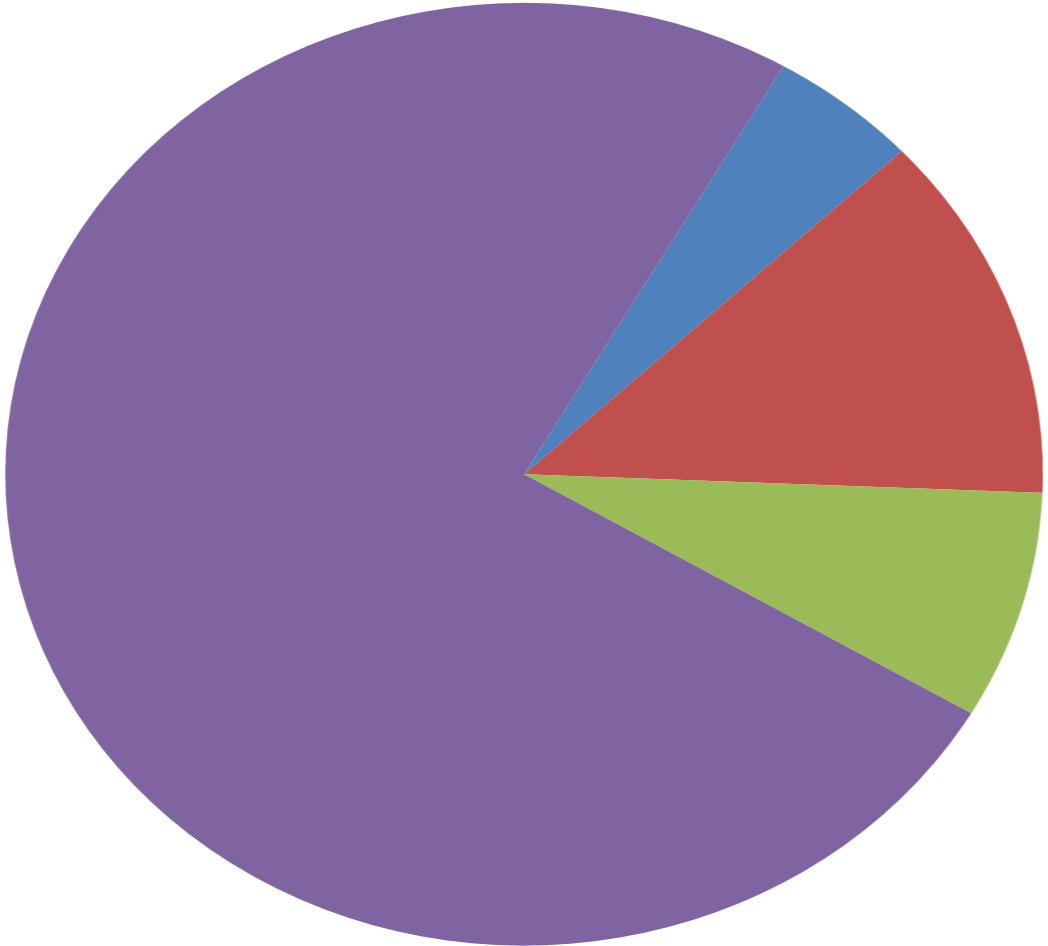
Responsive →

Sales

From Giving USA 2010:



Individuals drive philanthropy in the U.S.



\$304 billion to U.S. charitable organizations in 2009, given by....

- Corporations (4%)
- Foundations (13%)
- Bequests (8%)

Individual Giving



DM/Events



Face to Face

Annual Asks



Multi-year
Commitments

Annual Budgets



Legacy Gifts

What will make our vision a reality?



- Planning and executing fundraising campaigns that will act as a catalyst for higher level giving.
- Creating high net worth events
- Working more collaboratively as a Movement
- Developing training and tools for the Movement
- Creating a strong development infrastructure



2012 Priorities

Four Marketing Goals

1

Land the Brand

2

Frame the Game

3

Max the Mix

4

Create eCapabilities



Goal One

Land the Brand

Definition

Implement a resetting of the Special Olympics Brand

Goals

- **Define and establish Special Olympics brand architecture**
- **Create and commercialize evolved brand identity**
- **Develop brand management tool**
- **Conduct formal brand valuation study**



Goal Two

Frame the Game

Definition

Construct an actionable framework built around 4 relevant activation platforms to ensure that Special Olympics' properties and assets are utilized by donor development and marketing teams to maximize impact and fundraising with target donors/constituents

Real SPORTS Experience

Transformative

EDUCATION

Goals Sustaining Athlete HEALTH COMMUNITY Building

- Activation and utilization levels greater than year ago consistent with priorities
- Increase in enrollment for key Sports and Community programs
- Increase value extracted from Corporate Partners in 2012
- Increase number of Corporate Partners in 2012
- Exceed 2012 plan revenue levels for Strategic Gifts and Donor Development



Prioritization of Deployment of Assets by Activation Platform

Priority Tier	Real <u>SPORTS</u> Experience	Transformative <u>EDUCATION</u>	Sustaining Athlete <u>HEALTH</u>	<u>COMMUNITY</u> Building
Top Priorities	World Games	Youth, Schools & Communities (Project Unify)	World Games	World Games
	Global Football	Athlete Health & Well-Being	Athlete Health & Well-Being	Athlete Health & Well-Being
	Athlete Development Model (Sports Academy)		Athlete Development Model (Sports Academy)	Youth, Schools & Communities (Project Unify)
	Young Athletes	Young Athletes		AVSC
Other Programming	EKS Day	EKS Day	EKS Day	EKS Day
	Unity Sports	R-Word		LETR
	Unified Sports	Unified Sports	Unified Sports	Unified Sports
	Coaching Expertise	Families		Families
				R-Word
		Athlete Leadership		Athlete Leadership



Goal Three

Max the Mix

Definition

Develop a multi-faceted and multi-media comprehensive messaging and communications plan around Special Olympics and its global and major local activities across the entire year utilizing all marketing platforms

Goals

- **Develop a 2012 media/message management plan for Special Olympics**
- **Extract meaningful working media dollars from Corporate Partners**
- **Extract significant pro bono working media dollars, U.S & International**
- **Build Special Olympics Sports marketplace positioning**
- **Package key assets to strengthen overall go to market approach**
- **Create mass Call to Action campaign; stimulate the market place and reach/connect with more fans**



Goal Four

Create eCapabilities

Definition

Implement necessary infrastructure improvements (people, processes and systems) to web, digital, social media and eCRM capabilities and competencies that enable through technology the SOI system to “Communicate, Facilitate, Maintain and Educate”

Goals

- Begin to transition from a fragmented, unsophisticated, territorial and redundant model of constituent relations to one that is technology-enabled
- Move from a dated and redundant communications and information infrastructure to one that encourages information sharing and efficiency
- Support the transition from event-focused, episodic messages to ongoing digital communications that are brand-aligned and convey the every day ability, courage and joy of SO athletes
- Invest in capabilities to create engaging online promotional tools



How we make it happen...

SOHQ Marketing & Communications Team

Digital - web sites, social media, enewsletters

Will Schermerhorn, Ryan Eades, Rebecca Ralston, Rafael Pacheco, William Awumey

Media & Marketing

Mandy Murphy, Kristin Hughes, Karl Hejlik

Internal Communications

Amy Roden, Ben Collins

Multimedia Production and Creative

Kate McKenna, Creative Designer



How we make it happen....

Regional Team

Africa – Ancilla Smith

Asia Pacific – Paige Okun and Karyn Tan

East Asia – Kevin Lee

Europe Euasia – Maureen Rabbitt and Suzanne Coogan

Latin America – Claudia Echeverrey and Manuel Sarda

Middle East North Africa – Ayman Wahab

North America – Amie Dugan