



Strategic Planning Survey for [NAME OF PROGRAM]

This survey is designed to capture structured feedback from athletes, coaches, volunteers, and other key members of SO [NAME OF PROGRAM]. Your thoughts are critical for guiding us as we develop our [X-YEAR] strategic plan. By understanding your priorities, Special Olympics [NAME OF PROGRAM] can make decisions that best address the needs of our community.

The survey should take approximately 10 minutes to complete and is intended to be anonymous. The results from this survey will be aggregated and used to help to shape our strategic plan. **Please return this survey to [EMAIL] by [DATE].**

I. Background Information

1. How many years have you been involved with Special Olympics?

- Less than 1 Year
- 1 to 3 Years
- 3 to 5 Years
- 5 to 10 Years
- 10 to 20 Years
- More than 20 Years

2. What is your primary role in Special Olympics?

- Athlete or participant
- Family Member
- Coach
- Volunteer
- Donor
- Special Olympics Board Member or Board Chair
- Other, please specify _____

3. What is your name (optional)?

4. What is your email address (optional)?

II. Strategic Planning Process

In 2009, Special Olympics International launched a global survey that resulted in the identification of five common priorities which now serve as the foundation of Special Olympics International 2011-15 Strategic Plan. These are:

- **Advancing quality sports and competitions**
- **Building communities of support**
- **Fundraising and fan cultivation**
- **Leadership development**
- **Enhancing organizational capabilities**

These five focuses were formally endorsed by Special Olympics International's Board of Directors and supported by over 600 Special Olympics leaders from around the globe at the 2010 Global Congress in Marrakesh, Morocco.

While investing in all five focus areas is critical for improving the athlete experience, attracting more resources, involving our communities, and strengthening our organization, we recognize that there are many ways to go about reaching focus goals. We would like your thoughts on how to translate global goals into Program actions.



Advancing quality sports and competitions involves a few key initiatives:

- **More athletes:** getting more athletes involved in Special Olympics
- **More training:** providing at least one formal practice and multiple training opportunities per week
- **More competitions:** providing at least one Game or competition opportunity for athletes each quarter
- **More coaches:** improving the athlete to coach ratio (fewer athletes per coach)
- **More coach training:** recruiting and training certified coaches
- **More inclusive opportunities:** providing sport opportunities that pair people with and without disabilities

1. How effective are we in accomplishing each of the following strategic objectives at this time?

	<i>Not effective</i>	<i>Barely effective</i>	<i>Somewhat effective</i>	<i>Effective</i>	<i>Very effective</i>	<i>Do not Know/Unsure</i>
<i>More athletes</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<i>More training</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<i>More competitions</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<i>More coaches</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<i>More coach training</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<i>More inclusive opportunities</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

2. How great a priority is each of the following initiatives for our Program?

	<i>Not a priority</i>	<i>A low priority</i>	<i>Somewhat of a priority</i>	<i>A priority</i>	<i>A strong priority</i>	<i>Do not Know/Unsure</i>
<i>More athletes</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<i>More training</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<i>More competitions</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<i>More coaches</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<i>More coach training</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<i>More inclusive opportunities</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

3. *Optional.* Should our Program put a greater emphasis on growing our athlete base or preserving the quality of our sport offerings?

4. *Optional.* Any other comments?



Building communities of support involves a few key initiatives:

- **Encouraging athlete leadership:** providing leadership opportunities and training to athletes
- **Actively engaging families:** providing at least one formal practice and multiple training opportunities
- **Engaging youth athletes:** providing sporting opportunities for young athletes
- **Engaging youth:** engaging youth as volunteers, fans, promoters, and other types of supporters
- **Improving athlete health:** reaching athletes with health services through the Healthy Athletes program
- **Developing partners:** working with other organizations in support of our mission

1. How effective are we in accomplishing each of the following strategic objectives at this time?

	<i>Not effective</i>	<i>Barely effective</i>	<i>Somewhat effective</i>	<i>Effective</i>	<i>Very effective</i>	<i>Do not Know/Unsure</i>
<i>Encouraging athlete leadership</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<i>Actively engaging families</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<i>Engaging youth athletes</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<i>Engaging youth</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<i>Improving athlete health</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<i>Developing partners</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

2. How great a priority is each of the following initiatives for our Program?

	<i>Not a priority</i>	<i>A low priority</i>	<i>Somewhat of a priority</i>	<i>A priority</i>	<i>A strong priority</i>	<i>Do not Know/Unsure</i>
<i>Encouraging athlete leadership</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<i>Actively engaging families</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<i>Engaging youth athletes</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<i>Engaging youth</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<i>Improving athlete health</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<i>Developing partners</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

3. *Optional.* What are the most effective ways to engage youth?

4. *Optional.* What are the best leadership opportunities for athletes?

5. *Optional.* Any other comments?



Fundraising and fan cultivation involve a few key initiatives:

- **Growing current revenue:** raising more money from current fundraising sources
- **Building new sources of revenue:** raising money through new corporations, initiatives, or partners
- **Diversifying revenue:** ensuring that we are not dependent on only one or two sources of revenue
- **Supporting the a global brand:** having a consistent understanding of our brand and its use
- **Using social media:** developing an active network of fans to help support our activities

1. How effective are we in accomplishing each of the following strategic objectives at this time?

	<i>Not effective</i>	<i>Barely effective</i>	<i>Somewhat effective</i>	<i>Effective</i>	<i>Very effective</i>	<i>Do not Know/Unsure</i>
<i>Growing current revenue</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<i>Building new sources of revenue</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<i>Diversifying revenue</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<i>Supporting the global brand</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<i>Using social media</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

2. How great a priority is each of the following initiatives for our Program?

	<i>Not a priority</i>	<i>A low priority</i>	<i>Somewhat of a priority</i>	<i>A priority</i>	<i>A strong priority</i>	<i>Do not Know/Unsure</i>
<i>Growing current revenue</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<i>Building new sources of revenue</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<i>Diversifying revenue</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<i>Supporting the global brand</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<i>Using social media</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

3. *Optional.* How can we increase revenue from our current sources?

4. *Optional.* What new opportunities are there for increasing our revenue?

5. *Optional.* Any other comments?



Leadership development AND enhancing organizational capabilities involve a few key initiatives:

- **Annual reporting:** sharing Program growth and other key metrics with stakeholders
- **Recognition programs:** ensuring that key individuals are recognized and best-practice is shared
- **Leadership training:** providing leadership training opportunities for paid and unpaid leaders
- **Information sharing:** ensuring that Program activities and other news is shared within our Program

1. How effective are we in accomplishing each of the following strategic objectives at this time?

	<i>Not effective</i>	<i>Barely effective</i>	<i>Somewhat effective</i>	<i>Effective</i>	<i>Very effective</i>	<i>Do not Know/Unsure</i>
<i>Annual reporting</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<i>Recognition programs</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<i>Leadership training</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<i>Information sharing</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

2. How great a priority is each of the following initiatives for our Program?

	<i>Not a priority</i>	<i>A low priority</i>	<i>Somewhat of a priority</i>	<i>A priority</i>	<i>A strong priority</i>	<i>Do not Know/Unsure</i>
<i>Annual reporting</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<i>Recognition programs</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<i>Leadership training</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<i>Information sharing</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

3. *Optional.* What Program information do you want shared with you and in what format?

4. *Optional.* Do we do an adequate job of tracking the people who participate? How can we do this better?

5. *Optional.* Do you see opportunities for us to save money? Where?

6. *Optional.* Do you feel that you are well equipped to perform your role within Special Olympics? What could we do to better prepare you?

7. *Optional.* Any other comments?



III. Wrap-Up

1. Overall, how would you rate your satisfaction with your experience with Special Olympics?

- Very satisfied
- Satisfied
- Somewhat satisfied
- Not very satisfied
- Unsatisfied

2. *Optional.* Is there anything that we should be doing that is not covered under the global strategic priorities?

3. *Optional.* Is there anything else that you would like to share?

*Thank you for taking the time to complete this survey.
Your input provides critical guidance during our strategic planning process.
Please return this survey to [] by [date].
If you have questions, please contact [].*