

**Special
Olympics**



CAMPAIGN TOOLKIT

THE REVOLUTION
IS INCLUSION

Special Olympics “The Revolution Is Inclusion” Campaign Toolkit 2018

We are thrilled to present **The Revolution Is Inclusion** Toolkit for our campaign launch on **June 18th, 2018**! Through the power of our athletes and our sports, Special Olympics is ushering in a new world of unity, tolerance, and respect. With your support, our 5-year campaign launch will begin to actively engage people into our movement and create social change.

Our Campaign goal is to end discrimination against people with intellectual disabilities. In order to do that we are **cultivating 100 Million actively engaged supporters** in our movement and **raising \$100 Million dollars** by 2023.

Campaign funding will support the following 3 pillars of work:

- **Sport & Health:** Recruit 2.2 Million new athletes & partners. Train 170,000 new health care professionals.
- **Unified Generation:** Bring unified school programming to 40,000 new schools and universities
- **Inclusive Leadership:** Empower, cultivate, and train 15,000 new athlete leaders globally

This toolkit and [assets](#) will support the launch of the The Revolution Is Inclusion, as well as the 50th Celebrations in Chicago. The following information is included:

- [Campaign Overview](#)
- [Campaign Imagery](#)
 - [Photography Rights Management and Usage Guidelines](#)
- [Campaign Promotion](#)
 - [PSA Information & Promotion](#)
 - [The Inclusion Pledge](#)
- [Celebrations In Chicago](#)
 - [Light Up for Inclusion](#)
 - [Global Day of Inclusion](#)
 - [Manifesto Challenge](#)
 - [Campaign Calendar](#)

We thank you for your support of The Revolution Is Inclusion! If you have any questions, please don't hesitate to reach out.

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Campaign Overview:

When Eunice Kennedy Shriver founded Special Olympics in 1968 she took a rebellious stand against the injustices faced by people with intellectual disabilities. No longer would the world turn its back on the most vulnerable among us. Today the fight for inclusion is more relevant than ever. People of all ages, races, genders, cultures, backgrounds and abilities continue to face discrimination, ignorance and disparagement. Just as Eunice Kennedy Shriver did in 1968, Special Olympics is putting a stake in the ground and is once again prepared to alter the course of history — this time, with people with intellectual disabilities leading the way.

- **Campaign Objective:**

- End discrimination against people with Intellectual Disabilities (ID)

- **Campaign Description:**

- “The Revolution is Inclusion” campaign challenges people (primarily Centennials and Millennials) of today to open their hearts and minds and commit to working toward a world where EVERYONE is included.

- **Customized Tone:**

- This campaign is targeted at the next generation of Special Olympics advocates, young millennials and centennials. Our tone of voice will be fun, bold, colorful, confident, unapologetic, inviting and driven by a powerful call to action. This campaign has a strong point of view, is culturally relevant and, above all, rebelliously joyful. Defiantly determined to show the world how much more colorful and vibrant and wonderful it will be when we are all included.

- **Campaign Messaging:**

- Special Olympics and Special Olympics athletes are celebrating the 50th anniversary by challenging people across the globe to join the #InclusionRevolution—an all-out effort to end discrimination against people with intellectual disabilities and deliver a fully inclusive world.
 - We are embarking on a new campaign, The Revolution Is Inclusion, with our athletes leading the way. This unprecedented effort is launching because, despite progress, exclusion is still real for millions of people with intellectual disabilities in every aspect of their lives. The good news is if we #ChooseToInclude, everything changes in a positive way for EVERYONE.
 - As we move forward, we need to know you’re with us. Pledge support for the #InclusionRevolution by taking the Inclusion Pledge. JoinTheRevolution.org.

- **Alternative Campaign Messaging:**

- As a substitute for “The Revolution Is Inclusion”, please note the language “The Evolution Is Inclusion” and “Play Unified. Live Unified” are appropriate to use in certain areas of the world.
 - The hashtag should be #ChooseToInclude

- **Campaign Timeline:**

- Launch: June 18, 2018 Ends: July 2023

- **Campaign Images & Guidelines:**

- [Sample imagery](#) on the following page and full guidelines on the Campaign can be found [here](#).

- **Campaign URL:**

- We have purchased a vanity URL for the campaign: www.JoinTheRevolution.org. When you use this link, it will redirect you to The Revolution Is Inclusion landing page on SpecialOlympics.org. This link will be live on 6/18.

Campaign Imagery and Copy:

A variety of images will demonstrate the power of inclusion of athletes across Out Of Home (billboards, bus shelters etc.), print and digital. Below is a sampling of the work that will be in market.

Here is a [link](#) to raw files so that they may be customized as needed. Please ensure the below guidelines and rules are followed and reach out with any questions.

Customization: These ads can be customized to meet required specifications across channels, substitute headlines or calls-to-action most specific to your region and language. Please ensure Special Olympics logo always stays connected to the ad and The Revolution Is Inclusion is used in all applicable markets.

Guidelines: Please reference campaign guidelines for guidance on treatment of headlines and sub-copy.

Distribution: You are encouraged to share these ads with newspapers, magazines, outdoor vendors, digital companies, partners, etc and encourage them to place these as donated media.

Partner Logos: Where applicable, Campaign partner logos can be included to recognize the support of specific Campaign partners. Please work with SOI to ensure each partner provides approval prior to any placement where their logo is used.

Usage: Please reference next page on usage guidelines to ensure proper management of photography rights.

Copy: In addition to the copy featured in the existing imagery files, the following headlines are pre-approved for use and translation in an effort to assist with your customization needs.

Please note: As a substitute for “The Revolution Is Inclusion”, the language “The Evolution Is Inclusion” and “Play Unified. Live Unified” are appropriate to use in certain areas of the world. The hashtag should be #ChooseToInclude

- This Generation, Inequality Gets Benched
- Rise Up Together
- Play Unified, Live Unified
- Work Together, Play Together
- We Run Together, We Win Together. (Or- Run Together. Win Together.)
- Change Is The Game. (Or Change The Game)
- Take the Pledge To Include. Join The Inclusion Revolution

- We're Stronger Than Stigma
- Make Inclusion The New Status Quo
- Anyone Can Make A Difference. Choose To Include
- Join The Inclusion Revolution
- The Revolution Is Inclusion. Join Us.
- Equality Is The Original Team Sport
- Be The First Unified Generation
- There's Only One Option: Inclusion
- A Unified World Starts Now
- Inclusion Isn't A Trend. It's A Revolution.
- Justice + Joy Over Everything
- Defeat Discrimination. Join The Inclusion Revolution
- Include Today. Change The World For Tomorrow
- Inclusion Is The End Game

Campaign Imagery (Continued):



Photography Rights Management and Usage Guidelines:

Worldwide usage until June 2021

Channels include: All print media, digital and Out Of Home (including but not limited to billboards, consumer and trade magazines, newspapers, all collateral, direct mail, industrial and trade media. All electronic media/ social media). Excludes Broadcast.

The following rules apply when adding partner logos or messaging to these ads:

Partners CAN:

- Run a Special Olympics ad on their media as-is or with their logo added. Message must remain a Special Olympics message not partner-led. (All ads containing partner logos must be pre-approved by Special Olympics and the respective partners prior to releasing.)

Partners CAN'T (without additional licensing)

- Create new ads promoting themselves
- Create new ads promoting their efforts to support Special Olympics

If partners are interested in licensing photography for their own use of Special Olympics campaign development, they may negotiate a license based on usage with the photographer. Please contact [Melissa Saddler](#) for more information.

Campaign Promotion:

Social Channel Requests

Facebook:

- Please use “@SpecialOlympics” to tag us, or use “@” to tag additional fans and/or supporters. Please also use both **#InclusionRevolution** and/or **#ChooseToInclude** Hashtags.
- Note images display best as stand alone and NOT as link preview images. Please try not to include it as a link preview but rather just a single image upload and point to the URL through social copy.

Twitter/Instagram:

- Be sure to @ mention Special Olympics to drive the audience to take action. Please use the **#InclusionRevolution** and/or **#ChooseToInclude** hashtags in as many posts as you can to aggregate the conversation and amplify the message.

Please note: The language “The Evolution Is Inclusion” and “Play Unified. Live Unified” is appropriate to use in certain areas of the world. The hashtag for this replacement should still be #ChooseToInclude.

Google Analytic Tracking Requests

- The pledge has a vanity URL: JoinTheRevolution.org/pledge. We would love if you programs, when possible, could use the tracking pledge below and update the highlighted areas:
 - https://play.specialolympics.org/includepledge?&utm_campaign=2018campaign_pp&utm_source=PROGRAM&utm_medium=CHANNEL

General Campaign Messaging:

- **Objective:**
 - Create awareness & celebrate being part of the #InclusionRevolution
- **Promotional Dates:**
 - Special Olympics The Revolution Is Inclusion campaign can be announced on **June 18th, 2018** or anytime afterward.
- **Social Media Copy:**
 - The #InclusionRevolution is here! We’re excited to stand with @SpecialOlympics athletes all over the world to make inclusion a reality!
 - @SpecialOlympics was founded in 1968 to provide opportunities to people with intellectual disabilities. With the goal of creating a world of inclusion for all, today we are excited to launch the next phase of our movement, the #InclusionRevolution!
 - The Revolution is Inclusion & the only question we have for you is how you will join us! #InclusionRevolution
- **Social Media Graphics & Links**
 - Sample Social Graphics & Raw Files can be found [here](#)
 - Please link to www.JoinTheRevolution.org. This link will be live on 6/18/18.

PSA Information & Promotion:

Broadcast PSA: “Inclusive World”

“Inclusive World” introduces the Inclusion Revolution and demonstrates the transformative power and positive impact of a world where all are included. It urges viewers to join the movement and make a commitment to make this world possible by taking the Inclusion Pledge.

Available lengths- :60, :30, :25/:05

(Note: 25/:05 may be used when a specific call to action or language update needs to occur and the end tag can be replaced)

We encourage regions and programs to share this spot with local media and partners and encourage them to run it on in-kind inventory. Please note that because this is a PSA, it may not run on any media that is paid for by Special Olympics.

In order to best resonate in each region, programs may add sub-titles in order to translate. If required, the voiceover can be re-recorded but it is encouraged to maintain original VO wherever appropriate for authenticity as it is a direct pull from a Eunice Kennedy Shriver speech.

Additionally, the copy on the end treatment may be replaced if “The Revolution Is Inclusion” is not language being used in your market. As a substitute for “The Revolution Is Inclusion”, the language “The Evolution Is Inclusion” and “Play Unified. Live Unified” are appropriate to use in certain areas of the world. The hashtag should be #ChooseToInclude

Link to final files, including editable files (Masters, Mix and Splits) are [here](#)

“Inclusive World” PSA

- **Objective:**
 - Commercial to demonstrate the power and positive impact of an inclusive world.
- **Promotional Dates:**
 - **June 18th, 2018** - June 1, 2019
 - For uses after June 2019, please contact [Melissa Saddler](#)
- **PSA Social Media Copy:**
 - When our athletes compete, they are fighting for a more inclusive world. We’re proud to join @SpecialOlympics athletes all around the world in support of the #InclusionRevolution!
 - Our world is more divided than ever & coming together has never been more urgent. Will you join us & show your support for @SpecialOlympics #InclusionRevolution? Take our pledge: www.JoinTheRevolution.org/Pledge
- **Links:** We have :60 and :30 videos available [here](#)

The Inclusion Pledge:

In November of 2017, students and faculty at Ponaganset High School in the U.S. embraced the "The Revolution Is Inclusion" movement to improve school culture. Their goal is for students to actively search for and reach out to anyone feeling left out and not included. Everyone's gifts should be freely shared and celebrated at Ponaganset High School. Their pledge, below, captured the spirit of the movement and has become our Inclusion Pledge to activate everyone to join our movement.

Inclusion Pledge:

I pledge. To look for the lonely. The isolated. The left out. The challenged. The bullied.

I pledge. To overcome the fear of difference. And replace it with the power of inclusion.

I #ChooseToInclude

- **Call To Action:**

- Our focus will be to activate everyone to Join Our Movement by signing the Inclusion Pledge and social sharing with their friends and family.

- **Promotional Dates:**

- **June 18th, 2018** or anytime afterward

- **Social Media Copy:**

- It's time to end discrimination for people with intellectual disabilities. Pledge your support for @SpecialOlympics' vision of an inclusive world & take our #InclusionRevolution pledge today! www.JoinTheRevolution.org/Pledge
- We're stronger than stigma. Join @SpecialOlympics in support of our #InclusionRevolution! Take the pledge & show your support: www.JoinTheRevolution.org/Pledge
- Together, we can overcome the fear of difference through the power of inclusion! Join us & take the @SpecialOlympics #InclusionRevolution pledge: www.JoinTheRevolution.org/Pledge

Please note: As a substitute for "The Revolution Is Inclusion", the language "The Evolution Is Inclusion" and "Play Unified. Live Unified" are appropriate to use in certain areas of the world. The hashtag should be #ChooseToInclude

- **Social Media Graphics & Links**

- Social Graphics can be found [here](#)
- Please use www.JoinTheRevolution.org/Pledge or [THIS LINK](#)

Celebrations in Chicago:

Soldier Field, the birthplace of Special Olympics, will host the 50th Anniversary celebrations. Below are previously communicated social assets for promotional use for the 50th and events happening in Chicago.

- [Historical Moments](#)
- [Celebrations In Chicago](#), this includes:
 - [General 50th Promotion](#)
 - [LETR Commemorative Run](#)
 - [Unified Cup Social + Ticket Promotion](#)
 - [Unified Cup Tune In](#)
 - [Eternal Flame of Hope](#)

Light Up for Inclusion:

To mark this major milestone, Special Olympics is asking the world to Light Up for Inclusion. On July 20th, 2018 landmarks, stadiums, and iconic buildings around the world will turn **RED** in a global act of unity. Over 50 landmarks have been confirmed around the world can be found [here](#). *This link will be final on 6/18*

- **Call To Action:**
 - We want to encourage Special Olympics supporters to go to the locations and share photos.
- **Promotional Date:**
 - July 20th, 2018
- **Social Media Copy:**
 - We're celebrating 50 years of inclusion & honoring @SpecialOlympics athletes everywhere by lighting up the [INSERT LANDMARK NAME] in all red! Be sure to stop by Friday night July 20 [INSERT TIME IF KNOWN] to check it out! More: {INSERT LINK} #SpecialOlympics50 #LightUpForInclusion
 - This Friday, in celebration of #SpecialOlympics50, our city will go red! Make sure to stop by at [INSERT TIME IF KNOWN] to catch the show at the [INSERT LANDMARK NAME]. Also, don't forget to send us your pics & tag #LightUpForInclusion! More: {INSERT LINK}

Global Day of Inclusion:

Date: July 21st, 2018

Soldier Field, the birthplace of Special Olympics will host a massive celebration, a festival of inclusion that will serve as the spark for people around the world to commit to making their cities more inclusive. This family-friendly festival will offer sports activities, interactive games, exhibits, delicious food offerings, and live entertainment. For people who cannot join us in Chicago, we will celebrate this day globally through social media and our international programs. This inaugural celebration will mark the first of an annual Global Day of Inclusion reoccurring each July.

- **Call To Action:**

- We want to activate everyone to Join Our Movement by signing the Inclusion Pledge and sharing on Social Media

- **Promotional Date:**

- The Global Day of Inclusion is **July 21st, 2018**

- **Social Media Copy:**

- Every day at @SpecialOlympics we celebrate inclusion. Today, we're getting the whole world involved for our 1st ever Global Day of Inclusion! Show your support & take the #InclusionRevolution pledge: www.JoinTheRevolution.org/Pledge

- **Social Media Graphics & Links**

- Social Graphics can be found [here](#)
- Please use www.JoinTheRevolution.org/Pledge or [THIS LINK](#)

Please note: We have a version of the pledge without The Inclusion Revolution tagline. Please contact [Crystal Hudson](#) for the ChooseToInclude pledge version.

Manifesto Challenge

12:00 noon July 21st, 2018

We are asking local, national and international influencers to hit the social media waves hard with the Manifesto on the Global Day of Inclusion. We will be releasing a PSA featuring a number of celebrities reciting the manifesto and asking the general public to commit to joining the movement by reciting their own manifesto and then signing the Inclusion Pledge.

- **Calls to Action**

- Influencers and general public recite the manifesto and share it on social media channels to encourage more people to do the same

- Pledge to continue commitment to the movement by signing the Inclusion Pledge
- **Promotional Date:**
 - The Global Day of Inclusion: Release videos to social media at 12:00 pm on the Global Day of Inclusion **July 21st, 2018.**
- **How Programs Can Get Involved**
 - Reach out to your influencers and ask them to video themselves reciting the manifesto and inviting people to take the pledge. These should be posted on social media at 12:00 noon on The Global Day of Inclusion - July 21st 2018
 - Instructions and info to use for influencers can be found [HERE](#)

Campaign Calendar:

June

- 18: Campaign Launch
 - iHeart Radio Promotion Begins
- 20: Inclusion Expedition--Plano, TX (Toyota Headquarters)
- 22-24: Inclusion Expedition--Dallas, TX (Taste of Dallas)
- 29-30: Inclusion Expedition--San Diego, CA (SD County Fair)

July

- 1-6: Special Olympics USA Games--Seattle, WA
- 1: Inclusion Expedition--San Diego, CA (SD County Fair)
- 4: Inclusion Expedition--San Francisco, CA (Pier 39 4th of July Celebration)
- 11: Inclusion Expedition--Los Angeles, CA (Dolby Theatre)
- 13-15: Inclusion Expedition--Orange County (OC County Fair)
- 17-19: Unified Cup Preliminary Games--Chicago, IL
- 20: Law Enforcement Torch Run Commemorative Run & Eternal Flame of Hope Lighting--Chicago, IL
- 20: Unified Cup Finals--Chicago, IL
- 21: Global Day of Inclusion & Concert--Chicago, IL
- 21: Inclusion Expedition--Chicago, IL (Global Day of Inclusion)
- 21: 12:00pm Special Olympics Manifesto Challenge
- 27-29: Inclusion Expedition--Philadelphia, PA (XPoNential Music Festival)
- 31: Inclusion Expedition--New York City, NY (Soho)

August

- 2: Inclusion Expedition--New York City, NY (Bryant Park)