

CHALLENGE EXPECTATIONS

Corporate Challenge Series 2021

SUMMARY: The perception of people with intellectual disabilities is that they can't do what others can. The only way to change minds is to do it up close and personal by defying expectations - one challenge at a time. Inclusion is a contact sport. In conjunction with Special Olympics' global marketing campaign #ChallengeAccepted, we challenge our corporate partners to help break these stereotypes.

PARTICIPANTS/AUDIENCE: Corporate partners, employees, consumers and **everyone** who supports the Special Olympics movement is invited to join on social media!

CORE MESSAGE: Special Olympics challenges people to think differently about the definition of ability. With this campaign, we will shine a light on unity and inclusion by asking the public to participate in fun challenges throughout the year. These challenges are designed to engage people around the central theme of deepening their understanding of what ability means and breaking down stigmas by completing each challenge.

HOW IT WORKS: Special Olympics will generate worldwide **challenges** and invite our corporate partners to come together on social media to accept the week's challenge, and encourage their followers to participate in the challenge as well.

YOUR PART: Respond to the Challenge by posting a pic or video completing/participating in the challenge. Post your video or pic and then challenge YOUR followers to do the same and pass on the challenge. Don't forget to use the hashtags below!

THIS ACTIVATION WILL:

- ✓ Create consumer and employee engagement opportunities through a virtual platform and shine a light on thinking about ability differently.
- ✓ Invite new audiences to help break down stereotypes and join our movement.
- ✓ Be posted on **@SpecialOlympics** social channels (LinkedIn, Instagram Story, and Twitter).

HOW YOU CAN SUPPORT:

- Repost and share **#ChallengeAccepted @SpecialOlympics #CorporateChallengeAccepted**
- Complete the challenges as an individual, group or team
- Invite and share this challenge as an employee engagement opportunity to rally staff around this cause (ex. fun competitions of teams in remote home offices to show their spirit!)

- Invite any of your celebrity endorsers on your roster to take part in the fun by recording their challenge completion and repost **#ChallengeAccepted @SpecialOlympics #CorporateChallengeAccepted**
- Invite your consumers, family, and friends to join the fun.
- Create unique incentives to drive participation across your employees, followers, and customers.
 - Ex. creating special offers and/or offering a donation to Special Olympics for every social engagement (i.e. like, share, new post and tag)

SOCIAL MEDIA:

- Post a picture or video of yourself accepting, completing, or doing the latest challenge.
- Challenge your network to accept and complete the challenge
- Share your picture or video during the challenge period
- Tag **@SpecialOlympics** and use **#ChallengeAccepted #CorporateChallengeAccepted**

SAMPLE SOCIAL MEDIA POSTS:

- We are excited to break down stereotypes with **@SpecialOlympics**. We now challenge you [fill in latest challenge]. **#ChallengeAccepted #CorporateChallengeAccepted**
- I've accepted the challenge, what about you? **@SpecialOlympics #ChallengeAccepted #CorporateChallengeAccepted**
- We're excited to participate in the **#ChallengeAccepted** campaign because our mission is rooted in diversity, inclusion, and accessibility for all! **@SpecialOlympics #CorporateChallengeAccepted**
- Today, we're joining the **#ChallengeAccepted** to bring awareness to our differences and uniting us through the Revolution of Inclusion! **@SpecialOlympics #CorporateChallengeAccepted**
- I've accepted the **#ChallengeAccepted** – join me in the Revolution of Inclusion! **@SpecialOlympics #CorporateChallengeAccepted**

We challenge you to think about ability differently. We challenge you to....

Corporate Challenge Series Schedule*

3/22/2021		7/5/2021		10/11/2021
4/12/2021		7/19/2021		10/25/2021
4/26/2021		8/2/2021		11/8/2021
5/10/2021		8/16/2021		11/22/2021
5/24/2021		8/30/2021		12/6/2021
6/7/2021		9/13/2021		12/20/2021
6/21/2021		9/27/2021		

**subject to change*