



1. YOUR STORY HEADLINE

HEADLINE CHECKLIST

Did you:

- Describe what's important/unique about this story (answer the question: "So what?")
- Include a verb?
- Capture the overall message of your story?
- Grab the audience's attention?

2. START YOUR STORY

(add more text, as needed)

STORY CHECKLIST

Did you:

- Write a story that is about someone?
- Describe the BEFORE and AFTER? As in, what changed?
 - What was the athlete's – or teammate's or volunteer's – life like before joining Special Olympics?
 - How did things change thereafter? (More confidence, improved skills, new friendships, feelings of acceptance and success?)
- Put the story within the context of how people with ID are treated/viewed in your country?
- Include any details unique to this story (or to this Program or country)?
- Ask the best questions, such as **(see next page)**:

QUESTIONS TO ASK:

Ask an athlete or unified teammate:

- When did you get involved in Special Olympics--and why? Which are your favorite sports and why?
- How is your life different since you've been involved with Special Olympics?
- What does Special Olympics mean to you? How has it changed you?
- What are you most proud of?

Ask a volunteer, coach or family member:

- What inspired you to get involved with Special Olympics?
- What changes have you seen in the athletes? What changes have you seen in yourself or in other volunteers/supporters?
- Please tell us about your proudest or most memorable moment(s).
- How do you describe Special Olympics to other people? Why do you say they should support Special Olympics?

And, to establish context:

- How are people with intellectual disabilities are treated in your country? How has it changed over time?
- How does/did this pose challenges for athletes, family members or volunteers?
- How does Special Olympics work to improve attitudes and build unity/community within the context of your story?

Lastly, did you include any details that might be unusual or fascinating to others?

(For example: Do the athletes play with a masking-tape ball? Do they prefer to run barefoot? Must an athlete travel far distances to attend training? Does she live in an orphanage? Or in a hut in some remote location?)

3. INCLUDE A PHOTO

Just one or two photos can turn a good story into a great story. Please try to get close-ups or shots that show facial expressions, emotions and personal interactions. We also appreciate photos that are high resolution (generally 1 MB or larger).

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Please send your stories to kmckenna@specialolympics.org.

Or you can also use our online Simple Story system:

<http://www.specialolympics.org/Share>