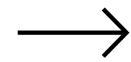




Youth Innovation Projects

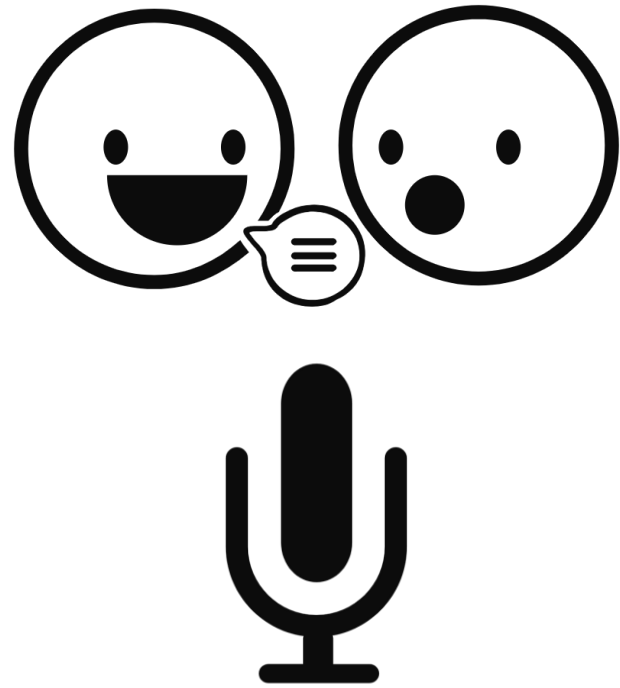


STORY TELLING GUIDE

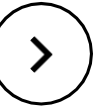
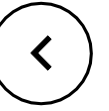


Special Olympics





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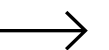
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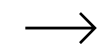
Purpose



Why should we tell our stories?



The stories all come from **Youth Innovation Projects** designed, launched, and led by **Youth Leaders with and without intellectual disabilities**. They take place in **schools and communities** where youth learn and live. By telling these stories, they **raise awareness** of Special Olympics, **break down attitudes** towards people with intellectual disabilities, and **call on** more young people to join the movement.



Our Audience

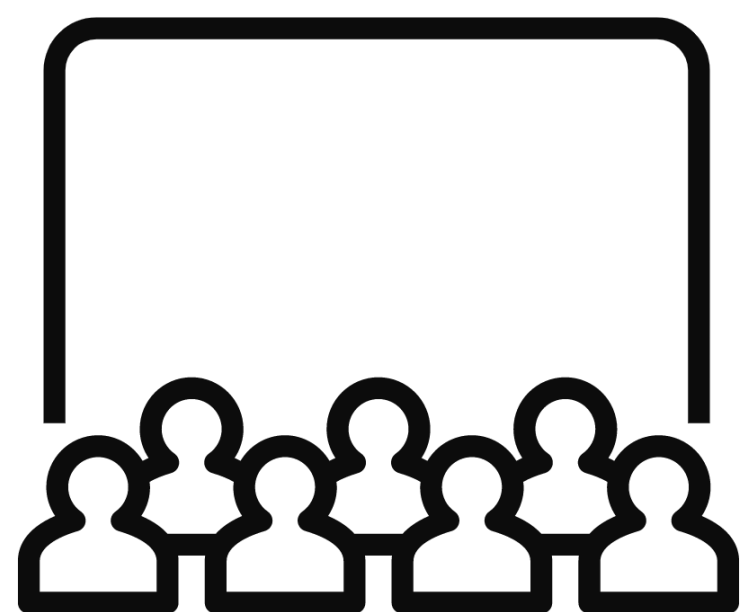
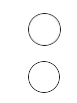
Who should we tell our stories to?

01

People with and without intellectual disabilities who are **already involved** in Special Olympics. Your stories will encourage them to lead Innovation Projects.

02

People with and without intellectual disabilities who are **not already part of** Special Olympics. Your stories will demonstrate inclusive youth leadership and engage them to participate in Special Olympics, as well.



Key Messages

01



Special Olympics Youth Innovation Projects are strategies designed, implemented, and led by **Youth Leaders with and without intellectual disabilities** that support an array of **inclusive practices** through sports and community engagement.

02



Special Olympics provide direct support and technical assistance opportunities to **all grant recipients** and **Programs** to drive **social change**.

03



Special Olympics is empowering youth with and without intellectual disabilities to become **champions of inclusion** locally and create **youth networks** regionally and globally.



Your Role

01

Make sure the stories about your project make people **care** about what you are doing. You could explain it in your story **why** you care about the project and **what impact** it is making.



02

Find **opportunities** to tell stories of your project and other Youth Innovation Projects to your **followers**, your **community** and **members of the media, etc.** You could share on your social channels and promote the event.



03

Help **encourage** more people to get involved with **Special Olympics** and **Youth Innovation Projects.**



What to Cover?

*01*

PROJECT

Describe your project.

For example:

- What the **project** is about
- What the **goals** are
- How many **youth** with and without intellectual disabilities are **engaged**
- Who the **supporters** or **partners** are, etc.

02

ACCOMPLISHMENTS

Describe some of your biggest accomplishments. Focus on **the people** that were impacted and changed.

Quote their feedback after attending the event/project.

For example:

- If there is any **increase in the number** of: Youth Leaders, Unified Schools, Unified Clubs, media impressions, etc.
- If there is any **partnerships** or **sponsorships** developed throughout the project
- Personal reflections on **skill growth** and **experience gained** are also extremely powerful
- Impacts on the **SDGs**, **meaningful roles** gained within your Program, etc.

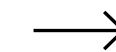
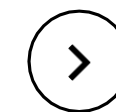
03

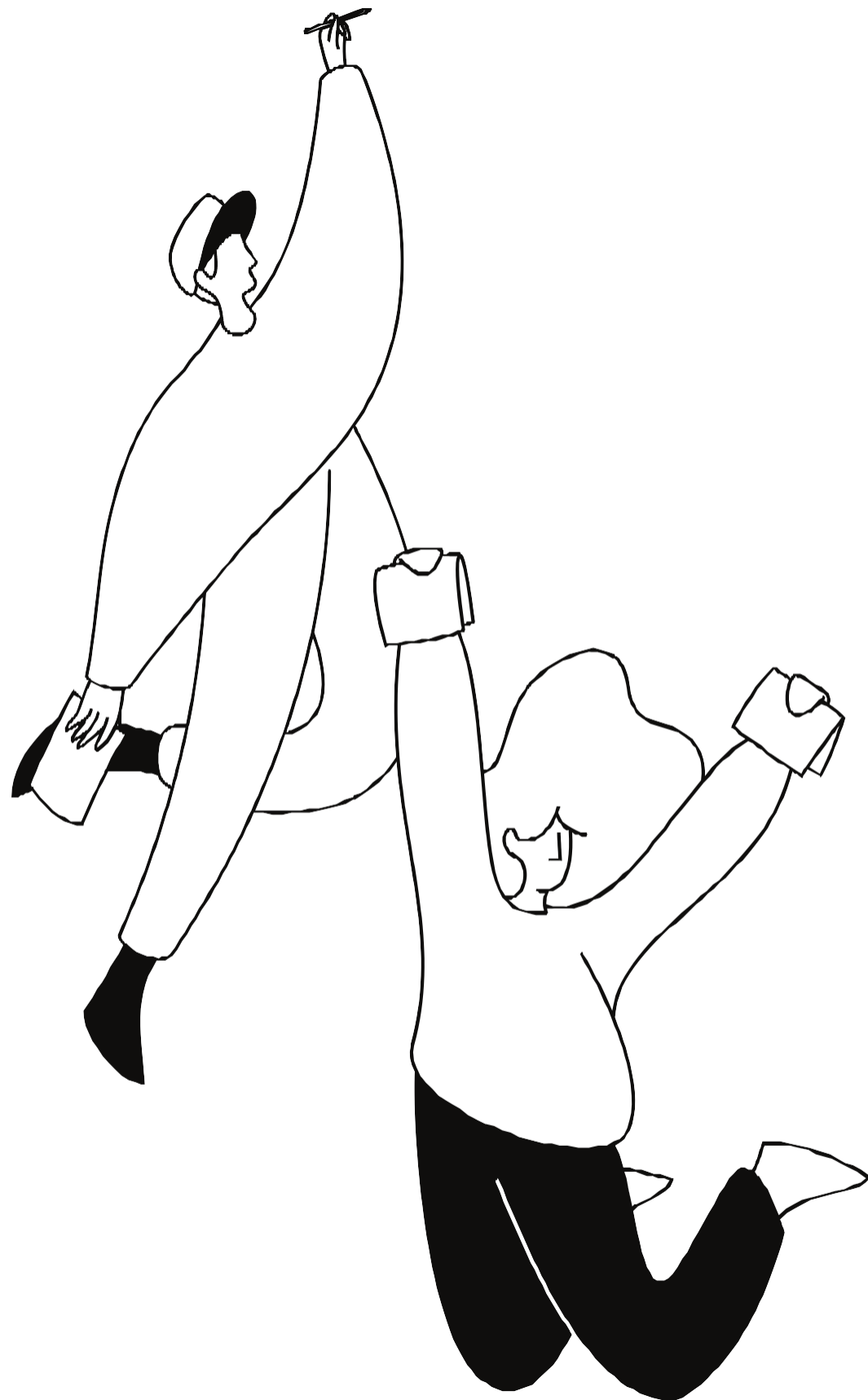
CHALLENGES

Describe challenges you faced and overcame.

For example:

- **Change of location** and **time** due to unexpected circumstances
- **Outcomes** are not the same as desired
- Change of **project team**, etc.





What Makes a Good Story? (**QUIPP**)

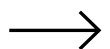
Quotes - Add **real life** to the story. It makes it **feel first-hand** rather than second-hand

Understandable - Make your stories **easy to understand** to engage audiences. If words, flow, or sentence rhythm are hard to follow, readers will hesitate more as they read and their attention will sway

Impact - As you write a story, think about **why it matters**. Why would an audience want to know this? What impact is this having?

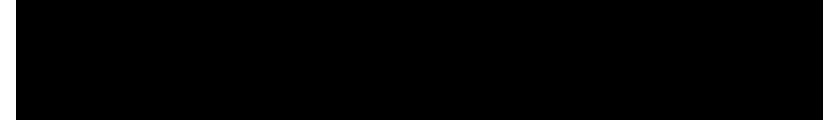
People first - We **care about people**. Particularly **our athletes**. Having stories that **focus on the impact of people or a person** will engage an audience.

Photos and Videos - A great picture or video can **capture audiences' attention** in a few seconds. It also **brings your story to life**.





How to Make Your Story Even Better



- Keep it Simple
- Show, Don't Tell
- Make it Relatable to Special Olympics
- Include Data
 - Reach numbers
- Call to Action, e.g.
 - Come join us at Special Olympics (Program name)
 - Apply for a Youth Innovation Project





Tips



ANSWER SOME QUESTIONS IN YOUR STORY

01

- Was it a **highly successful** campaign?
- Was there a **key partnership agreement**?
- Was there a **big donation**?
- Was there any **change** Special Olympics caused **in one person**?
- What was **volunteers' impact** on an athletes' participation in the project?
- What was **partner's enthusiasm** like for Special Olympics
- Was there any **family involvement** and what was their reaction?

03

PRIORITIZE YOUR OUTREACH

-
- Identify **the media** that have covered your Program, Special Olympics stories, youth empowerment and disability-related news previously
- **Make a list of** wire/online, print and broadcast media outlets for continued media outreach

COMMUNICATE WITH PARTNERS ABOUT YOUR PROJECT

02

- Partners are a key to the **sustainability** and **publicity** of your project
- Here are some suggestions to communicate with your partners or potential partners:
 - Share **success stories**
 - Provide **updates**
 - **Follow up** often
 - **Highlight/promote** them in your stories/media
 - Identify **needs** and **opportunities** during project implementation

04

HELP MEDIA TO FIND THEIR ANGLE

- Target **freelancers and bloggers**
- **Ask for support** from Program/Regional staff
- Share **social media language** with them to encourage them to post on their networks



Understanding intellectual disability

Find **the right time** to pitch **the right story**

Engage **local celebrities/public figures** to have an experience of your project

Invite media to come out and cover your project

Identify top **5 highlights** of your project

the

Regional/Program staff offer opportunity to

support one Unified Pair to **collaborate with**

reporters who have worked with Special

Olympics before

-
-
-
-
-
-

duration of the project and **report their feedback**

Identify Unified Pairs, volunteers, teachers,





We look forward to reading your stories!

If you need further assistance, please contact your Program or Regional Innovation Grants Team, or send an email to innovationgrants@specialolympics.org