

**SPECIAL OLYMPICS  
LOUISIANA STRATEGIC PLAN  
2021-2024**



**Special  
Olympics**  
Louisiana

## SUMMARY:

### WHAT IS CHANGING IN THE NEXT 4 YEARS?



1. Focus more on sports and fitness at the local level.
2. Be more inclusive in hiring.
3. Reach out to communities that have less inclusive opportunities.
4. Use technology to reach more people and create more activities.
5. Become an athlete-led movement through the **Unified Leadership** approach.
6. Provide more training and tools for volunteers and staff.
7. Focus more on results. We will evaluate and measure the results of our programs to see how we are progressing towards our vision.
8. Share our stories and show our impact in a way that inspires donors and supports fundraising.



#### UNIFIED LEADERSHIP

Leadership where people without intellectual disabilities can learn from and empower people with intellectual disabilities.



### WHAT IS OUR VISION AND MISSION THAT GUIDES THIS PLAN?

#### OUR VISION

Our **VISION** is an inclusive world for all, driven by the power of sport, through which people with intellectual disabilities **live active, healthy and fulfilling lives.**

#### OUR MISSION

Our **MISSION** is to provide year-round sports training and competition. Both children and adults with intellectual disabilities can:

- improve physical fitness
- show courage
- experience joy

This gives athletes the chance to share their gifts, skills, and friendship with the community.

## OUTLINE OF THE STRATEGIC PLAN

THERE ARE 2 GOALS IN THE PLAN



### GOAL A

Improve local sports participation and well-being of athletes to strengthen communities

### GOAL B

Remove barriers to inclusion and expand our reach through digital technology

## STRATEGIES



3 strategies will help achieve these goals:

Strategies explain what we need to do to reach our goals.

## ENABLERS



4 enablers will make all of this possible:

Enablers are the tools we use to do the work explained in our Strategies.



# THE STRATEGIC PLAN AT A GLANCE

Special Olympics changes attitudes and behaviors through sport. We do it by showcasing the gifts and talents of people with ID, creating friendships and demonstrating the best of the human spirit. **This Plan has two goals:**

**GOAL A** Improve local sports participation and well-being to strengthen communities

**GOAL B** Remove barriers to inclusion and expand reach through digital technology

**Three strategies** will lead to achievement of these goals:

- S1. Improve quality and reach of local programming
- S2. Empower athlete leaders and other change-makers
- S3. Foster inclusive practices and settings

All of this will be made possible through **four enablers:**

- E1. Digitize the Movement
- E2. Diversify Revenue
- E3. Build the Brand
- E4. Drive Excellence (People and Practices)



OUR **VISION** IS AN INCLUSIVE WORLD FOR ALL, DRIVEN BY THE POWER OF SPORT, THROUGH WHICH PEOPLE WITH INTELLECTUAL DISABILITIES LIVE AN ACTIVE HEALTHY AND FULFILLING LIFE.

**GOAL A** INCREASE LOCAL SPORTS PARTICIPATION AND WELL-BEING TO STRENGTHEN COMMUNITIES

**GOAL B** REMOVE BARRIERS TO INCLUSION AND EXPAND REACH THROUGH DIGITAL TECHNOLOGY



Diversify Revenue

Build The Brand

Drive Excellence

## **OUTCOMES OF THE STRATEGIC PLAN**

THERE ARE 4 LONG-TERM RESULTS OR OUTCOMES THAT THE STRATEGIC PLAN SHOULD LEAD TO:

1. Athletes have better physical well-being, skills, fitness and health.
2. Athletes, teammates, families, and volunteers have better social and emotional well-being.
3. People without disabilities become more inclusive.
4. Organizations are more inclusive through the work of Special Olympics and the influence of athletes.



## STRATEGY 1

### IMPROVE AND EXPAND LOCAL ACTIVITIES



#### WHAT DOES THIS MEAN?

- Special Olympics will focus on local activities that benefit everyone in the community.
- We will create opportunities for athletes to train and compete in their own community.
- This means expanding activities in every type of community.
- This encourages athletes to be involved in sports as participants and leaders throughout their lives.



#### WE WILL:

- 1. Strengthen and grow local operations so that athletes of all ages and abilities are included.**
- 2. Increase the amount of year-round sports training and local competitions. This includes Unified Sports, Young Athletes and Motor Activity Training Program.**
- 3. Increase the knowledge and skills of coaches to improve sports quality and leadership.**
- 4. Create and grow local partnerships. We will recruit more experts and resources.**





## STRATEGY 2

### EMPOWER ATHLETE, YOUTH AND OTHER LEADERS TO MAKE CHANGE



#### WHAT DOES THIS MEAN?

- Special Olympics will improve the knowledge and skills of everyone involved in our mission.
- We will make sure athletes and young people have leadership roles and can educate others.
- This gives athletes and young leaders a voice and motivates others.
- These leaders will use inclusive behaviors and influence others to do the same.



#### WE WILL:

- 1. Invest in training and opportunities that teach our audience to improve inclusive health and well-being.**
- 2. Expand Unified (Champion) Schools.**
- 3. Grow a Unified Generation by building networks of influencers and inclusive thinkers.**
- 4. Increase the number of athletes with internal roles and jobs. Leaders without disabilities will adopt the Unified Leadership approach.**
- 5. Use the talents of youth and athletes as teachers of inclusion.**





### STRATEGY 3

## GROW INCLUSIVE PRACTICES AND ACTIVITIES



### WHAT DOES THIS MEAN?

- Special Olympics will work with government organizations from global to local levels.
- Together we will fight injustice and inequality.
- We will create better access and more opportunities for people with intellectual disabilities.



### WE WILL:

- 1. Influence organizations to create more programs that support people with intellectual disabilities.**
- 2. Create new partnerships and build on existing relationships.**
- 3. Inspire organizations to create inclusive environments through Unified Sports and the Unified Leadership approach.**
- 4. Use National, Regional and World Games to inspire collaboration with organizations that can help with our mission.**
- 5. Promote Unified Leadership as a new understanding of inclusive leadership.**







ENABLER 1

## DIGITIZE THE MOVEMENT



### WHAT DOES THIS MEAN?

- We will make sure that Special Olympics and people with intellectual disabilities are keeping up with society and technology.
- Digital solutions can increase the reach and effects of our work.
- Digital channels will allow us to connect with millions more athletes, families and coaches.



### WE WILL:

- 1. Create new approaches to inclusive activities using digital platforms, content and tools.**
- 2. Develop an online environment to provide communication, interaction and learning.**
- 3. Directly reach people with intellectual disabilities and their families.**
- 4. Create accessible and inclusive formats so that everyone can benefit.**
- 5. Make sure that people and communities with low technology and Internet access are not left behind.**
- 6. Use data to improve local and global activities.**





## ENABLER 2

# INCREASE AND EXPAND REVENUE



### WHAT DOES THIS MEAN?

- Special Olympics will create new ways to raise funds.
- We will make an effort globally and locally to raise funds.
- We will gain new and diverse sources of revenue.
- We will create sustainable funding that adapts to change.



#### **REVENUE**

Income or money that Special Olympics gets.

#### **SUSTAINABLE**

When something is able to grow in a positive way and last for a long time.

#### **DIVERSIFY**

Having income from many different places.



### WE WILL:

1. Make investments in 2 or 3 Programs (focus markets) to increase awareness of Special Olympics.
2. Share learning from these focus markets with other Programs.
3. Target donor organizations that fit with our focus markets.
4. Develop rules for distributing resources in new markets and improve them in existing markets.
5. Increase our ability to raise money and manage relationships with donors.
6. Develop tools to increase fundraising at the community level.
7. Use data on performance in different markets to decide where to invest.
8. Diversify resources so we do not rely on any one source.





### ENABLER 3

## BUILD THE BRAND



### WHAT DOES THIS MEAN?

- Special Olympics will increase awareness of the brand through new and existing channels.
- This will build our influence, attract more people, and create new audiences.
- This is especially important at the community level.



### WE WILL:

- 1. Increase the number of active physical and digital fans.**
- 2. Strengthen marketing and communications of sports and inclusion content.**
- 3. Use communication of events like the World Games to gain attention and action.**
- 4. Use traditional and digital communication to attract audiences.**
- 5. Let athlete leaders communicate the message of inclusion.**
- 6. Increase communication at local and regional levels.**
- 7. Use tools and training for local leaders, especially through digital channels.**





## ENABLER 4

# PROMOTE EXCELLENCE



## WHAT DOES THIS MEAN?

- **Empowered** people are important to the success of our programs.
- Empowered people promote excellence in sports, health, youth and leadership work.
- We will improve how we recruit and work with staff, coaches and volunteers.
- We need to make sure they have the right tools and skills so they can achieve excellence.



### **EMPOWERED**

Feeling confident in your ability to make change.

### **PROGRAM BOARD OF DIRECTORS**

A group that is responsible for the Program level policies of Special Olympics.



## WE WILL:

1. Integrate the Unified Leadership approach.
2. Support the growth of leaders at all levels by creating learning opportunities.
3. Increase the diversity and effectiveness of the Program Board of Directors.
4. Improve our recruitment.
5. Focus on diversity, training, and retention for volunteers and staff.
6. Set universal standards of quality in training and support.
7. Strengthen research of outcomes and use the results to improve.
8. Empower Programs with tools and practices that adapt to differences.
9. Improve internal communication to strengthen collaboration and knowledge sharing.



# CONCLUSION

## YOU ARE AN IMPORTANT PART OF THIS STRATEGIC PLAN.

- Your stories and experiences with Special Olympics are important to share.
- Sharing can empower others, involve your communities, and help get resources to do more.
- We need your leadership across the movement to support our program goals.



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