

Be A Fan Campaign Overview

Research tells us:

Special Olympics scores poorly in terms of mainstream relevance.

Without direct connection to Special Olympics (family member or friend) or other linkage (friend of the movement, involved in athletics or special education) members of the general population don't feel connected to us or understand how/why they can become involved. Special Olympics doesn't do a great job of relating beyond natural constituency.

In general people:

- Don't understand how to "join" Special Olympics
- View us as "nice" but not necessary
- Don't think we are relevant to them

Our goal is to deploy a marketing/branding campaign that will help us build relevancy with potential donors and volunteers beyond our natural constituency.

We need to sell to people a brand that says we are:

- Life-changing experiences for all involved
- Bringing together a wide range of people
- Trustworthy organization
- Providing empowering experiences for everyone
- Important to society

Changes from:

- | | |
|--------------------------------|--|
| • One country's movement | to global |
| • Sports | to more than sports (HAP, ALPs, etc) |
| • Pity | to empowerment (ALPs and they play a role in society—jobs, serve on committees, etc) |
| • "Nice" thing to do | catalyst for social change |
| • An occasional event | EVERYDAY LIFE |
| • About "those special people" | EVERYONE can be involved (volunteer, donor) |

Other lines to use in marketing materials (on posters, tshirts, etc):

Be a fan of unity.

Be a fan of confidence (athletes' hands up after award)

Be a fan of determination

Be a fan of tolerance, empowerment & dignity

Be a fan of grace (figure skater)

Be a fan of acceptance, courtesy & kindness.

Be a fan of togetherness.

Be a fan of joy (athletes hugging/smiling)

Be a fan of strength (show power lifter)

Be a fan of generosity & inclusion.

Be a fan of fun.

Be a fan of inspiration & the ones who inspire you.

Be a fan of competition, of winning & of being brave in the attempt.

Be a fan of trying your best.

Be a fan of the human race.

Be a fan of Special Olympics.