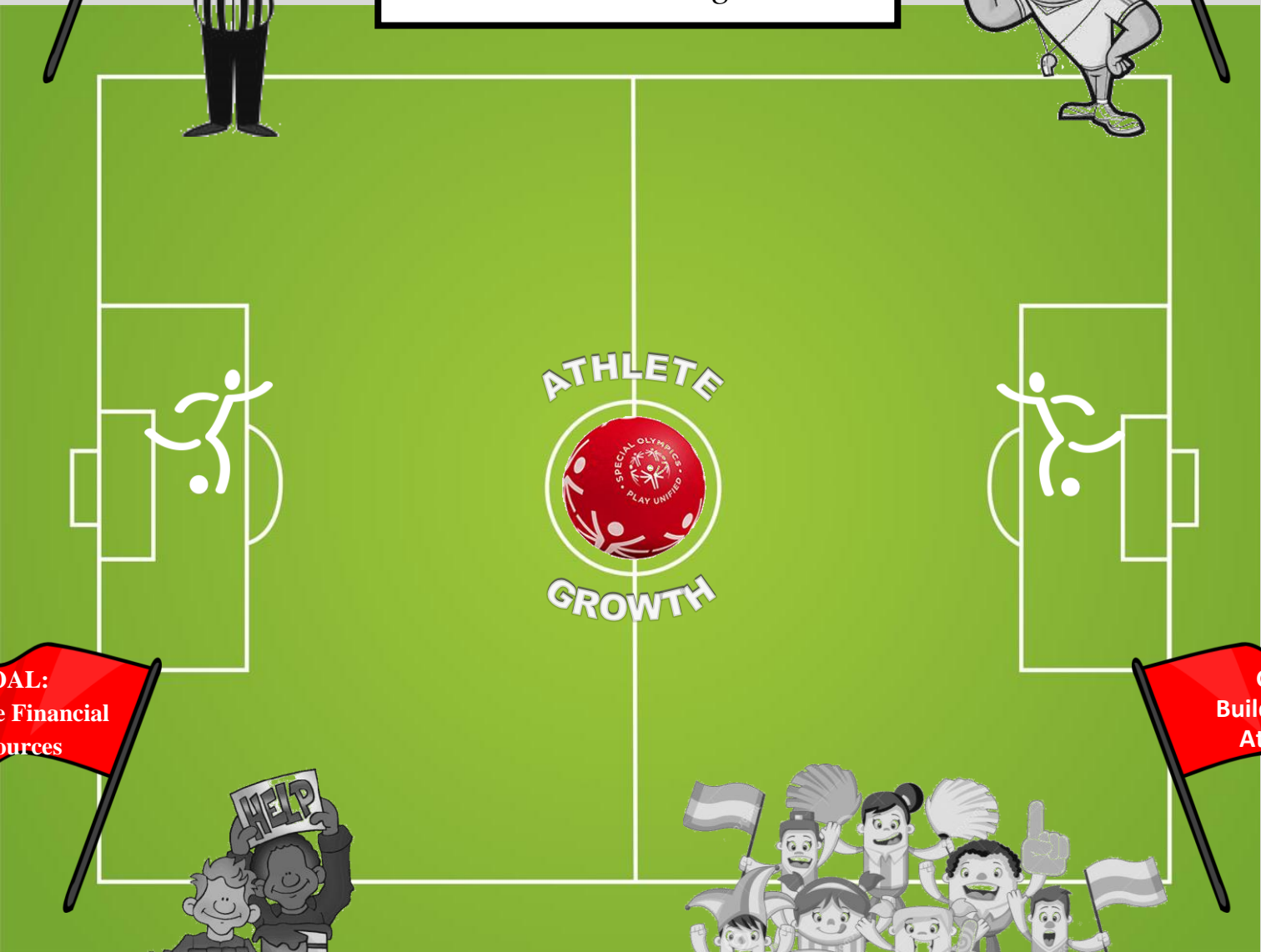


GOAL:
Improve Quality
Sports



Special Olympics
New Hampshire 
2017-2019 Strategic Plan

GOAL:
Strengthen
Leadership



GOAL:
Generate Financial
Resources



GOAL:
Build Positive
Attitudes



2017 – 2019 Strategic Plan

PRIORITY #1 – Build positive attitudes towards people with ID

Areas of Focus	3 Year Goal	Measurements- 2017	Measurements- 2018	Measurements- 2019
Awareness	Create a public awareness campaign focused on changing perception (of our athletes, of Special Olympics) with a call to action of simply sharing the message.	<ul style="list-style-type: none"> Establish a public awareness task force 	<ul style="list-style-type: none"> Work with task force to create campaign 	<ul style="list-style-type: none"> Work with task force to launch campaign
	Develop a Local Program communications guide focusing on networking and outreach that will be incorporated into the Local Program Coordinators Manual.	<ul style="list-style-type: none"> Share guide at 2017 VLW 		
	Introduce individuals annually to Special Olympics through Reveal the Champion events.	<ul style="list-style-type: none"> 72 new people 10 events 4 new ambassadors 	<ul style="list-style-type: none"> 126 new people 18 events 6 new ambassadors 	<ul style="list-style-type: none"> 192 new people 24 events 8 ambassadors
Communication	Update our current website (geared toward our family) and develop and test a microsite (geared toward the general public).	<ul style="list-style-type: none"> Update website 	<ul style="list-style-type: none"> Launch microsite 	<ul style="list-style-type: none">
	Revamp communications including our newsletter (test moving to a single call to action monthly), blogs and social media channels.	<ul style="list-style-type: none"> Determine baseline to monitor communications (read & click, website visits, social media mentions, exposure, engagement) Create an communications program with 5 volunteers 	<ul style="list-style-type: none"> Increase communications metrics by 5% over 2017 baselines Expand communications program to 10 volunteers 	<ul style="list-style-type: none"> Increase communications metrics by 10% over 2017 baselines Expand communications program to 20 volunteers
	Track coverage from press (digital and print media) and increase exposure annually.	<ul style="list-style-type: none"> Establish system to track and determine baseline 	<ul style="list-style-type: none"> Increase exposure by 5% over 2017 baseline 	<ul style="list-style-type: none"> Increase exposure by 10% over 2017 baseline



PRIORITY #2 – Improve sports opportunities and quality, through coaching, new programming and partnerships

Areas of Focus	3 Year Goal	Measurements- 2017	Measurements- 2018	Measurements- 2019
Health & Fitness	Expose our athletes to Healthy Athletes opportunities.	<ul style="list-style-type: none"> • Work with Management Team to establish a three year plan 	<ul style="list-style-type: none"> • Implement the established plan 	<ul style="list-style-type: none"> • Implement the established plan
	Increase our athletes' level of fitness through year round seasonal training and a weeklong boot camp.	<ul style="list-style-type: none"> • Offer boot camp with 20 athletes • 5% of Local Programs will have a Fitness Coach 	<ul style="list-style-type: none"> • Offer boot camp with 35 athletes • 10% of Local Programs will have a Fitness Coach 	<ul style="list-style-type: none"> • Offer boot camp with 50 athletes • 15% of Local Programs will have a Fitness Coach
Quality sports and athlete experience	Improve quality of coaches.	<ul style="list-style-type: none"> • Introduce and implement new coaches education plan • 5% of coaches are certified 	<ul style="list-style-type: none"> • 15% of coaches are certified 	<ul style="list-style-type: none"> • 25% of coaches are certified
	Work with athletes to improve their performance either by improving score or increasing difficulty.	<ul style="list-style-type: none"> • Increase participation in the 200M by 5% over 2016 participation • Increase participation in the running long jump by 5% over 2016 participation • Increase participation in the pentathlon by 5% over 2016 	<ul style="list-style-type: none"> • Increase participation in the 200M by 10% over 2016 participation • Increase participation in the running long jump by 10% over 2016 • Increase participation in the pentathlon by 10% over 2016 	<ul style="list-style-type: none"> • Increase participation in the 200M by 15% over 2016 participation • Increase participation in the running long jump by 15% over 2016 • Increase participation in the pentathlon by 15% over 2016
	Improve our competitive events that will be shown through event evaluations (survey, interview, etc.).	<ul style="list-style-type: none"> • Expand system to evaluate competitive events and determine baseline 	<ul style="list-style-type: none"> • Improve events by 5% over 2017 baseline 	<ul style="list-style-type: none"> • Improve events by 10% over 2017 baseline



PRIORITY #3 – Grow the number of athletes served

Areas of Focus	3 Year Goal	Measurements- 2017	Measurements- 2018	Measurements- 2019
Athlete Growth	Increase total number of athletes served	<ul style="list-style-type: none"> • Increase athlete count by 10% over 2016 actual 	<ul style="list-style-type: none"> • Increase athlete count by 10% over 2017 actual 	<ul style="list-style-type: none"> • Increase athlete count by 10% over 2018 actual
	Increase the number of Young Athletes.	<ul style="list-style-type: none"> • 400 young athletes • 10% of our Local Programs offer Young Athletes 	<ul style="list-style-type: none"> • 500 young athletes • 15% of our Local Programs offer Young Athletes 	<ul style="list-style-type: none"> • 600 young athletes • 25% of our Local Programs offer Young Athletes
	Reduce athlete attrition.	<ul style="list-style-type: none"> • 7% attrition 	<ul style="list-style-type: none"> • 6% attrition • Develop automated system to reach out to athletes that have left the program 	<ul style="list-style-type: none"> • 5% attrition
	Transition from individual sports based Local Programs to community based Local Programs.	<ul style="list-style-type: none"> • Define community based local programs • 5 community based Local Programs 	<ul style="list-style-type: none"> • 10 community based Local Programs 	<ul style="list-style-type: none"> • 15 community based Local Programs
	Expand Unified Champion School programming to Middle Schools.	<ul style="list-style-type: none"> • 10 Unified Champion middle schools 	<ul style="list-style-type: none"> • 20 Unified Champion middle schools 	<ul style="list-style-type: none"> • 30 Unified Champion middle schools



PRIORITY #4 – Strengthen leadership, including Athlete Leadership opportunities

Areas of Focus	3 Year Goal	Measurements- 2017	Measurements- 2018	Measurements- 2019
Athlete Leadership	Increase number of trained athlete leaders in New Hampshire.	<ul style="list-style-type: none"> • 10% of our LPs have a trained athlete leader 	<ul style="list-style-type: none"> • 15% of our LPs have a trained athlete leader 	<ul style="list-style-type: none"> • 25% of our LPs have a trained athlete leader
	Train quality athlete leaders through regular education and speaking engagements.	<ul style="list-style-type: none"> • Develop system to track speaking engagements for and determine baseline. 	<ul style="list-style-type: none"> • Increase speaking engagements by 15% over 2017 baseline 	<ul style="list-style-type: none"> • Increase speaking engagements by 25% over 2017 baseline
	Empower our athletes to be advocates for Special Olympics through athlete input councils, Local Program leadership teams, management teams and SONH board of directors.	<ul style="list-style-type: none"> • Increase number of Local Programs that have an athlete serving as an advocate by 5% from 2016 actual 	<ul style="list-style-type: none"> • Increase number of Local Programs that have an athlete serving as an advocate by 15% from 2016 actual 	<ul style="list-style-type: none"> • Increase number of Local Programs that have an athlete serving as an advocate by 25% from 2016 actual
Volunteer Leadership	Improve the foundation of our events (competitive and fundraising) by improving our event management teams.	<ul style="list-style-type: none"> • Identify management team roles for all events 	<ul style="list-style-type: none"> • Increase number of roles filled by 15% over 2017 baseline 	<ul style="list-style-type: none"> • Increase number of roles filled by 25% over 2017 baseline
	Improve Local Program infrastructure.	<ul style="list-style-type: none"> • Visit each Local Program to establish baseline 	<ul style="list-style-type: none"> • Improve average LP score by 5% over 2017 baseline 	<ul style="list-style-type: none"> • Improve average LP score by 15% over 2017 baseline
	Develop and implement system to actively recruit, retain and recognize volunteers.	<ul style="list-style-type: none"> • Develop system for volunteers focusing on recruitment 	<ul style="list-style-type: none"> • Expand volunteer system to focus on recruitment and retention 	<ul style="list-style-type: none"> • Expand volunteer system to focus on recruitment, retention and recognition
	Improve area infrastructure.	<ul style="list-style-type: none"> • Define ideal area infrastructure 	<ul style="list-style-type: none"> • 1 functioning area 	<ul style="list-style-type: none"> • 2 functioning areas
Staff Leadership	Build organizational strength by developing our staff.	<ul style="list-style-type: none"> • Launch quarterly team building & celebration events • Develop individual staff plans 	<ul style="list-style-type: none"> • Establish monthly lunch & learns and continue quarterly events • Monitor and update individual staff plans 	<ul style="list-style-type: none"> • Continue monthly lunch & learns and quarterly events • Monitor and update individual staff plans



PRIORITY #5 – Generate more financial resources

Areas of Focus	3 Year Goal	Measurements- 2017	Measurements- 2018	Measurements- 2019
Sustainability	Increase our short term fund to \$36,000 by the end of 2019.		<ul style="list-style-type: none"> • \$12,000 in short term fund 	<ul style="list-style-type: none"> • \$36,000 in short term fund
	Increase revenue in our annual Champions Together Breakfast to provide long term sustainable funding.	<ul style="list-style-type: none"> • \$60,000 raised through gifts and pledges • 150 attendees 	<ul style="list-style-type: none"> • \$70,000 raised through gifts and pledges • 170 attendees 	<ul style="list-style-type: none"> • \$80,000 raised through gifts and pledges • 190 attendees
	Increase participation and revenue in our six Winter Water Sports.	<ul style="list-style-type: none"> • Collect & analyze WWS participants data in 2017 (including exit interviews) to determine system for measuring WWS success (participant, total raised, average raised per person, attrition) and determine baseline. 	<ul style="list-style-type: none"> • Increase WWS success metric by 5% over 2017 baseline. 	<ul style="list-style-type: none"> • Increase WWS success metric by 10% over 2017 baseline.
Partnerships to connect the movement	Increase Law Enforcement Torch Run participation.	<ul style="list-style-type: none"> • Raise \$500,000 • Develop LE engagement system and determine baseline • Visit each LE agency in NH 	<ul style="list-style-type: none"> • Raise \$525,000 • Increase LE engagement by 5% over 2017 baseline 	<ul style="list-style-type: none"> • Raise \$550,000 • Increase LE engagement by 10% over 2017 baseline
	Engage corporate partners and social service clubs.	<ul style="list-style-type: none"> • Define partners (corporate and social service) and determine baseline 	<ul style="list-style-type: none"> • Increase number of partners by 10% over 2017 baseline 	<ul style="list-style-type: none"> • Increase number of partners by 15% over 2017 baseline

