

WELCOME



Welcome to the SOWA 2020 Plan!

The kit you have before you represents our strategies and intentions for growing and improving Special Olympics Washington between now and 2020. It is the result of discussions, focus groups and input from various key constituencies within our program and our communities. It reflects the new strategic direction outlined in the Special Olympics International strategic plan, as well as Program Quality Standards that guide our efforts to provide consistent and ever improving programming.

So what is YOUR role in this plan? You are now the embodiment of the plan. You can help us make sure that everyone we come in contact with knows our priorities, strategies and goals. You can also help people discover ways to help us make all those goals attainable. We are a large program with a lot of opportunities for engagement. Help people find the aspect of the program that most interests them, and help them get connected. To help you do this we have included here:

- A full sized graphic depiction of the plan that includes the pillars, foundations and metrics we are committed to
- A smaller card with the plan graphic on one side and a list of SOWA contacts for each of the areas of potential engagement
- Business card with the plan pillars and information on how to volunteer or donate
- A shirt to wear out in the community and when visiting SOWA events. This will hopefully spark conversations about the plan and our goals

Our plan for activation starts here. You are the first fans and advocates for SOWA and especially our athletes. As you share the plan and get feedback, we will adjust messaging as we ready ourselves for the next phase which will take place in the fall as we conduct local "town hall" meetings across the state. That is where we will share the plan with our coaches, families, athletes, Law Enforcement and games volunteers.

From there, the activation plan takes on two fronts: The state level where we are focused on tracking metrics and refining strategies state-wide and in concert with the 2018 USA Games; and at the local level where coaches, athletes and families will be looking for ways to activate their communities to join us on the path to success.

We will review the plan and metrics each quarter using a dashboard (currently under development) that will help us share our successes and adjust our strategies where necessary.

So take some time to familiarize yourself with the plan and the materials here. Reach out to either of us if you have questions or ideas. It is essential that we all speak with one voice and act with these goals as our guidance. Let the Games begin!

Dave Lenox
President & CEO
Special Olympics Washington