



# Special Olympics Case Study: The Power of Print Newsletters

# Today's Panel

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Monica Muten  
Sr Director, Direct Response Marketing  
Special Olympics International



Nora Millwood  
Vice President, Client Services  
NNE Marketing



Meredith Piemme  
Business Development Director  
Production Solutions

# Objectives for Today



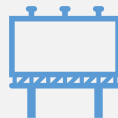
Understanding minimal level of effort to have a successful newsletter program



How to target different audiences with a print NL



Metrics to evaluate the success of a NL program



Production tips to keep costs low and impact high, including other uses for your print NL besides a single DM campaign

# History of Special Olympics' Newsletter Program

- Launched in 2017 with the goal to cultivate donors through mission-based content
- Targeted high value audiences
- Timeframe: mailed in March & September, after Q1 giving and prior to year-end fundraising effort
- Format: 8-page newsletter with return envelope for soft ask (no reply slip)
- Content:
  - Highly localized including upcoming events in donor's state, counts of athlete participants and medals from prior local games, letter from local CEO
  - Complementary national articles that share upcoming initiatives and demonstrate the ongoing need

# Target Audiences to Cultivate and Increase Value

Identified audiences to invest in for long term revenue generation driven both by retention and upgraded value over time

Audiences include:

- Sustainers including TM, DM, digital and canvass acquired
- \$100+ single gift donors in last year
- Donors with a Planned Giving commitment or high likelihood to commit

Have expanded audience in 2023 to include some lower dollar donors who have a high frequency and/or multi-year giving trend



# Delivering Relevant, Meaningful Content

- Visuals of athletes in action, joyous faces
- Themes relevant to current events and needs
  - ❖ March 2020 – Families & Communities
  - ❖ Sept 2020 – We'll Get Through this Together
  - ❖ March 2021 – COVID and What Special Olympics Means to the Athletes
  - ❖ Sept 2021 – Voices of Hope
  - ❖ March 2022 – Impact Report
  - ❖ March 2023 – Game On!
  - ❖ September 2023 – Coaches & Volunteers

# Content Generation

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Fundraising team at SOI works collaboratively with all 52 US state Programs on gathering state specific localized information to include in all fundraising efforts

- We send out two survey requests during the year for Programs to fill out
  - program specific stats & information
  - list of most popular sports
  - event calendars (locations/dates)
  - athlete profiles & photos, etc.
- SOI encourages Programs to send ad hoc athlete stories/profiles throughout year
- Interviews are conducted when needed with athletes and their families
- Athlete Content, Engagement & Storytelling Team (ACES) - Through Program nominations we select 3-5 athletes to serve for a year to provide stories/content for fundraising/marketing initiatives

# Highly Personalized Content




**AGE:** Athlete age  
**HOMETOWN:** Athlete Town  
**FAVORITE SPORT:** Athlete sport  
**SPORTS PLAYED:** Athlete sports

**WHY HE/SHE LOVES SPECIAL OLYMPICS/FAVORITE STORY:** Uciis autesere imossi vid quam escita si totat expe invelluptate. Plus this line until just right abooooooooooooooooot here.

**WHAT SPECIAL OLYMPICS MEANS TO HIM/HER:** Uciis autesere imossi vid quam escita si totat expe invelluptate. Plus this line until just right abooooooooooooooooot here or here.

XXFIRST NAMEXX  
XXLAST NAMEXX



**<<Chapter>>  
Upcoming Events**

**<<Event Name>>  
<<Date>> <<Location>>**

**<<Event Name>>  
<<Date>> <<Location>>**

**<<Event Name>>  
<<Date>> <<Location>>**

*Please note that events, dates and locations are subject to change.*

*Please visit <<chapter website>> for the most up-to-date information.*

## 2017 SUMMER GAMES

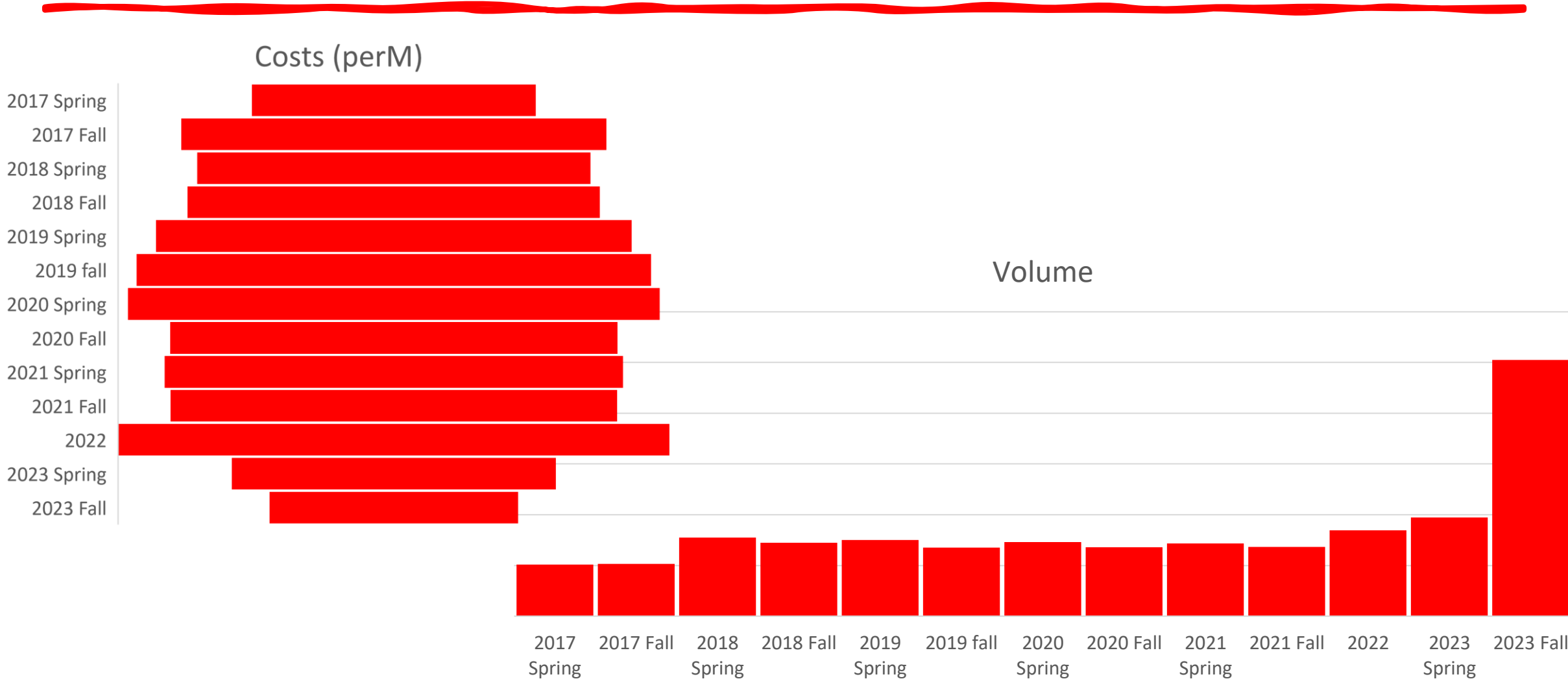
Special Olympics <Chapter> held their annual Summer Games on <Dates> in <City>.

**More than x number of athletes participated, and y number of medals awarded.**

As you can see it was a great success! A huge thanks to all the volunteers, coaches, and donors like you and a big congratulations to all our athletes who participated!



# Evolution of The Podium



# Original Format



Special Olympics  
«Chapter Name»

FALL 2017

## Podium

AN EXCLUSIVE PUBLICATION FOR DEDICATED SUPPORTERS



**Jamaal CHARLES**  
Special Olympics  
Global Ambassador

Healthy Athletes

**50 YEARS CHANGING THE GAME**

Lexington, MA  
Suite 14  
1666 Massachusetts  
Mrs. Jane D. S...

<City, US 12345>  
<Chapter address 1>  
<Chapter Name>

Upcoming Events

<<Event Name>>  
<<Date>> <<Location>>

<<Event Name>>  
<<Date>> <<Location>>

<<Event Name>>  
<<Date>> <<Location>>

**INSIDE:** Test your Special Olympics Knowledge!

### Podium

FALL 2017

**WHAT'S INSIDE**

- 3 Loretta Claiborne: the Heart and Soul of Special Olympics
- 5 50 Years Changing the Game
- 6 Quiz: How Well Do You Know Special Olympics
- 7 Highlights From Last 50 Years
- 7 Jamaal Charles: Special Olympics Global Ambassador
- 8 Healthy Athletes

**BE IN THE KNOW..**

Be among the first to receive Special Olympics updates, opportunities and more...

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[f](#) [t](#) [v](#) [y](#)

[www.SpecialOlympics.org](http://www.SpecialOlympics.org)

2 Special Olympics «Chapter»

**<FROM THE Signer Title>**

Dear Mrs. Sample,

Thank you for your support of Special Olympics. Your exceptional generosity is making a wonderful difference for our athletes.

In recognition of your friendship, I'm pleased to announce...

**LORETTA CLAIBORNE**  
*the Heart and Soul of Special Olympics*

Loretta Claiborne has been a Special Olympics athlete since 1970. She currently serves on the board and as Chief Inclusion Officer for Special Olympics International. She has become a public speaker and still competes when she can, whether it's bowling, track and field, figure skating or swimming.



**50 YEARS CHANGING THE GAME**

A Message from Tim Shriver:



In July 2018, Special Olympics celebrated 50 years of joy, courage and achievement. My mother, Emice Kennedy, if people with intellectual disabilities had the same opportunities and experiences they could accomplish far more than we thought possible.

She put that vision into action by starting the first Special Olympics day camp she hosted in her back yard, "Camp Shriver." The goal was to give children with intellectual disabilities a variety of sports and physical activities, and to give them the idea behind that first Camp Shriver.

In July 1968, the first Internationals were held in Soldier Field. Since then, we have been changing the lives of people with intellectual disabilities and changing the world.

Your generous support makes it possible for us to discover success. So, even though we are not always successful, you, our valued supporters, are the reason we are here today.

Every day, for what will be the 50th anniversary of Special Olympics, we are changing lives through sports and physical activities.

Thank you to you and others who have remained consistent from the beginning to the present.

**Jamaal CHARLES**  
Special Olympics Global Ambassador

Jamaal Charles is an All-Pro and Pro Bowl running back for the Kansas City Chiefs. He was born on December 27, 1986, in Port Arthur, Texas.

Jamaal was in the third grade when he discovered that he had a learning disability. Through his special education classes, he went on to play for Special Olympics events and then ultimately competed and thrived in track and field.

"I was afraid, I was lost, I had trouble reading," Jamaal says. "I found out I had a learning disability. People made fun of me. They said I would never go anywhere. But when I was 10 years old I had the chance to compete in the Special Olympics and that gave me my first chance to discover a talent I did not know I had."

Thanks in great part to the confidence he gained through Special Olympics competitions, Jamaal excelled as a child in sports and then as a teenager, becoming an All-American high school football player and track athlete. At Port Arthur Memorial High School, he rushed for over 4,000 yards and had 50 touchdowns in his final two seasons.

After attending the University of Texas, where he was a standout running back and won a NCAA National Championship on the 2005 Team, Jamaal was a 3rd Round Draft Pick of the Kansas City Chiefs in the 2008 NFL Draft.

Jamaal is currently the Chiefs' all-time career leader in rushing yards, a four-time Team MVP, and is widely considered one of the best players in the NFL. Further, Jamaal is the NFL's all-time career leader in yards per carry with a 5.5 average, ranking ahead of all-time greats Jim Brown (5.2) and Barry Sanders (5.0).

His involvement with Special Olympics continues to this day as he serves as a Global Ambassador for the movement.

"When I speak to audiences of people with intellectual disabilities, I tell them that I was once lost and doubting myself," says Jamaal. "I tell them that Special Olympics taught me that I could fly. And that Special Olympics can do the same for them, too."

Let them know that Special Olympics taught me that I could fly. And that Special Olympics can do the same for them, too.

**QUIZ: How Well Do You Know SPECIAL OLYMPICS?**

**2017 SUMMER GAMES**

Special Olympics «Chapter» held their annual Summer Games on «Dates» in «City».

More than «Number of athletes participated», and «Number of medals awarded».

As you can see it was a great success! A huge thanks to all the volunteers, coaches, and donors like you and a big congratulations to all our athletes who participated!

Healthy Athletes has the world's largest database of health data for people with intellectual disabilities. Through this program, more than 155,000 health care professionals and students have been trained to treat people with intellectual disabilities. These health care professionals provide improved care to millions.

Special Olympics has also given out more than 110,000 pairs of prescription eyeglasses to athletes who needed them.

Everybody likes a pat on the back... And that's especially true for our Special Olympics athletes. They love it when they hear the cheers of the crowd, when they win medals, and when they receive their "Good Luck" ribbons ahead of the annual Summer Games.

This year, supporters like you sent more than 46,000 "Good Luck" ribbons to athletes nationwide!

**RIBBON UPDATE**

**WINNER**

Fall 2017 Podium 7

# Fold Out Format

## How Do We Build Strong Minds?



When the COVID-19 pandemic hit, Special Olympics athlete Abby Ferencik could no longer participate in her regular activities. Aquatics competitions and practices were canceled, and the people she coached in floor hockey and drum and tone could no longer meet in person. She started to look for new activities to do at home and ran across Special Olympics Strong Minds resources for athletes.



Special Olympics athlete Abby Ferencik

Strong Minds is an interactive learning activity focused on developing coping skills during challenging times. Created by social workers, psychologists, and psychiatrists, the program provides athletes with the opportunity to develop active strategies for wellness, like thinking positive thoughts, releasing stress, and connecting with others.

Data we've gathered from Strong Minds events has revealed that a large percentage of Special Olympics athletes face significant stress on a daily basis but have very few methods for dealing with that stress.

That's why, during Strong Minds sessions, athletes like Abby try a few different active coping strategies, and then identify the strategies they like best. They're given visual reminders that will help them remember to use these tools in competition and daily life.

"We know from past research that when people practice mindfulness regularly, it can help them to feel calm, significantly reduce stress, and improve mental health," said Dr. Carly McMorris, Strong Minds clinical director.

And thanks to support from friends like you, after participating in 10 mindfulness sessions hosted by Special Olympics, Abby learned new meditation techniques designed to help her improve her emotional wellness. Because of your generosity, athletes like Abby are discovering new ways to take care of themselves and reduce their stress.



95% of athletes said they would use Strong Minds strategies in competition and daily life

Learn more about the Strong Minds program by visiting [specialolympics.org/strongminds](https://specialolympics.org/strongminds)

Special Olympics **Healthy Athletes**



<Chapter Name>  
<Chapter address 1>  
<City, US 12345>

Nonprofit Org.  
U.S. Postage  
PAID  
Special Olympics  
International

Mrs. Jane D. Sample  
1666 Massachusetts Ave  
Suite 14  
Lexington, MA 02420  
[Barcode]



<<Chapter>>  
Upcoming Events  
<<Event Name>>  
<<Date>> <<Location>>  
<<Event Name>>  
<<Date>> <<Location>>  
<<Event Name>>  
<<Date>> <<Location>>

Please note that events, dates and locations are subject to change.  
Please visit <chapter website> for the most up-to-date information.



## CHOOSE TO INCLUDE.



Renee Manfredi is a Sargent Shriver International Global Messenger, challenging the mindsets of political leaders, policy makers, educators, employers, and society through her leadership at global, regional, and local events. She is also a Special Olympics Health Messenger.

Read more stories of our amazing athletes by visiting [specialolympics.org/stories](https://specialolympics.org/stories).

### Make my joy your legacy



When you include a gift to Special Olympics in your will or trust, you make it possible for future athletes like me to discover new talents, gain confidence and strength, and live healthier lives.

To learn more, visit [vollegacygiving.org](https://vollegacygiving.org)

### GET READY FOR THE 2022 USA GAMES!



SPECIAL OLYMPICS  
USA GAMES  
DUBLAND 2022  
June 5-12, 2022

For more information, visit [2022SpecialOlympicsUSAGames.org](https://2022SpecialOlympicsUSAGames.org)



Special Olympics <Chapter> Podium SPRING 2022  
AN EXCLUSIVE PUBLICATION FOR DEDICATED SUPPORTERS

WHAT'S INSIDE

- How Do We Build Strong Minds?
- Your Support Creates Heroes
- Special Olympics is a Family Affair For the Divers
- For Athlete Scotty Stephens, Every Sport Is His Favorite
- Athlete Spotlight

BE IN THE KNOW

Be among the first to receive Special Olympics updates, opportunities, and more.

Connect with us:



[SpecialOlympics.org](https://SpecialOlympics.org)

How Do We Build STRONG MINDS?  
For Athlete Scotty Stephens, Every Sport Is His Favorite  
Your Support Creates Heroes

SPECIAL OLYMPICS IS A FAMILY AFFAIR FOR THE DIVERS

Olympics team.

"I think it's a very attractive quality to see a man interact with people kindly, especially people with disabilities, and to be able to work with them and have patience and understanding," Kate explains.

Once their first basketball season ended, Jon and Kate went on their first date. The couple has been together ever since, tying the knot on Aug. 21, 1999, before welcoming two children: Jordan, now 18, and Sarah, now 17.

Before Jordan reached age 3, Jon and Kate started to notice that their son's behavior and emotions were stronger than other children his age.

Doctors later confirmed that Jordan had Tourette's syndrome, ADHD, OCD, anxiety, and was on the autism spectrum—a diagnosis that may seem daunting to some parents but was something Kate and Jon felt confident they could handle due to their time coaching.

They didn't let Jordan's difficulties limit his potential—both on and off the field. In fifth grade, Jordan started competing in Special Olympics, where his father says he's been thriving ever since.

"It's given him an arena to enjoy his athletic abilities," Jon explains. "Additionally, a lot of the athletes look up to him as a leader. That has put him in a position where I think it's really helped his self-confidence."

Though Sarah does not live with any disabilities, she is also heavily involved with the Special Olympics



(From left) Sarah, Jon, Jordan and Kate Dyer participate in Special Olympics as a family.

as a Unified Partner, competing on several sports teams and assisting with coaching, drills, and athlete recruitment, according to Jon and Kate.

"Today, the Dyer Family continues to be involved with Special Olympics, and Jon and Kate hope to one day attend a U.S. game or World Games with their athletes.

Jordan, though young, already feels the impact that the organization has had on his life and also hopes to follow in his parents' footsteps down the line.

"It's always been a part of my life and always will be a part of my life," he explains. "It's taught me how to be a leader."

"It means a lot," he adds. "[My parents] will be there for me and with Special Olympics for the rest of their lives. I know I will be [with Special Olympics] for the rest of mine."

## Podium

FROM THE <Signer Title>

Dear <Mrs. Sample>:

The smile on an athlete's face as they cross the finish line ... a flag football team's pileup after a big game ... an athlete's tears of joy and pride as they stand on the podium, receiving a medal for the very first time.

These are the moments that remind me what makes Special Olympics <Chapter Name> so extraordinary. And the success of these athletes makes me think of something else ... you.

<Mrs. Sample>, it's no secret that our athletes are an inspiration. But did you know that you, too, are inspiring? That's because these moments are only possible with your generosity. With your help, people with intellectual disabilities in <Chapter Region> and all over the country can experience the wonder of training and competition with Special Olympics. And because of you, they are discovering newfound self-confidence, independence, and abilities.

In this issue, you'll read about a few of the many athletes who have been touched by your support. A young man whose favorite sport is ... every sport. A family that includes two Special Olympics coaches, an athlete, and a Unified Partner; and a group of Special Olympics heroes—athletes who are spending their time changing the world, when they're not on the playing field.

When you read these stories, I want you to imagine that you are standing on the sidelines cheering them on. In a sense, that's exactly what you've done with your generosity. The impact you've had on our athletes can't be overstated. Quite simply, you've changed their lives.

Thank you for being a friend to children and adults with intellectual disabilities. You make possible everything we do. Each touchdown, goal, ace, basket, point, run—and every medal—is because of you.

Sincerely,  
Signature  
Chapter Signer  
Title  
Chapter Name

Visit [SpecialOlympics.org/monthlygiving](https://SpecialOlympics.org/monthlygiving) for more information.

## ATHLETE Spotlight



FULL NAME

AGE: Athlete age

HOMETOWN: Athlete Town

SPORTS PLAYED: Athlete sports

FAVORITE SPORT: Athlete sport

WHY HE/SHE LOVES SPECIAL OLYMPICS: FAVORITE STORY: Ucis autere innoisi vuol quam escita si totat expe invelupate. Quam escita si totat expe invelupate fuga ut endere nos. Plus this line until just abooooooooooooooooooooo here.

WHAT SPECIAL OLYMPICS MEANS TO HIM/HER: Ucis autere innoisi vuol quam escita si totat expe invelupate. Quam escita si totat expe invelupate fuga ut endere nos. Plus this line until just abooooooooooooooooooooo here.

## Simple Action LASTING IMPACT

When you make a monthly gift, your generous recurring donation supports our ongoing work—daily fitness support, weekly practices and trainings, and regional competitions around the country. Together, we can help people with intellectual disabilities grow their skills and confidence, each and every day.

Please consider making a monthly gift now. Visit [SpecialOlympics.org/monthlygiving](https://SpecialOlympics.org/monthlygiving) for more information.




To hear more of Scotty's story, visit [SpecialOlympicsCO.org/amanAthlete](https://SpecialOlympicsCO.org/amanAthlete)



# Current Format



<Chapter Name>  
<Chapter address 1>  
<Chapter address 2>  
<City, US 12345>

Your Spring Issue of **Podium** is Inside!

(Mrs. Jane D. Sample  
123 Main Street  
AddressLine3XXXXXXXX  
AddressLine4XXXXXXXX  
Washington, D.C. 12345-6789)  
(Barcode)

|| ||

PLACE STAMP HERE



<<Chapter>> Upcoming Events

<<Event Name>>	<<Event Name>>
<<Date>> <<Location>>	<<Date>> <<Location>>
<<Event Name>>	<<Event Name>>
<<Date>> <<Location>>	<<Date>> <<Location>>



Dear (Mrs. Sample),

What are the two best words you can say to a Special Olympics ((Chapter Name) athlete)?

**GAME ON!**

That's because people with intellectual disabilities in our area and all over the country are discovering the wonder of training and competition with Special Olympics. And because of you, they are also exploring newfound self-confidence, independence, and abilities.

In this issue, you'll read about some of the many athletes who have been touched by your support: a young girl who brings sassiness to everything she does... a Special Olympics champion who is smashing records and breaking barriers in events like the IRONMAN... coaches and athletes who have found amazing ways to bond... When you read these stories, I want you to imagine that you're the one who told them "GAME ON," because that's exactly what you've done with your generosity. Thanks to you, these athletes are learning about sports, teamwork, and themselves, both on and off the field.

(Mrs. Sample), I hope you'll be inspired to give a gift today so that more people with intellectual disabilities can experience the fulfilling and joyful moments that Special Olympics brings into their lives.

Thank you for being a friend to children and adults with intellectual disabilities.

Gratefully,  
<Signature>  
<Signature>  
<Title>  
<Chapter Name>

(Mailing Address Line 1) • (Mailing Address Line 2) • (Mailing Address Line 3) • (Mailing Address Line 4) • (Mailing Address Line 5) • (Mailing Address Line 6) • (Mailing Address Line 7) • (Mailing Address Line 8) • (Mailing Address Line 9) • (Mailing Address Line 10) • (Mailing Address Line 11) • (Mailing Address Line 12) • (Mailing Address Line 13) • (Mailing Address Line 14) • (Mailing Address Line 15) • (Mailing Address Line 16) • (Mailing Address Line 17) • (Mailing Address Line 18) • (Mailing Address Line 19) • (Mailing Address Line 20)



**ATHLETE Spotlight**

AGE: Athlete age  
HOMETOWN: Athlete Town  
FAVORITE SPORT: Athlete sport  
SPORTS PLAYED: Athlete sports

WHY HE/SHE LOVES SPECIAL OLYMPICS/FAVORITE STORY: Uclis autersere imossi vid quam escita si totat expe invelupate. Plus this line until just right abooooooooooooooooo here.

WHAT SPECIAL OLYMPICS MEANS TO HIM/HER: Uclis autersere imossi vid quam escita si totat expe invelupate. Plus this line until just right abooooooooooooooooo here or here.

Special Olympics logo

**GIVE NOW TO HELP MORE ATHLETES TRAIN AND COMPETE!**

YES, I'd like to make an additional gift today to help more individuals with intellectual disabilities experience the joy of Special Olympics! Enclosed is my gift of: \$ \_\_\_\_\_

Here is my email address for updates: \_\_\_\_\_

Please contact your sales and/or address if necessary. Please make your check payable to Special Olympics and include this only (do not use non-deductible gift to the envelope provided. *Keep thank!*)

(Mrs. Jane D. Sample 123 Main Street 123 Main Street Washington, DC 12345-6789)	(PO Address Line 1) (PO Address Line 2) (PO Address Line 3) (PO Address Line 4)
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**Debi Spreads a MESSAGE OF INCLUSION with Her Mom at Her Side**



Pam Anderson knows the importance of Special Olympics and the impact it has on people with intellectual disabilities. For the past two decades, Pam has had a front-row seat watching her daughter, Debi, accomplish many things some might believe someone with intellectual disabilities cannot do.

"So many times, when you have a special needs child, all you can think of are the things that they cannot do," Pam said. "To see Debi achieve things that she never thought she could do has been an eye-opener."

Nothing is stopping Debi when she puts her mind to something. Her motto is "nothing is impossible," which is something that being a Special Olympics athlete has taught her.

As a Special Olympics global messenger, Debi speaks to community members about Special Olympics and about how people with intellectual disabilities just need to be given a chance like everyone else.

"It's exciting to see her succeed in public speaking, which is not my forte," said Pam. "But my daughter, who has struggled to communicate with people, is out giving speeches. That is a very special thing for a parent to see."

Pam is grateful to Special Olympics for the skills it has taught Debi, the friends they have made, and the camaraderie they share with staff, athletes, coaches, and volunteers.

"There are no words that I can say to thank the people who are supporting Special Olympics, either financially or being right out there in the field with our athletes," Pam said. "Thank you very much!"

Debi performs with flourish at a Special Olympics gymnastics meet.

**Chris Nikic Completes 2022 IRONMAN World Triathlon in Kona**

In 2020, Special Olympics athlete Chris Nikic set out to become the first person with Down syndrome to complete an Ironman triathlon. With a time of 17 hours, 46 minutes, and 5 seconds, he completed the 140.6-mile triathlon. In the process, entered with his extraordinary courage and determination, he achieved a victory for those around the world.

Well, it's time to celebrate! Last October, in his second IRONMAN triathlon, Chris set a new previous record of 17 hours, 46 minutes, and 5 seconds.

Completion of an IRONMAN is no small feat. The competition consists of a 2.4-mile swim, 112-mile bike ride, and a full 26.2-mile marathon run. To successfully accomplish one of these legs is remarkable. To update the record books as the only person in history with Down syndrome to complete two IRONMAN competitions is amazing.

Your generosity gives athletes like Chris the confidence to challenge themselves, discover new abilities, and reach new heights in sports and in life.

Athlete Chris Nikic lights the Special Olympics torch.

**Become a Special Olympics Monthly Donor!**

Many people think that Special Olympics is a single, annual event. But the truth is, Special Olympics sports training and competitions happen nearly every single day of the year — because as our athletes understand that, consistency is the secret to success.

In the same way, your steady gifts as a Sustaining Partner are the easiest, most convenient and most consistent way for you to support Special Olympics and transform lives through the joy of sport all year long.

**YOUR SUSTAINING PARTNER GIFT:**


- Helps even **more** athletes show the world what they can do!
- Significantly **cuts** the money we spend on fundraising!
- Immediately **squeezes** more out of every dollar you give us!

To become a monthly donor today, visit [SpecialOlympics.org/monthlygiving](https://SpecialOlympics.org/monthlygiving).

Special Olympics logo

**Podium** SPRING 2023  
AN EXCLUSIVE PUBLICATION FOR DEDICATED SUPPORTERS

**WITH YOUR HELP, MACKENZIE FOUND A PLACE WHERE SHE BELONGS**



If you ask nine-year-old Mackenzie about her favorite thing to do at Special Olympics, she'll tell you, "Be silly!" And there's no doubt that she brings sassiness to every sport, interaction, and conversation. As her mother, Tracie, explains, "Her personality just leaps out of her body. It can't be contained!"

Tracie has been involved in Special Olympics since she was a kid. Her brother has special needs, so when she adopted Mackenzie, she knew Special Olympics would continue to be a part of their lives.

Tracie says that while many programs tout inclusion, not all of them truly understand what that means. "It's not easy to fit into that box, so it's nice to have Special Olympics, where you don't have to apologize for who you are."

Tracie says that Special Olympics has brought so much into Mackenzie's life. "She's running better," says Tracie. "Her gait is faster. And she's not as hesitant to try new things."

Mackenzie had a hard time being isolated during the pandemic. But now that she's able to be around other kids just like her, she's learning a lot — not just gross motor skills and dexterity, but social skills as well.

"You can do anything you want!" — Mackenzie, 9, Special Olympics athlete

"It's just nice to be around people who get her," says Tracie, of their Special Olympics family.

Mackenzie is a social butterfly and she's extremely empathetic toward kids who are shy, nonverbal, or cautious. She's quick to encourage others and root for them. In fact, she embodies the can-do spirit and inclusiveness of Special Olympics.

Because of support from friends like you, Mackenzie has a place to go where she's welcomed, understood, and appreciated for who she is. You help give this incredible sense of belonging to Mackenzie and so many athletes like her.

**#BERLIN2023**

The Special Olympics World Games unite the world like no other event can. People with and without disabilities and people of different nations, cultures, political views, and religions join to overcome prejudices with the power of sport.

From June 17-25, 2023, Berlin, Germany, will welcome 7,000 Special Olympics athletes and Unified partners from approximately 170 countries to compete in 24 sports. The athletes will be supported by more than 3,000 coaches and 20,000 volunteers.

Our World Games is the largest inclusive sports event in the world. Visit [berlin2023.org/en](https://berlin2023.org/en) to learn more!

**SAVE THE DATE**  
17 - 25 June  
Enjoy the world's largest inclusive sports event!  
#berlin2023together



even when he's tired. He has a huge work ethic.

**Is there anything you wish people understood about your bond as friends and Unified Sports teammates?**

**JUSTIN:** What makes our friendship so special is our kindness for each other. Whenever I have a bad day, she just gives me a smile, gives me advice, and helps me get through the day. I couldn't ask for anything more.

**CARALINE:** It's so much more than tennis when we're out there on the court. It's a connection that goes beyond just being teammates. We support each other in anything we do — even beyond sports. It's hard to put into words what our friendship is like. It is so unique and so genuine. We're very lucky to have each other.

Coach Caraline and Justin are not just sports buddies, they're also great friends.

# Measurement and Impact

Importance of cultivation even if no clear payoff – initial launch projected just better than breakeven

Relatively low cost to deliver cultivation to high value donors so we were open to a breakeven strategy and not testing

Over time made adjustments to manage/mitigate costs to protect net

Current format now allows for further expansion to share mission with broader audience because there is more revenue being generated

Potential for expansion beyond just audience, acks for new donors, etc...

Questions?

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