



TRAINING FOR LIFE

MISSION

To provide year-round sports training and athletic competition in a variety of Olympic-type sports for children and adults with intellectual disabilities, giving them continuing opportunities to develop physical fitness, demonstrate courage, experience joy and participate in a sharing of gifts, skills and friendship with their families other Special Olympics Athletes and the community.

VISION

Remain a premier Special Olympics program worldwide and become a charity of choice in Missouri.



BUILD TOTAL ATHLETE PROGRAMMING

- **Develop a lifelong participation map for athletes and a comprehensive communication strategy to educate stakeholders.**
 1. Identify 3 athletes who are examples of Total Athlete programming and do feature stories to be communicated via the SOMO blog.
Accountable: Kayla Hull
- **Grow athlete participation, satisfaction and retention.**
 2. Offer new sports training in Pickleball for Coaches and Athletes.
Accountable: Tim Schuster
 3. Increase overall SOMO@Home social media views from an average of 350 to 500.
Accountable: SOMO@Home Team
- **Grow mentor, volunteer and coach participation, satisfaction and retention.**
 4. Host quarterly area coaches meeting using an online platform.
Accountable: Area Program Staff
- **Develop & implement a sports partnership plan with NAIA and MSHSAA.**
 5. Leverage partnership with NAIA to hold 1 coach and athlete clinic.
Accountable: Tim Schuster
 6. Develop Unified Sports plan with Special School District to include MSHSAA competition opportunities.
Accountable: Dillen Mayfield



MAXIMIZE & INTEGRATE THE TRAINING FOR LIFE CAMPUS

- **Maximize TLC programming through additional programs and resources.**
 7. Plan and implement the first Team Missouri Selection Camp.
Accountable: Susan Shaffer
 8. Host State E-Sports Competition at TLC.
Accountable: Tim Schuster
 9. Host Invitational Pickleball Tournament at TLC.
Accountable: Tim Schuster
- **Ensure new stakeholders are invited to the TLC while programming is occurring.**
 10. Invite all new stakeholders to the TLC while programming is occurring when possible.
Accountable: Carol Griffin & Susan Shaffer
- **Engage, educate and generate revenue from outside sources or groups.**
 11. Create and implement a marketing plan to generate rentals.
Accountable: Jessica Anderson



CULTIVATE SUPPORTERS & SUSTAINABLE RESOURCES

- **Identify, engage and leverage key stakeholders.**
 - 12. Provide TLC tours for a minimum of 15 individuals or groups to educate key stakeholders about TLC programming.
Accountable: Carol Griffin, Krista Dye and Brian Neuner
 - 13. Develop and implement a social media campaign to engage more followers through all platforms.
Accountable: Kayla Hull
- **Maximize campaign donor relationships annually to become engaged donors.**
 - 14. Ensure campaign donors are assigned and contacted by the development team.
Accountable: Brian Neuner
- **Implement a growth strategy to support revenue goals.**
 - 15. Achieve overall net revenue budget of \$235,443.
Accountable: All Staff
 - 16. Implement a grassroots fundraising effort through the SOMO Booster Club in each area.
Accountable: Program Staff
 - 17. Identify, recruit and educate volunteers to serve on the Young Professionals Board.
Accountable: SOMO Board of Directors
- **Maximize SOMO's 50th Anniversary in 2021.**
 - 18. Share stories throughout the year highlighting athletes, coaches, families, volunteers and sponsors.
Accountable: Trish Lutz
 - 19. Generate a minimum of \$50,000 for SOMO's 50th Anniversary.
Accountable: Development Team
- **Celebrate SOMO's 35th Annual Law Enforcement Torch Run in 2020.**
Completed in 2020.



GROW TEAM SOMO

- **Identify resources to increase volunteer satisfaction and engagement.**
 20. Train staff to build and utilize volunteer committees to implement events.
Accountable: Kami Delameter & Trish Lutz
- **Develop a program to encourage and educate families on the benefits of being part of the SOMO team.**
 21. Host quarterly Family Zoom meetings to educate families of the benefits of SOMO.
Accountable: Jana Fornelli
- **Identify key resources to maximize efficiencies across the organization.**
 22. Utilize staff meetings as a resource for training opportunities.
Accountable: Mary Lou Hammann
- **Develop and execute a talent strategy that propels SOMO to develop, recognize, retain and attract top talent.**
 23. Develop a Diversity, Equity and Inclusion mission statement and implementation plan.
Accountable: Diversity, Equity and Inclusion Task Force