

# PR & Communications

## Successfully Promoting Your Activity

***Special Olympics***  
*Great Britain*





# Branding

Using Special Olympics brand to build your identity



When communicating the Special Olympics brand there are broadly three main audiences: the general public, our members & supporters and our sponsors & partners.

Each of these audiences will have differing informational requirements based on their levels of sophistication and understanding of the issues we address and the work we do.

# Special Olympics Identity



- **Personality** – Inspirational, Joyful, Inclusive, Determined, Courageous, Authentic
- **Visual Identity** – Logo, Colours, Typography, Dynamic Curve, Photography
- **Brand In Action** – Presentations, Banners & Flags, Newsletters, Leaflets & Posters, T-Shirts
- **Brand Management** – We need to ensure that we manage it effectively going forward. Managing a brand is like tending to a garden. It is a constant process to ensure that we retain coherency while allowing for new ideas to flourish.

# Branding

Using Special Olympics brand to build your identity



- Branding Improves Recognition
- Branding Generates New Customers
- Getting The Word Out About Your Brand
- Prepare your physical branding
- Logo
- Helps to appeal to sponsors

# Main Items to Focus On



- Leaflets – Drop at training venues
- Banners – Take to events and competitions
- Posters – Drop at training venues
- Start Using Social Media – Next Slides
- Social Media Prop
- Website



# So where do I start?



**Vista print.co.uk**

Cheap costs

Variety of products

Can assist with designs

# Social Media



Ability to advertise across mass public – FREE

Increased Exposure/ Awareness

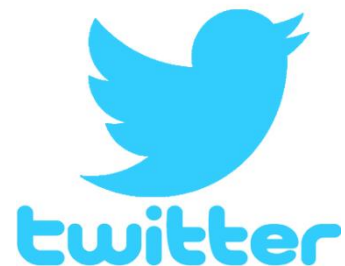
Listen to your supporters

Drive traffic to your website

Inform about your work/ events

Two way conversation

Gain new supporters/ Donations





# Social Media Case Study



- SOGB Social Media Pages
  - Increased by 1,700 followers on each page during the week of NSG.
- Lothian Special Olympics
  - 750 People like
  - 750 Followers

**Lothian Special Olympics**  
26 October at 19:21 · 🌟

Promoting Special Olympics within Midlothian.

**Midlothian stages Special Olympics**  
More than 70 people with learning difficulties took part in the Midlothian Special Olympics at Mayfield Leisure Centre on October 5.  
MIDLOTHIANADVERTISER.CO.UK

Like Comment Share

14

2 shares

Write a comment...

**Lothian Special Olympics**  
7 October · 🌟

Some great photos of some of our LSO swimmers .

**Special olympics - swimming + athletics**  
217 new photos · Album by Col Morley  
PHOTOS.GOOGLE.COM

Like Comment Share

14

Top comments ▾

**Lothian Special Olympics**  
4 June · 🌟

Great day at the Teambuilding and Kit launch. Too many people to thank - from the team putting together the day, the kit packers, Zena for the photographs, coaches who lead the teams and got involved (having way too much fun!), to parents and carers and last but not least to the athletes themselves - it was great to see all the sports merging together. LSO would like to thank Beeslack CHS for being so accommodating and helping in any way they could. (photos of the day are being prepared for the family meetings -5th june - Inverlaimond 12th june - Meadowbank both at 7.30)

**Special olympics - swimming + athletics**

1.7k Views

Like Comment Share

45

20 shares

Write a comment...

# Local Media & Making Contact



**Here are some tips on how you can target your local press and get more coverage for your club.**

**Decide who you want to reach** - Be clear about why you want media exposure and how it will help.

**Gather contact details for relevant journalists** - Many publications list contact details for journalists and email addresses

**Standing out from the crowd** – Find a headline that sums up your story – think about what will grab their attention.

**Press releases – keep it concise** - Get to the point quickly, journalists will not read beyond the first paragraph unless they get the key facts straight away – the 5 Ws – What, Where, Who, When, Why.

**Photos bring the story to life** - Journalists love photos – they make a page much more engaging, especially photos of people such as celebrations of a community pub, children taking part in activities.

**Be realistic in your expectations** - Building a media profile can take months or even years, so don't be disappointed if you're not an overnight success



PRESS - MEDIA AWARENESS FOR THE REGION

OBJECTIVE : To raise the awareness of Special Olympics in the region in the week prior to the games, the week of the games and the week after the games. To leave a legacy of continued media exposure to be undertaken by each branch.

HOW.

- To engage a media team of ??? people and raise their understanding of Special Olympics to be able to deliver the mission and vision of the charity.
  - To identify and establish pre games contact with
    - Local ITV news desk
    - Local BBC TV news desk
    - Local Radio Tees and Newcastle
    - Zetland radio for Teesside
    - Newcastle Journal
    - Northern Echo
    - Hartlepool mail ??
    - Evening Gazette
    - Teesdale mercury
    - Free papers Coastal view East Cleveland
- Make immediate contact via telephone or email to establish dialogue, accompany with press release**
- Additional, but also important
    - Feed back to sponsors
    - Local fundraisers
    - Local / interested supporters ??
- Who, names and contacts list**
- How can we do this effectively and by what method.
- WHAT DO WE WANT TO ACHIEVE. HOW DO WE DO IT?
    - Feedback news stories daily { can this be achieved } about the S.O. Northern team at the National games
    - Profile athletes and families pre games in the local press, tell the story.
    - Profile the squads or follow the team sports
    - Live or recorded radio interviews
    - Work with the TV Local news presenters who we believe may be in Sheffield.
    - PHOTOS Camera person
- Accreditation & passes**
- WHAT`S THE COST, WHATS THE BUDGET?

# Local Media & Making Contact Case Study

## Northern Region



# Do you want more?



# Online Media Webinars



Our first one hour monthly SOGB media clinic will be on Thursday 14 December.

We will then target a media clinic session every last Thursday of the month from Jan 2018 onwards.

We will monitor its progress and continue to change and evolve with new guests etc.

Email [Chris.Hull@sogb.org.uk](mailto:Chris.Hull@sogb.org.uk) if you would like to join!

# National Office Support



# Thank You!

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*Great Britain*

