

**Northern Virginia Special Olympics  
Council for Area 26**

**Goals for the 2007/2008 Fiscal Year**

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**I. Revitalize Council and Build a Stronger Volunteer Team**

1. Establish the New Council with Specific Roles and Responsibilities
  - a. Build a cohesive team by making the most of each individuals strengths and providing the tools needed to succeed.
  - b. Communications between the Council and athletes, volunteers, supporters, and SOVA must be cordial and timely
2. Focus the Efforts of the Council
  - a. The Council business meetings will focus on general information, short reports from sub-committees and chairs and other specific issues deemed to warrant our attention. Council meetings will last 1 hour and efforts will be made to ensure telephonic access to meetings and timely distribution of minutes.
  - b. Sub-groups of the Council will manage many of the daily affairs of the organization. For example, sports coordinators will regularly report to the Program Director, not the Council.
  - c. The Council is a planning, policy and leadership group. Policy and/or Strategic issues raised by the sub-committees will be brought to the council and addressed there.

**II. Implement a Successful Fundraising Strategy to Support the Programs.**

1. Establish committee and appropriate leadership.
2. Identify all donors/contributors and assign a point of contact to develop the relationship.

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3. Develop strategic alliances. Examples: Down Syndrome Association of Northern Virginia, ARC of Northern Virginia, Knights of Columbus
4. Consider the utility of using direct mail marketing to pursue individual donors.
5. Annually recognize the support of the donors (gift and/or letter)

**III. Focus on the Recruiting of New Athletes for Our Programs**

1. Build and maintain a database of athletes.
2. Aggressively recruit new athletes and volunteers.
  - a. Initial getting the word out and subsequent Follow up to determine interest level.
  - b. Develop flexible protocols to get athletes linked up with coaches/teams (e.g. convenient sites, compatible age group, skills level, sub-dividing teams,etc.)
3. Provide athletes/volunteers with the assistance and tools to be successful.
4. Build alliances with other organizations (e.g. ARC of NOVA, etc).

**IV. Focus on the Initiation of New Volunteer Relationships**

1. Build a team of volunteers by making it an enjoyable Experience. Consider approaches to manage the process of getting new volunteers through the system.

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2. Need to develop systems to manage volunteer activity throughout the season and to ensure that both the desires of the volunteers and the needs of our program are met.

**V. Improve Relationship with SOVA**

1. Improved Relationship with Local Area Management and Greater Utilization of Local Area resources (e.g. meeting rooms, administrative help, etc.)
2. Improved Relationship with Richmond. Provide positive and constructive feedback to our State organization and be an active participant in State activities.

**HOW WILL WE MEASURE SUCCESS?**

1. Continue Financial Stability of the Area.
2. Improved Communication with our Constituents - Create a communication system/culture to better serve our athletes, families, volunteers and community
3. Growth in Our Programs - Athletes are not left on waiting lists or sent elsewhere to train/compete. New athletes and volunteers welcomed and incorporated into the program.
4. Pursuit of at Least One New Partnership with an Organization that Shares Our Focus and Serves the Needs of Our Athletes.
5. Good Working Relationship with North Section Director and SOVA staff