



2024 – 2026 Strategic Plan: 2025 Priorities

Enhance Quality, Reach, and Equity of Programming

Goal Sponsor: Melissa Erdmann

Outcomes

1. Create more community Local Programs and Unified Champion Schools that reach new athletes, Unified Partners, and communities we underserve. Ensure existing Local Programs are sustainable.
2. Evaluate current sports offered and seasons to ensure that athletes and Unified Partners of all ages and abilities will have access to increased year-round sports training and competition opportunities.
3. Offer a comprehensive Coaches Education Plan that is accessible to all communities and meets the coaches' needs.
4. Provide more opportunities for Athletes and Unified Partners to participate in Healthy Athletes, MedFests, and other health initiatives to help meet unmet health needs.

2025 Priorities

- Ensure all Regional staff are trained in Local Program recruitment, onboarding, and management using SOSC Local Program guides and toolkits.
- Roll out evaluation of sports and sports seasons, share the results, and develop a Sports Plan.
- Host a Coaches Symposium and complete production of 10 Coaches Education videos.
- Organize a symposium for Clinical Directors to collaborate and develop solutions to increase and enhance the effectiveness of Healthy Athlete screenings.
- Begin implementing Event and Competition Standards.

Nurture a Culture of Growth, Collaboration, and Inclusion

Goal Sponsor: Laura Mayo

Outcomes

1. Create and implement a plan to become a leader in diversity, equity, and inclusion.
2. Set SOSC staff and Board up for success and provide continuous opportunities for growth.
3. Create a “one team” growth mindset and establish streamlined channels for collaboration.

2025 Priorities

- Foster an inclusive internal culture and raise bias awareness through training, policies, new behavior standards, and reward structures.
- Strengthen our staff onboarding system by incorporating learning modules to provide a more comprehensive experience.
- Implement job-specific training plans, standard operating procedures, and job aids in a centralized location for easy access.
- Develop a long-term Staff Recognition & Appreciation Plan.
- Provide staff training through Aurum Leadership Institute and Microsoft Team Training.



Grow & Diversify Revenue

Goal Sponsor: Brandon Tanner

Outcomes

1. Build new revenue streams.
2. Partner with the Law Enforcement Torch Run to support their strategic pillars and generate maximum financial resources to support athletes and programs.
3. Build a plan to leverage professional sports teams and organizations within the sports industry.
4. Ensure donors and sponsors are acknowledged and engaged in a timely and meaningful way.

2025 Priorities

- Secure a new or reinvigorate cause campaigns that has the potential to generate over \$500k.
- Engage, Empower, and Inspire key volunteer leadership and volunteer teams to support our work in Special Events, LETR activities, and fundraising initiatives.
- Develop an Individual Giving Plan to steward and retain current and past donors while attracting and cultivating new donors.
- Create a Comprehensive Fundraising Development Plan for each of our five regions that aligns with and supports the overall goal to Grow and Diversify Revenue.
- Explore funding opportunities around existing events and competitions.

Advance Technology

Goal Sponsor: Janet Rose

Outcomes

1. Create easy-to-use online registration systems for athletes, coaches, and volunteers.
2. Develop a research and development plan to maintain and improve SOSC's technology systems and processes.
3. Utilize analytics to maximize how we best serve the athletes, coaches, volunteers, and donors.
4. Create a Technology Committee to guide processes and advancements.
5. Support other goals with their technology needs.

2025 Priorities

- Develop a timeline to build out one Customer Relationship Management (CRM) that includes input from all departments to provide the best possible online registration and processes.
- Provide support to ensure other departments' goals can be achieved by addressing technology needs.

Generate Greater Brand Awareness and Engagement

Goal Sponsor: Allyson Laughlin

Outcomes

1. Build a Brand Ambassador Program to spread the message of inclusion in Southern California.



2. SOSC will demystify common misconceptions through stakeholder storytelling and impact statements and ensure the community knows the full scope of SOSC's impact and how to get involved.
3. New markets will receive targeted communications that expand SOSC's reach for recruitment and retention.
4. More people in Southern California will know about SOSC's programming and impact.
5. Improve internal communications that will align staff with organizational priorities and create a process for staff feedback.
6. Support other goals with their marketing and communications needs.

2025 Priorities

- Raise awareness about SOSC's mission, programs, and impact while inspiring community engagement, volunteerism, and support.
- Establish a database of at least 75 athletes and volunteers prepared to share their stories and serve as potential media ambassadors.
- Create and implement a system to track and analyze media placements and engagements, using analytics data to measure effectiveness.
- Develop and distribute key branding elements and guidelines to empower staff to represent SOSC consistently.
- Appoint a MarCom liaison in each region to form a Regional Marketing Council for improved communication and collaboration.
- Update the website to enhance clarity, conciseness, and user experience while the new Customer Relationship Management (CRM) is being developed.

Empower Athletes, Unified Partners, and Volunteers

Goal Sponsor: Brian Richter

Outcomes

1. People with intellectual disabilities will work side-by-side with staff and volunteers, take on leadership roles, and have a voice at SOSC.
2. More athletes will have access to and participate in high-caliber Athlete Leadership training.
3. Volunteers will receive first-rate experiences with SOSC.

2025 Priorities

- Create and provide new Advanced Athlete Leadership Training opportunities.
- Ensure all athletes & mentors who serve on the boards and committees receive training.
- Increase Athlete Leadership roles to include Athlete Volunteers in regional offices and HQ.
- Recruit Unified Pairs to join Athlete Leadership Councils and leadership opportunities.
- Provide staff training to ensure SOSC delivers exceptional volunteer experience.
- Increase recruitment of coaches and event leadership volunteers across regions.
- Establish and implement best practices for gathering volunteer feedback to maintain a high-quality experience.