



***Special Olympics***  
*Florida*

# Using the Web to Benefit & Grow Your Program

Presented By:

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Kevin Lejeunesse, Public Relations

Nin El-Khoury, Outreach & Webmaster

Seminole County Special Olympics



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# Presentation Agenda

- Background & History of SOSOC web-based initiative
- Benefits & Statistics
- SOSOC Newsletter
- SOSOC Website
- How to build your own website



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# Before the WEB...

- Needed to recruit more athletes & volunteers
- Wanted to automate & simplify our communication process
- Needed to provide a variety of information to all patrons, with minimal time and resources
- Realized that the web was the communication medium of the future



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# How Does Seminole County Communicate & Promote?

The image shows a screenshot of the Special Olympics Florida Seminole County website and a newsletter. The website header includes the slogan "Be a Fan of Courage, Be a Fan of Opportunity, Be a Fan of Acceptance, Be a Fan of Joy, Be a Fan of Achievement, Be a Fan of Pride" and the Special Olympics Florida Seminole County logo. Navigation links include "SOSC Home", "About Us", "Contact Us", "E-News/letter", "Calendar", "Sports", "Fundraisers / Donate", "Athletes", "Coaches", "Volunteer", "Families", "Schools", "Sponsors", "Community Connections", and "Forms". A prominent red banner reads "Announcements from Special Olympics Seminole County" with a sub-header "Powerlifting Practice Location Changed". A yellow box says "GET INVOLVED TODAY! COMPLETE VOLUNTEER DONATE". A sign-up box for a newsletter is also visible.

The newsletter, titled "SEMINOLE SPIRIT June 2009", contains several sections:
 

- SPORTS UPDATES:** Includes "SWIMMING" with a thank you note to coaches and "FUNDRAISERS & SPECIAL EVENTS & OTHER UPDATES" for the "TOP BOWLING ACTION ON SUNDAY JUNE 14, 2009".
- ANNOUNCEMENTS:** "Powerlifting: Gold's Gym Altamonte on Saturdays from 4-6pm, Starting on June 20." and "Swimming: Two approved training sites...".
- ATHLETE INPUT COUNCIL, FOOD DRIVE:** Information about the council's next meeting and a food drive for local charities.
- SAVE THE DATE - ANNUAL PICNIC & FREE PHYSICALS:** Scheduled for Sunday, August 30, 2009 at Lake Mary High School.
- MANAGEMENT TEAMS & ATHLETE INPUT COUNCIL:** Details about the next meeting on Thursday, July 2, 2009.
- VOLUNTEER AND ATHLETE OF THE MONTH:** Athlete: Mohammed Rahim, Track & Field; Volunteer: Rosemary Wheaton, Tennis/Aquatics.
- HAPPY BIRTHDAY JUNE:** Lists birthdays for several athletes and volunteers.
- THIS NEWSLETTER WAS SPONSORED BY: NATHAN'S HOPE:** A section thanking Nathan's Hope for their sponsorship.

- Word of Mouth
- Community Outreach Events
- Flyers & Brochures
- Schools & Institutes
- Monthly Newsletter
  - Paper Copy
  - Electronic Copy
- Website



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# Other Promotion & Recruitment Methods

- Volunteer Search Engines
  - VolunteerMatch.org
- Schools & Institutes
  - UCF
  - High Schools – Bright Futures
- Flyers & Brochures
  - General & Event Specific
  - Community Outreach Events
    - Nathaniel's Hope
    - Enrichment Expos
    - Global Messenger
- Word of Mouth



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# Benefits & Statistics

- Website Stats
  - Monthly Visits: 1,100 – 1,400+ hits
    - Index/Homepage: 9,428 views to date/567 monthly high
    - Calendar: 4,578 views to date/175 monthly high
    - Newsletter: 3,556 views to date/77 monthly high
    - Volunteers: 2,034 views to date/77 monthly high
    - Athletes: 866 views to date/49 monthly high
- E-Newsletter Stats
  - 25% - 35% Open/viewing rate (425 - 600 Viewers)
- Refer people to website as often as possible whether they are a current or future member of the program.
  - Reduces confusion, creates consistency, and eliminates majority of phone calls and requests for info



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# SOSC Monthly Newsletter

- Highlights of the newsletter
  - Sports Update
  - Mark Your Calendar
  - Fundraisers
  - Announcements
  - And much, much more...
- Paper Newsletter
  - Mailed to 350-400 patrons per month
- E-Newsletter
  - Over 1,700 addresses on distribution list
  - 25% - 35% Open/viewing rate



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# SOSC Monthly Newsletter

## Production Guidelines

- Create a database of email addresses and contacts
  - Constantly maintain, update and increase database
- BRANDING: Establish guidelines for the “look” of your newsletter and be consistent
- Find sponsors to offset production costs
- Invest some time, or find volunteers to help!



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# Paper Newsletter (Cost & Time)

- Time to produce:
  - 5-10 hours per month
- Cost to print:
  - \$50 per month
- Cost to mail:
  - \$132 per month

**NOTE:** SOSC offsets some of these costs by getting \$25 sponsors for the newsletter.



<b>SEMINOLE SPIRIT</b> JUNE '10 - JULY '10		Special Olympics Seminole County, PO Box 520742, Longwood FL, 32752 Hotline: 407-263-8043 <a href="http://www.SpecialOlympicsSeminoleCounty.org">www.SpecialOlympicsSeminoleCounty.org</a>		Be A Fan™	
<b>Mark Your Calendar</b>					
July 1: Management Team Meeting		July 22: Athlete Input Council Meeting		July 24: Swimming County Games	
<b>SPORTS UPDATES</b>			<b>FUNDRAISERS, SPECIAL EVENTS &amp; UPDATES</b>		
<b>SWIM SEASON STARTS</b> Swim season is off to a great start at three different locations. Good luck to all the athletes competing in County Games on July 24, 2010. If you are interested in volunteering at this competition, please contact Nin El-khoury at 407-929-7254 or <a href="mailto:RanwaNin@SpecialOlympicsSeminoleCounty.org">RanwaNin@SpecialOlympicsSeminoleCounty.org</a>			<b>2010 BOWL-A-THON</b> Special Olympics Seminole County would like to <b>THANK YOU</b> for your support and donations to the 2010 Bowl-A-Thon held at the AMF Altamonte Lanes on Sunday, June 13. Together we were able to raise over <b>\$4,500</b> for SOSC athletes! <b>Special Thank you to Dwight Howard from the Orlando Magic for joining us!</b> Dwight came to bowl at the Bowl-A-Thon after being invited by SOSC athlete, Charbel El-khoury. The participants were all stunned and excited to see their special guest! Thank you Dwight for your time and generosity. Thank you to our Proud Sponsors: Platinum: Universal Orlando Resorts, AMF Altamonte Lanes Silver: A+ Home Health Aid, Inc., Light House Therapy Associates Bronze: Allin Family Medicine, Sand Dollar Realty Group, Inc., Law Offices of Angela G. Ferguson PA Special Recognition: Team Jones, Raised \$1,910.00 Richard Mendola, Raised \$1,030.74 Brett Jones, Raised \$812.08 Chris Reeves, Raised \$396.00 Elizabeth Pitzer, Raised \$396.00 Matthew Greenberg, Raised \$368.00 Bowlers: Please visit our website to download a thank you note to send to your Bowl-A-Thon sponsors/donors.		
<b>FALL CLASSIC SPORTS BEGIN IN JUNE</b> <b>Bowling, Gymnastics, Softball and Powerlifting</b> <b>New Volunteers Needed &amp; Welcome!</b>					
<b>Bowling</b> Mondays from 3pm-5pm at the AMF Altamonte Lanes 280 Douglas Drive, Altamonte Spgs, FL 32701 Thursdays from 6pm-8pm at the AMF Casselberry Lanes 115 Wilshire Blvd, Fern Park, FL 32730					
<b>Powerlifting</b> Saturdays from 3pm-5pm at Golds Gym Altamonte 130 East Altamonte Drive, Altamonte Springs, FL 32714					
<b>Rhythmic Gymnastics</b> Wednesdays from 6pm-7pm at St. Mary Magdalen Church Annex 869 Maitland Avenue, Altamonte Springs, FL 32701					
<b>Softball</b> Saturdays from 8am-10am at Trotwood Park (Field #2) 1224 Trotwood Blvd. Winter Springs, FL 32708					
Pre-Register by contacting: Rosemary Whelan at 407-963-5667 <a href="mailto:Rosemary@SpecialOlympicsSeminoleCounty.org">Rosemary@SpecialOlympicsSeminoleCounty.org</a>					
<b>YOUNG ATHLETE PROGRAM</b> SOSC is proud to offer the Young Athletes Program (YAP) for children ages 2-7 with special needs. Practices have started on Saturdays in June at the YMCA in Lake Mary. <b>VOLUNTEERS NEEDED!</b> For more info: Barbara Costanzo at 407-718-3259 or <a href="mailto:BarbC@cfi.rr.com">BarbC@cfi.rr.com</a>					
<b>VOLUNTEER POSITIONS NEEDED</b> Competition Coordinator - to coordinate County sports competition on a County, and possibly Area level. For more information: Mindy Solivan, 321-278-6463 or <a href="mailto:Mindy@SpecialOlympicsSeminoleCounty.org">Mindy@SpecialOlympicsSeminoleCounty.org</a>					
<b>VOLUNTEER AND ATHLETE OF THE MONTH</b> Volunteer: Nate Boulicault Athlete: Bonnie Pearson					
<b>NEWSLETTER SPONSORED BY:</b> Would you like to sponsor a newsletter? Please contact Winston Jones at 407-923-3902 <small>We encourage you to consider supporting those who support Special Olympics Seminole County! Recognition of support/sponsorship of SOSC does not constitute endorsement by Special Olympics</small>					
			<b>HAPPY BIRTHDAY JUNE</b>		
Daniel A		Eden F		Andrew L	
David A		Ana G		Ashley M	
Jeremy B		Juan G		Michael M	
Eamestina B		Seaira H		Brendan M	
Cynthia B		Nataly H		Amelia R	
James III C		Justin K		Christian S	
Sebastian C		Dean L		Ari S	
				Antonio V	
				Alexander V	
				Joshua Z	
				Glendon B	
				Cecily P	



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# E-Newsletter (Cost & Time)

- Time to produce:
  - 4-6 hours per month
- Cost to print: N/A
- Cost to e-mail:
  - \$30 per month
  - Via Constant Contact

- Constant Contact Info:  
[www.ConstantContact.com](http://www.ConstantContact.com)

Email addresses	0-500	501-2,500	2,501-5,000	5,001-10,000	10,001-25,000	25,000+
Pricing	\$15 <i>per month</i>	\$30 <i>per month</i>	\$50 <i>per month</i>	\$75 <i>per month</i>	\$150 <i>per month</i>	Call for pricing
Send an unlimited number of emails!						



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## Special Olympics Seminole County

Be a Fan of Opportunity. Be a Fan of Acceptance. Be a Fan of Special Olympics.

June / July
Seminole Spirit
2010

### MESSAGE FROM OUR COUNTY COORDINATOR

Dear Friends and Families

Each day in the news we hear of the economic challenges that businesses and families are being faced with, and this eventually trickles down to non-profit organizations such as ours. During these times, it is even more crucial that we ban together; in order to continue to grow and progress as a successful program.

Despite these tough economic times, our program has been blessed with many great opportunities! Within the last year, we have received many large corporate donations and sponsorships, expanded our sports training programs, and for the first time ever, we are embarking on a office for the program! We could not be where we are today without the dedicated support of all the families, volunteers, sponsors and donors.

In this challenging state of economy, I ask that we all pull together as a community and continue to support the program that means so much to our athletes! If you currently volunteer, THANK YOU! We appreciate all your dedication! If you are donor or sponsor, THANK YOU! You are providing the "fuel" to make our program run. And to our families and athletes, you are the heart and soul of this program. We hope you continue to participate, volunteer, and enjoy being a part of this wonderful and inspirational program.

Marie El-khoury, County Coordinator

### MARK YOUR CALENDAR

Jun 24: Athlete Input Council Meeting  
 Jun 27: Golf County Games  
 July 1: Management Team Meeting  
 July 22: Athlete Input Council Meeting  
 July 24: Swimming County Games

### SPORTS UPDATE

GOLF SEASON

County Games on Sunday, June 27, 2010

Recent Pictures Added

[3rd Annual Bowl-A-Thon](#)

["Summer" Sports County Games](#)

["Summer" Sports State Games](#)

Special Olympics Seminole County's Online Photo Gallery

[Click Here to Enter](#)

In This Issue

Message from Our County Coordinator  
 Mark Your Calendar  
 Sports Update  
 Global Messengers  
 Article Headline  
 Article Headline  
 Thank You To Our Sponsors  
 How to Make a Donation

QUICK LINKS

[About Us](#)  
[Contact Us](#)  
[Newsletter Archive](#)  
[Calendar](#)  
[Sports](#)  
[Donate](#)  
[Athletes](#)  
[Coaches](#)  
[Volunteers](#)  
[Schools](#)



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# SOSC Website

- [www.SpecialOlympicsSeminoleCounty.org](http://www.SpecialOlympicsSeminoleCounty.org)
- Main Goals:
  1. To provide as much information as possible in an organized, clear, concise and professional manner to ANYONE visiting our website.
  2. To encourage constant communication by posting any related information about our program.
  3. To encouraging others to search for the information on their own before contacting county staff.



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# SOSC Website Key Areas

- Home Page
- Contact Us
- E-Newsletter
- Calendar
- Sports
- Coaches
- Volunteers
- Forms
- Fundraisers
- Sponsors

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Special Olympics Seminole County  
PO Box 520742, Longwood FL 32752-0742  
Hotline: 407-263-8043  
www.SpecialOlympicsSeminoleCounty.org

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[Athletes](#) [Coaches](#) [Volunteer](#) [Families](#) [Schools](#) [Sponsors](#) [Community Connections](#) [Forms](#)

**Announcements from  
Special Olympics Seminole County**

Website Last Updated: June 28, 2010 at 10:00pm

**Powerlifting Practice Location Changed**  
Powerlifting will now be held at Gold's Gym in Altamonte Springs. This change is effective on Saturday, June 26, 2010. Please [click here](#) for updated schedule.

**Fall Classic Sports Start in June**  
*Bowling, Gymnastics, Softball and Powerlifting*  
Please visit our [SPORTS PAGE](#) for practice schedules and information.

**GET INVOLVED TODAY!**

**COMPETE  
VOLUNTEER  
DONATE**

**Sign up to receive our  
e-newsletter:  
Seminole Spirit**  
\*Newsletter is e-mailed & uploaded  
every 10th of the month\*




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# Let's Take a Tour!

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**Summer Volunteer Opportunities**

**SUMMER COMPETITIONS AND EVENTS**  
Please [click here](#) for a list of 2010 Summer Volunteer Events.

**YOUNG ATHLETE PROGRAM VOLUNTEERS NEEDED**  
Practices are held on Saturdays at the YMCA in Lake Mary. To volunteer, please contact: Marie El-Khoury at 407-782-0625 or [Marie@SpecialOlympicsSeminoleCounty.org](mailto:Marie@SpecialOlympicsSeminoleCounty.org)

**ARTISTIC GYMNASTICS COACHES NEEDED**  
We are in need of Volunteer Coaches for our Artistic Gymnastics program.  
Gymnastics is scheduled to begin in mid-June and will last until early November. *SOSC will not be able to offer this program if we do not*

**GET INVOLVED TODAY!**

**COMPETE  
VOLUNTEER  
DONATE**


Sign up to receive our e-newsletter:  
**Seminole Spirit**  
\*Newsletter is e-mailed & uploaded every 10th of the month\*

Name:

Email Address:

**ENTER SOSC'S  
PHOTO GALLERY**

Change the conversation... stop using the r-word





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# How to Create Your County Website

## 1. Establish a Yahoo Small Business

Account at <http://smallbusiness.yahoo.com/>

- Email accounts are included in Webhosting cost
- SOSC currently pays \$12.95/month for web service and email accounts for all County Mgmt. Team

## 2. Choose a webhosting tool to create your site

- Site Builder, *intermediate*
- Site Solution, *beginners*
- Logo Works, *expensive*

**Yahoo! Web Hosting**  
Get a professional web site today.

Plans start at just **\$7.46/mo.**<sup>1</sup>  
For 1st 3 mos.<sup>1</sup> (\$9.95/mo. after)

[Learn more](#)



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# Using Site Builder


Yahoo! SiteBuilder (2.6) - [C:\Users\Nin\Documents\WEBSITES\Yahoo SiteBuilder\si...\index.html\*]

File Edit Arrange Format View Insert Table Tools Window Help

Times New Roman


index.html\* Gymnastics.html MonthlyENewsletter.html Bowl-A-THon.html calendar.html Sponsors.html Aquatics.html 2008RecentAnnouncements.html Conta...

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[Athletes](#) [Coaches](#) [Volunteer](#) [Families](#) [Schools](#) [Sponsors](#) [Community Connections](#) [Forms](#)

**Announcements from**  
**Special Olympics Seminole County**

Website Last Updated: July 15, 2010 at 9:40pm

**2010 SOFL Leadership Conference**  
The 2010 Special Olympics Florida Leadership Conference

**GET INVOLVED TODAY!**



**COMPETE  
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**Sign up to receive our  
e-newsletter:**

Site Contents

- specialolympicsseminolecou
- 2-SPORTS\_PAGES
- 3-SPECIAL\_EVENTS
- files
- images
- MAIN\_PAGES
- media
- navigation\_bars
- sounds
- 09-10BasketballParticipat
- 2007RecentAnnounceme
- 2008RecentAnnounceme
- about\_us.html
- AthleteHealthFitness.html
- AthleteInputCouncil.html
- AthleteoftheMonth.html
- AthleteRegister.html
- Athletes.html
- calendar.html
- CircusTickets.html
- Coaches.html
- CoachesLink.html
- CommunityConnections.f
- CommunityResourcesan

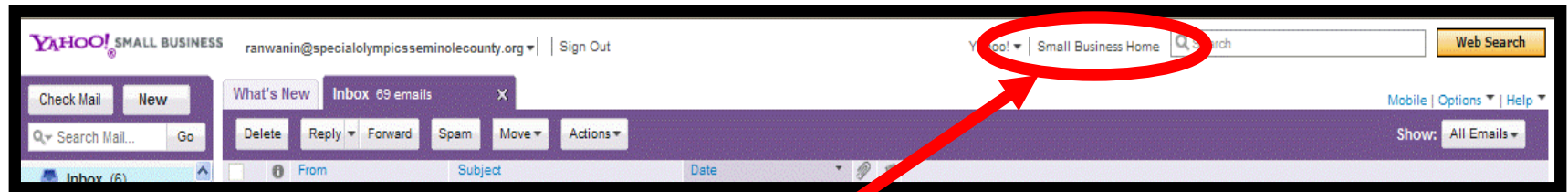
Preview: index.html

Page Effects

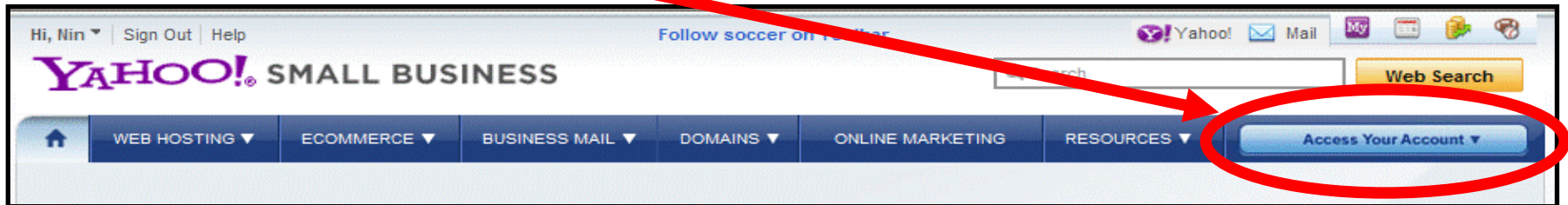
Background Meta Tags

# Using Site Solution

1. Log in to account, and go to “Small Business Home”



2. Access your Account to start creating your County Website!



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# How to Create Your County Website

3. Create and Manage your site by clicking here:
  - a. For Website beginners, use "SiteSolution"
  - b. For Computer gurus, use "SiteBuilder"
4. Select a template
5. Create pages and select layout
6. Click and add text, photos, links
  - a. Create content in a Word doc (or copy and paste from previously created collateral) and paste into fields.
7. Save and Publish!



# How to Create Your County Website

## Production Guidelines

1. **TIMELY** - Make sure the information is timely and updated on a regular basis.
2. **EFFECTIVE** – Make sure information is presented in a manner that is easy to find, and easy to update.
  - When possible, do not put content in multiple places
  - Instead, create links to prevent updating multiple areas
3. **CONSISTENT** – Keep a consistent format (fonts, colors, etc.) for all pages.
  - Branding is key aspect to promotion and professionalism



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# Now You Have the Tools You Need....

**Create Your County Website.....and promote  
the GREAT things your program has to offer!!**



**“Many small things have been made large by the  
right kind of advertising.”**

*~Mark Twain (1835 - 1910)*



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# Questions?



😊 **VISIT OUR WEBSITE** 😊

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

or contact

**Marie El-Khoury:** [Marie@SpecialOlympicsSeminoleCounty.org](mailto:Marie@SpecialOlympicsSeminoleCounty.org)

**Kevin Lejeunesse:** [Kevin@SpecialOlympicsSeminoleCounty.org](mailto:Kevin@SpecialOlympicsSeminoleCounty.org)

**Ranwa Nin El-Khoury:** [RanwaNin@SpecialOlympicsSeminoleCounty.org](mailto:RanwaNin@SpecialOlympicsSeminoleCounty.org)



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