

*Special
Olympics*



Athlete Spokesperson/ Global Messenger Overview

July 2021

**ATHLETE
LEADERSHIP**

Athlete Spokesperson/Global Messenger

Overview

? Why?

- The motto “Nothing About Us Without Us” relies on this principle of participation for people with disabilities. Athletes represent Special Olympics.
- Everybody needs to see and hear what athletes feel, think, and do.
- No one knows Special Olympics better than the athletes.
- Athletes *are* Special Olympics.

✓ What?

The role of an Athlete Spokesperson is to promote, educate, and inform others about the mission, benefits, and direction of Special Olympics. It goes beyond giving public speeches and interviews, it is about spreading the word about the Special Olympics movement through different outlets.

An Athlete Spokesperson:



Understands
Special Olympics



Knows different ways to provide
information to people; it is not
limited to just verbal speeches.



Knows facts about
Special Olympics



Educates and promotes
Special Olympics



Represents
Special Olympics

Note: We are introducing the term Athlete Spokesperson to capture all the ways athletes promote Special Olympics, you can use this term instead of Global Messenger or keep using Global Messenger acknowledging the role goes beyond public speaking, whatever works best for your Program. Athletes that go through this training perform mostly it at a national or local level. The Sargent Shriver International Global Messengers are Special Olympics athletes appointed as spokespersons to spread the message and vision of the movement, representing their regions and Programs for a specific term. If you want to know more about Sargent Shriver International Global Messengers click [here](#).



Leadership Roles

Here are examples of roles athletes can participate in as an Athlete Spokesperson:



Spokesperson to different audiences (families, sports, corporate, government, and society in general)



**Athlete/
volunteer recruiter**



**Event host or
emcee of an event**



Reporter



Social media influencer



Training

The purpose of the Athlete Spokesperson training course is to:

- 1 Train athletes the required leadership skills that will allow them to participate effectively as spokespeople.
 - Athletes being able to share their stories through different means (verbally, traditional media, social media, etc.)
 - Athletes lead the messaging on Special Olympics.

Required

Topic	Description	Est time
Lesson 1: Sharing Your Story <ul style="list-style-type: none"> • Building your story • Knowing where and how to share your story 	Everybody has a story. In this lesson you will learn the skills required to build your story and let it become a call-to-action for others.	75 mins
Lesson 2: Writing a Speech <ul style="list-style-type: none"> • Types of speeches • Purpose of a speech • Building a speech 	Speeches need purpose, an introduction, body, and conclusion. In this lesson you will learn the importance of collaborative work for speech writing.	60 mins
Lesson 3: Delivering a Speech <ul style="list-style-type: none"> • Target audience • Speech enhancements • Speech aids 	You will learn tools that will help you create impact with your speech and some activities for practice.	60 mins

Optional

Lesson 4: Media Training <ul style="list-style-type: none"> • Interviews • Social media 	When sharing your story with the media it is important you know how to communicate it in a way that stays true to yourself.	70 mins
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Delivery Method

Virtual Training

- 1** The workbook is designed to be used by the participants during the sessions.
- 2** The facilitator's guide is to assist staff in facilitating a discussion via virtual webinar. The PowerPoint slides are to be used as a visual during the discussion.

Resources



Pathway to Athlete Spokesperson



Athlete Spokesperson facilitator's guide



Lesson plans and worksheets



PowerPoint slides

You can access all **Athlete Representative Training** resources [here](https://www.dropbox.com/sh/4buharduqlhaicsu/AAAHxuccN2t6sJnKailW7DDa?dl=0).
<https://www.dropbox.com/sh/4buharduqlhaicsu/AAAHxuccN2t6sJnKailW7DDa?dl=0>

