

**Unit 5****Lesson 5.3 – Mission Statement**
The Marketing Plan**STUDENT ACTIVITY****Instructions**

Review the Special Olympics mission statement below and consider the message. As a class, answer the questions below and discuss the organization's mission.

Special Olympics Mission

"The mission of Special Olympics is to provide year-round sports training and athletic competition in a variety of Olympic-type sports for children and adults with intellectual disabilities, giving them continuing opportunities to develop physical fitness, demonstrate courage, experience joy and participate in a sharing of gifts, skills and friendship with their families, other Special Olympics athletes and the community."

(Retrieved from: http://www.specialolympics.com/Special+Olympics+Public+Website/English/About_Us/Mission_Vision/default.htm)

- 1) What is a mission statement and what is its purpose?
- 2) Does the Special Olympics mission statement address that information? Provide examples.
- 3) What specific criteria are present in any effective mission statement? Does the Special Olympics mission statement meet the criteria?
- 4) How might the Special Olympics improve their mission statement?