

**LESSON 5.2: COMPONENTS OF AN EFFECTIVE MARKETING PLAN****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."

(Source: [http://www.specialolympics.com/Special+Olympics+Public+Website/English/About\\_Us/Mission\\_Vision/default.htm](http://www.specialolympics.com/Special+Olympics+Public+Website/English/About_Us/Mission_Vision/default.htm))

**QUESTIONS**

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?