



Gearing Up For Campaign: Special Olympics MA

Client and Opportunity:

Special Olympics Massachusetts (SOMA) provides human services support as well as year-round sports training and athletic competition in a variety of well-coached Olympic-type activities for individuals with disabilities. Prior to launching a \$10.8 million capital campaign for a new headquarters/sports training building, SOMA engaged CRI to optimize and re-engineer its transactional-based development operations into a more relationship-based major gift oriented enterprise needed for this campaign .

Strategic Approach:

Because SOMA had no history of receiving major gifts from individuals, significant operational and cultural changes were needed in order to successfully execute the campaign. In order to do this, CRI did a comprehensive organizational review and then produced, implemented, and monitored a development strategic plan that included success strategies for gifts of all sizes, including a re-energized annual giving program. CRI also constructed the campaign plan, provided campaign counsel and participated in many gift solicitations.

Outcomes:

- To date, \$6+ million has been raised in large part from individual donors and a small number of foundations
- 100% board and staff giving for the campaign
- 25,000 square foot Yawkey Sports Training Center opened in Marlborough, MA in November 2009

Services Provided:

Development counsel, campaign planning and management, grant writing, and executive recruitment

