

CASE STUDY

# Special Olympics Influenced the White House—in Just 48 Hours

## PROBLEM

The White House announced that it would end a decade-long precedent and cut \$18 million in federal funding for the Special Olympics Unified Champion Schools program, which works to help students with disabilities feel welcome and included.

## SOLUTION

Just hours after the U.S. Secretary of Education defended the move at a hearing, Special Olympics signed with Phone2Action. The call came in at 4 p.m. and a campaign was launched 30 minutes later that ultimately reached more than 22 million people. Just one day after the launch, the president announced that he would reverse course and restore the funding.

“In a moment when we needed to move quickly and mobilize people to act, Phone2Action’s technology allowed us a rapid and extremely effective solution. By getting the campaign up and running within hours, Phone2Action allowed us to bring together many to speak with one voice—and it worked.”



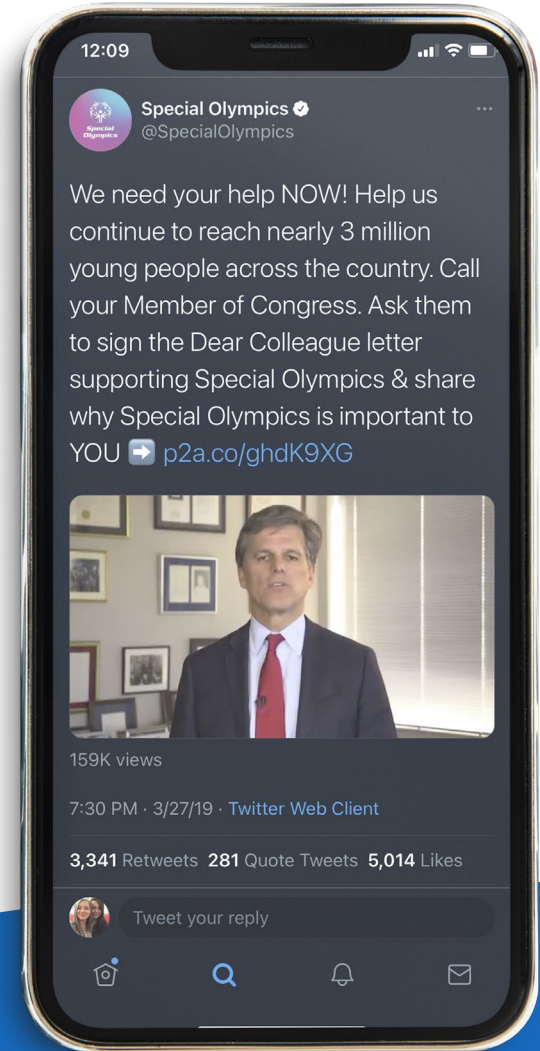
**Tim Shriver**  
SPECIAL OLYMPICS CHAIRMAN

## KEY RESULTS

**43,000+**  
emails to lawmakers  
in 24 hours

**900**  
Tweets to lawmakers  
in 24 hours

**200**  
phone calls to  
lawmakers in 24 hours



**SCHEDULE A DEMO**