

#NGW: OPERATION INTEGRATION

CLASSIFIED // AGENTS OF CHANGE USE ONLY

Mission Briefing

#NoGoodWay is motionball's anti-bullying campaign in support of Special Olympics athletes and all Canadians living with intellectual disabilities. The campaign promotes the use of inclusive language with a goal of ending the casual and negative use of the "R-word" from everyday conversations.

In our 12th iteration of the campaign, we are calling all Agents of Change to help us spread the word of our mission far and wide. Are you ready to take on the mission?

Mission Objectives

- **Find the R-word & Eliminate It.**
- **Record a video as Agents of Change.**
- **Share your mission using #NoGoodWay and tag motionball on social media**

Operative Details

Recording Your Mission

Mission Control has assembled the following tasks for you to complete your mission.

Field note: Get creative. We want to see how you Make The Choice and Use Your Voice in your community!

Steps

- **Destroy the R-word.** Use your creativity. Rip it. Smash it. Erase it. Delete it.
- **Use Your City Name.** Example: “motionball *Kelowna’s* Agents of Change are on a mission. There’s No Good Way to use the R-Word.”
- **Film Your Video Horizontally.** Keep your camera/phone horizontal while you film.

Step-by-Step Mission Plan

Filming Guidelines:

- Please film your video on an iPhone
- Camera settings:
  - Record in 4K, 60fps
    - Youtube Tutorial
  - Turn OFF HDR
    - Youtube Tutorial
  - Orientation
    - Please record one video horizontally, and one video vertically
- Hold the phone steady with two hands or use a tripod/selfie stick
- Wear yellow or your motionball swag

Suggested Script

“motionball [city/company/community] Agents of Change are on a mission. There’s No Good Way to use the R-Word.”

Will you join us in our mission?”

As you say “we’re eliminating it,” tear the paper in half/delete it/symbolically destroy it!

Quick Checklist

- [ ] Filmed horizontally in 4K (60fps)
- [ ] Filmed vertically in 4K (60fps)
- [ ] HDR turned OFF
- [ ] Audio clear + loud
- [ ] Add to Instagram, Facebook, LinkedIn or TikTok and tag motionball and #NoGoodWay #AgentsOfChange
  - [ ] Instagram
  - [ ] Facebook
  - [ ] LinkedIn
  - [ ] TikTok

Next move: Share on social media between November 4-18. Stay tuned to motionball Social media and NoGoodWay.com to watch our Hero Video on November 18th.

Stay sharp. Stay passionate. Mission success depends on you.

About motionball for Special Olympics

motionball for Special Olympics is a national non-profit organization that empowers young Canadians to become leaders in their communities raising funds and awareness for the Special Olympics Canada Foundation, through integrated sporting and social events.

Since inception, motionball has raised over $22 million for the Special Olympics Canada Foundation and currently hosts over 50 events in 20 cities and on 30+ university campuses across the country.