

# Polar Bear

## Fundraising Kit



Need help fundraising or just looking for unique way to raise additional funds for the Polar Plunge?

**Request your FREE Polar Bear Kit today!**

## Getting Started

**Businesses sell them for \$1 and YOU count them toward your PLEDGES!**

You've seen the bears hanging up all over town, now you can request packets of paper polar bears and approach area businesses to sell the bears on your behalf. ALL the proceeds will count toward your pledges! The packets of paper polar bears are FREE to our plungers and come in sets of 25, 50 or 100. Order as many kits as you need. Business should sell each bear for \$1. Customers can write their name on the bears and the business can proudly display them on their walls. Who can you ask to sell them:

- A favorite local bar or restaurant
- Your salon or barbershop
- A local grocery store or gas station
- Your school or office
- A local bank or credit union
- At your gym or a coffee shop

To order your Polar Bear Kit(s) contact Kerry at [gloedek@cityoflacrosse.org](mailto:gloedek@cityoflacrosse.org) or (608) 789-7596 with the number of bears you would like. Packets can be picked up at the Special Olympics office (1433 Rose Street, La Crosse).



## What's in the Kit?

We provide you with everything you need to get started! Each kit comes with the packets of bears, an instruction sheet for the business, an event poster, brochures and a tracking sheet for you to record where you are selling bears.

## Tips for Success

- It's never too early to get started! You can sell the bears at any time and for however long you like.
- Recommend a selling period of about 4-5 weeks.
- Check in with the business throughout the sale to see how things are going or if they need more bears.
- Kick off the bear sale by being the first to purchase a bear!
- Post on Facebook and spread the word about what businesses are supporting you and ask your friends to stop in and buy a bear!