

Polar Plunge Teams

Welcome Team Captain



Special Olympics Wisconsin would like to welcome you as a Team Captain for the 2012 Polar Plunge! As a Team Captain you will lead your teammates on their mission to be Freezin' for a Reason and make a positive impact on the lives of nearly 10,000 Special Olympics athletes in Wisconsin.

Team Captain Tips

- Ask team members to register online and create their own customizable personal web page & take advantage of the fundraising tools
- Talk about the Polar Plunge Incentive prizes with your team and get them motivated to aim for earning a certain prize **\$75**-Official Polar Plunge Long Sleeve T-shirt, **\$175**-Beach Towel, **\$350**-Hoodie, **\$600**- Fleece Jacket, **\$1,000**-Cumulative prizes and **\$1,500** - \$150 gift card and cumulative prizes.
- Send your teammates periodic updates through the Plunge email system. Keep your team members informed of progress toward your goals and offer fundraising tips.
- Plan a team building meeting. Show pictures and tell fun stories if you've taken the Plunge before. Ask your veteran plungers to share some tips about the day of the event.
- Create a friendly competition amongst team members by offering some fun team incentives...like buying your top fundraiser supper after the event.
- Encourage your team members to request packs of paper polar bears from your regional Special Olympics office. Paper polar bears are FREE to Plungers. Have team members ask area businesses to sell them for \$1 each. All proceeds will count toward your team total! Call Kathy at (920) 497-2422 or email kwalker@specialolympicswisconsin.org to get started.

What the Plunge is all about

Based on an idea from an International Law Enforcement Torch Run® conference in Alaska in 1998, the Polar Plunge started at Lake Onalaska in the La Crosse area in 1999 and raised \$30,000. In 2000, four more Plunges were added. Now offering 12 Plunges, Special Olympics Wisconsin boasted over 9,300 Plungers in 2011 and raised nearly \$1.9 million dollars. Funds raised by the Polar Plunges support local programs across the state and provide cognitively disabled children and adults with competition opportunities, leadership training and health programs.

SpecialOlympicsWisconsin.org

