

# 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 and 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, **\$200** - Beach Towel, **\$350** - Hoodie, **\$600** - Fleece Jacket, **\$1,000** - Cumulative prizes and **\$1,500** - \$100 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. (Food is a great motivator!) 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 dinner after the event.
- Encourage your team members to request sets of paper polar bears from your Regional Special Olympics office at (262) 241-7786 or [klang@specialolympicswisconsin.org](mailto:klang@specialolympicswisconsin.org). They are free to our Plungers and team members can ask area businesses to sell these for \$1 each and all the money raised will count toward your team total!

## 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](http://SpecialOlympicsWisconsin.org)



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SpecialOlympicsWisconsin.org

## Getting your team registered

A team can be any size...a group of two friends, 10 co-workers or 50 students from your high school. Plunging as a team is a blast and is the most popular way to participate.

- To get registered as a team you must first decide who will be the **Team Captain**.
- The Team Captain is responsible for registering online **first** and setting up the team web page by establishing the team name and adding a team photo or logo to the team web page.
- Once the team web page is created, the Team Captain can send out an e-mail letting people know that they can start signing up. **EACH** Team member **MUST** register individually and then will be asked to select the team that he/she would like to join.
- **EACH** team member is responsible for raising pledges and must raise \$75 to receive the official Polar Plunge long-sleeve T-shirt.
- Teams are encouraged to get creative & Plunge in costume, matching T-shirts or a team theme!
- If you have questions regarding how to handle a general donation made to your team (for example if your company donates \$500 to your Plunge Team), please e-mail Kelly at [klang@specialolympicswisconsin.org](mailto:klang@specialolympicswisconsin.org). Team donations are okay and can be split up amongst team members.

## Team Prizes

If your team raises over **\$2,500.00** you will earn a team party! Your choice of:

- Buffalo Wild Wings Bash
- ¼ Barrel Party from Matty's Bar & Grille (must be 21)
- Cousins Subs Party

Online pledges, cash, check and matching corporate gifts will all count toward your team total. Team Captains will be contacted following the event to select the location of your party and will receive a certificate by mail following the event.

## Win a VIP Bus for your Team

Be the **TOP ONLINE FUNDRAISING** team and your team can win a VIP Bus to pick you up from your hometown and bring your team to and from the Polar Plunge. The team with the most donations raised online by **February 3rd** will win! Check the website to see where your team ranks. You will also receive:

- A gift card to stock your bus with goodies
- Your choice of a preferred Plunge Time

