

2012 Polar Plunge TOOL KIT

Fundraising Tips

How to Raise \$150 in a week

Plunge Planner

Sample Donation Request Letter

Plunger Business Cards

Plunger Checklist

Donor Receipts

Donation Collection Form



Special Olympics
Wisconsin

**POLAR
PLUNGE**®

Freezin' For A Reason

Fundraising Tips

How to Raise \$150 in a week...



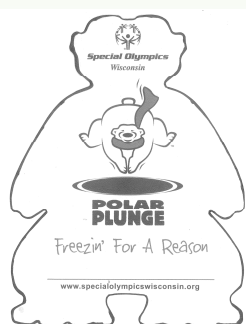
Special Olympics
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Who to Ask

		Total Per Day	Grand Total
DAY 01	Make a \$20 donation to yourself to get started!	\$20	\$20
DAY 02	Send an e-mail to three friends asking them for a \$10 contribution.	\$30	\$50
DAY 03	Ask one parent and one sibling for a \$10 contribution to your Plunge.	\$20	\$70
DAY 04	Bring your pledge sheet to work and ask two co-workers for \$10 to support your Polar Plunge	\$20	\$90
DAY 05	Send an e-mail to four family friends and relatives asking for adonation	\$40	\$130
DAY 06	Ask two people at your favorite hang out, restaurant or tavern for a \$5 donation	\$10	\$140
DAY 07	Put a post on Facebook asking for a \$10 donation to help you reach your fundraising goal!	\$10	\$150



Need Help Fundraising?

Request your Polar Bears 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 50 or 100. Businesses should sell each bear for \$1 or more. Customers can write their name on the bears and the business can proudly display them on their walls.

Planning your Plunge

Planning Tips for your Successful Plunge

Taking part in the Polar Plunge is an exciting experience that can bring months of fun for you and your team. From choosing your team costume to setting fundraising goals, you will have a blast “Freezin’ for a Reason.”



2-4 months before the Plunge

- Register your Polar Plunge team on-line at **SpecialOlympicsWisconsin.org**.
- Start recruiting team members and have them join your team online.
- Set your team’s fundraising goal and share it with your teammates.
- “Like” the Southeastern WI Polar Plunge on Facebook to receive event updates.

2-3 months before the Plunge

- Hold a team meeting
- Make sure all your teammates have a pledge sheet, it’s never too early to start fundraising!
- Request your packet(s) of paper polar bears and ask local businesses to sell them for \$1 on your behalf.
- Ask local businesses to make a contribution to your team or ask your company to match what you raise.

1-2 months before the Plunge

- Hold a team fundraiser such as a silent auction, jeans day, bake sale, etc.
- Begin to send out e-mails asking your friends and family for donations.
- Put a link to your fundraising web page on Facebook.
- Start planning your costume!

2 weeks before the Plunge

- Make plans to attend an Early Check-In event to turn in your team’s pledges and reserve your Plunge time
- Remind your teammates to e-mail their donation requests again!
- Organize a time and place for your team to meet on Plunge Day.

Day of the Plunge

- Remember your towel, Plunge shoes and a warm/dry change of clothes.
- Arrive at the Plunge with enough time to park and go through registration if you did not attend Early Check-In.
- Take a team photo!
- Know how much Special Olympics appreciates your hard work raising funds for the 10,000 athletes in Wisconsin!

After the Plunge

- Check out the Polar Plunge website for photos and event results!
- Collect and turn in any late donations to the Special Olympics office.
- Hold a team wrap up party and recognize your top fundraiser and team captains.
- Check out the Special Olympics website if you would like to get more involved by volunteering at a local competition.



Sample Donation Request Letter



Dear (insert name):

I am writing to ask for your help. On (date of Polar Plunge), I will Be a Below Zero Hero when I leap into the icy waters of a Plunge pool at The Brat Stop in Kenosha for Special Olympics Wisconsin during the 2012 Polar Plunge.

I know—you're probably getting cold just thinking about it! But, while the cold is temporary, the positive impact this will have on the lives of Special Olympics athletes will last a lifetime. Your donation supports competitions and training in 18 sports for nearly 10,000 athletes.

I have set a personal fundraising goal of \$ (dollar amount), and I am asking for your help in reaching it! No, I'm not asking you to take the Plunge with me (but you can if you want!); I am asking you to make a donation to Special Olympics Wisconsin on behalf of me taking the Plunge! Please make your check payable to Special Olympics Wisconsin, and return it to me in the envelope I have provided by (date). If you would prefer to use your credit or debit card, please visit the Polar Plunge website by going to SpecialOlympicsWisconsin.org, find the Southeastern WI Plunge (that's the one I am participating in), and click on "Donate to a Plunger." It's that easy!

Thank you for supporting me! I'll do my best to make you proud with my super cool costume and Plunge technique, and will be sure to show you all of the photos of me "Freezin' for a Reason." If you decide to take the Plunge or want to officially be "Too Chicken," and be a part of my Plunge team, let me know. The more, the merrier!

For more information about the Polar Plunge (and even how you can register as a "Chicken"), please visit SpecialOlympicsWisconsin.org.

Sincerely,

(Plunger name)



Fundraising Tools

Your Plunge Business Cards



Special Olympics
Wisconsin

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Please support my Plunge!

To make a donation, please visit:

SpecialOlympicsWisconsin.org/polarplunge

Click on "Southeastern Polar Plunge" then

"Donate to a Plunger" and search for my name -

Name

Thank you!



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Day of Plunge Checklist

Checking In

- Pledges**— have each person's pledges in a separate envelope
- Plan about 20 minutes to go through the registration process
- Waiver** -If under 18—parent/guardian **MUST** sign your waiver
- If you attended early check-in —remember your wristband



NOTE: To avoid lines on the day of the Plunge, attend an Early Check-In event and get everything out of the way!

Plunge Gear

- Plunge shoes (**NOT** flip flops—strap on sandals are okay.)
- Plastic bag for WET clothes
- Backpack with change of WARM, DRY clothes
- Dry shoes for after the Plunge
- Towel

Fun Stuff

- Costume
- Cash for concessions, souvenirs and raffles
- Camera (Don't worry, we will also have Estudio La Storia taking photos at the Plunge.)
- Pick out a team meeting spot (It might be hard to find team members at the Plunge, so pick out a good spot to meet inside The Brat Stop)



2012 Polar Plunge Receipt

Donation made to:

Special Olympics WI – Southeastern Region
6150 Taylor Avenue
Racine, WI 53403

Name: _____

Donation of: cash check

Amount Donated: _____

Date: _____

Special Olympics Wisconsin is a 501 (c)
(3) nonprofit organization. Your donation
tax deductible to the extent allowed by
law.



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