

# 2012 Polar Plunge TOOL KIT

**Fundraising Tips**

**How to Raise \$175 in a Week**

**Plunge Planner**

**Sample Donation Request Letter**

**Plunger Business Cards**

**Plunger Checklist**

**Donor Receipts**

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**Special Olympics**  
*Wisconsin*

**POLAR  
PLUNGE®**

*Freezin' For A Reason*

# Fundraising Tips

## How to Raise \$175 in a week...

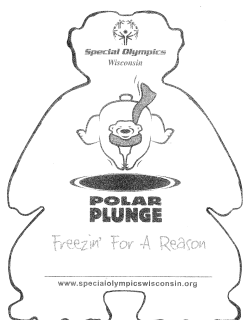


### Who to Ask

Total  
Per Day

Grand  
Total

DAY		Total Per Day	Grand Total
01	Make a personal donation of \$20 to get started!	\$20	\$20
02	Send an e-mail to four friends asking them for a \$10 contribution.	\$40	\$60
03	Ask one parent and one sibling for a \$10 pledge to your Plunge.	\$20	\$80
04	Bring your pledge sheet to work and ask three co-workers for \$10 to support your Plunge.	\$30	\$110
05	Send an e-mail to four family friends and relatives asking for a \$10 donation.	\$40	\$150
06	Ask one person at your favorite hang out, restaurant or tavern to give \$5 for your Plunge.	\$5	\$155
07	Put a post on Facebook asking for two \$10 donations to help reach your fundraising goal!	\$20	\$175



## 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 towards your pledges! The packets of paper polar bears are FREE to our plungers and come in sets of 25, 50 or 100. Businesses should sell each bear for \$1. Customers can write their name on the bears and the business can proudly display them on their walls.

# Planning your Plunge



Freezin' For A Reason

## Planning Tips for a 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 online at [SpecialOlympicsWisconsin.org](http://SpecialOlympicsWisconsin.org).
- Start recruiting team members and have them join your team online.
- Remind plungers & chickens to register online or via brochure.
- Set your team's fundraising goal and share it with your teammates.
- "Like" the Polar Plunge on Facebook for contests & 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 or 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.
- Sign up for the Buffalo Wild Wings Blazin' Wing Eating Contest.
- Challenge your teammates to participate in the Polar Dash 5k fun run/walk.
- 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! Visit the websites for details.
- Organize a time and place for your team to meet on Plunge Day.
- Decide on a location to get a shuttle to Pettibone beach (visit the website for a list of locations).

### Day of the Plunge

- Remember your towel, Plunge shoes and a warm/dry change of clothes.
- Take an early shuttle to arrive at Pettibone with enough time to go through registration if you did not attend an Early Event Check-In site.
- Take a team photo!
- All Plungers must sign a waiver.
- 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, results, & info about other events!
- 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.

#### Plunge Day Schedule of Events

7am – 3pm: Free Shuttle Service

8am – 1pm: On-Site Registration & Check-In

10am – 11am: Polar Dash Fun Run/Walk

11:30am – 11:50am: Blazin' Wing Eating Challenge

Noon – 3pm: Opening Ceremonies & Plunging

5pm – 8pm: Post Party at Howie's

# Sample Donation Request Letter



Dear (insert name):

I am writing to ask for your help. On Saturday, March 3, 2012 I will be a Below Zero Hero when I plunge into the icy waters of the Mississippi River for Special Olympics Wisconsin athletes 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 donations support competition and training in 18 sports for nearly 10,000 athletes.

I have set a personal fundraising goal of \$ (dollar amount), and I need your help to reach it! No, I'm not asking you to take the Plunge with me; I am asking if you will make a donation to Special Olympics Wisconsin on my behalf! Please make your check payable to Special Olympics and return it to me in the envelope I have provided by (date). If you would prefer to use your credit or debit card, visit my Polar Plunge website by going to [SpecialOlympicsWisconsin.org](http://SpecialOlympicsWisconsin.org), find the Coulee Region Plunge, and click on "Donate to a Plunger".

Thank you for your pledge! I'll do my best to make my supporters proud and will update you with photos of me Freezin' for a Reason or stop by Pettibone Beach on Saturday, March 3rd and cheer me on! To learn more about the Polar Plunge, check [SpecialOlympicsWisconsin.org](http://SpecialOlympicsWisconsin.org)

Sincerely,

(Plunger name)



# Fundraising Tools

## Your Plunge Business Cards



Special Olympics  
Wisconsin

**POLAR  
PLUNGE.**

Freezin' For A Reason



Please support my Plunge

**To make a donation visit**

[SpecialOlympicsWisconsin.org/polarplunge](http://SpecialOlympicsWisconsin.org/polarplunge)

**Go to** the Coulee Region Polar Plunge,  
**click** on "Donate to a Plunger"  
and **search** for my name -

---

Name

**Thank you for your support!**



Please support my Plunge

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Name

**Thank you for your support!**

# Day of Plunge Checklist

## Checking In - Day of



**NOTE:** If you attended an Early Event Check-In site you DO NOT need to check in at Pettibone Beach unless you have additional pledges to turn in.

- Plan about 20-30 minutes to go through the Registration Process.
- Pledges:** have each person's pledges in a separate envelope.
- Waiver:** If under 18, a parent/guardian **MUST** sign your waiver.

## Plunge Gear

- Plunge Shoes (**NOT** flip flops—strap on sandals are okay).
- Plastic bag for WET clothes.
- Backpack with change of WARM/DRY clothes.
- Warm footwear for after the Plunge.
- Costume.
- Towel.
- Wristband is required for all plungers (If you attend an Early Event Check-In site, please remember to bring this).

## Fun Stuff

- Take a **FREE** shuttle to Pettibone Beach.
- Cash for concessions and souvenirs.
- Camera (Don't worry, the La Crosse Area Camera Club will be taking photos that day. You can go online to view them at [SpecialOlympicsWisconsin.org](http://SpecialOlympicsWisconsin.org)).
- Sign up for the Polar Dash 5k Fun Run/Walk: day of registration will be available!
- Sign up for the Buffalo Wild Wings Blazin' Wing Eating Contest—spots may still be available.
- Thaw out at the Post Plunge Party at Howie's (1128 La Crosse Street, La Crosse).

# Donor Receipts

Online donors will automatically receive a gift receipt via e-mail. Use these receipts only for cash and check donations. Have questions? Contact us at (608) 789-7596 or [gloedek@cityoflacrosse.org](mailto:gloedek@cityoflacrosse.org).



## 2012 Polar Plunge Receipt

Donation made to Special Olympics  
Wisconsin – South Central Region,  
400 La Crosse St.  
La Crosse, WI 54601

Name: \_\_\_\_\_

Donation of:    cash            check

Amount Donated: \_\_\_\_\_

Date: \_\_\_\_\_

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



**Special Olympics**  
Wisconsin



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