

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...

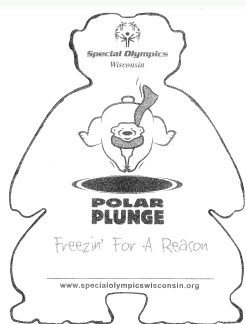


Who to Ask

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 a donation	\$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 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 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 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 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 (insert lake here) 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 you to make a donation to Special Olympics Wisconsin on behalf of me taking the Plunge! 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, find the plunge I am participating in, and click on "Donate to a Plunger".

Thank you for supporting me! I'll do my best to make my supporters proud and will update you with photos of me Freezin' for a Reason. To learn more about the Polar Plunge, check out

SpecialOlympicsWisconsin.org.

Sincerely,

(Plunger name)



Freezin' For A Reason

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

And click on "Madison Polar Plunge", "Donate to a Plunger" and search for my name -

_____ Name

Thank you for your support!

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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
- Warm footwear for after the Plunge
- Towel

Fun Stuff

- Costume
- Cash for concessions and souvenirs
- Camera (Don't worry, we will also have IPI Event Photography taking your photo as you Plunge & photos can be purchased inside the Entertainment Tent or ordered from the website)
- 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, possibly in front of the Registration Tent.

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) 221-2900 or Jweichelt@specialolympicswisconsin.org



2012 Polar Plunge Receipt

Donation made to Special Olympics
Wisconsin – Madison,
5900 Monona Dr, Suite 403,
Madison, WI 53716

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



2012 Polar Plunge Receipt

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