

2016 POLAR PLUNGE

benefiting Special Olympics Utah



Thank you for your signing up to be a participant at the 2016 Polar Plunge. You'll be FREEZIN' for a REASON as you raise money and support the amazing athletes of Special Olympics Utah. Our year-round sports training, competitions and other SOUT programs would not be possible without the generous donations of community supporters like you.

Getting Started

Register online at www.firstgiving.com/SOUT

Go to the website and click on the Polar Plunge event you want to sign up for on the right side of the page, then click "Register". Once you have registered:

- Pay the \$10 registration fee
- Create your own First Giving web page with a photo and personal message.
- Start or join a Polar Plunge team.
- Collect pledges online or offline.
- Adults must pay or raise a minimum of \$40, students and athletes must pay or raise a minimum of \$20 to plunge.

Join a Team

Go online to www.firstgiving.com/SOUT, and click on your Polar Plunge event on the right side of the page. To find your team, click on the "Teams" tab for a list of registered teams.

Create a Team

Create a plunge team with family, friends or co-workers:

- Create a team name, then go to www.firstgiving.com/SOUT, find your local Polar Plunge on the right side of the page, and click "Register".
- Assign a team captain.
- Register all team members (must pre-register). You will be able to assign each plunger to a team online.
- Pay \$10 registration fee for each team member.
- Create a team and individual First Giving web pages with photos and personal messages.
- Collect pledges online or offline. The total amount raised will be divided among each plunger on the team. The team will need to collect the minimum amount due for each plunger (\$40/adults, \$20/students and athletes).

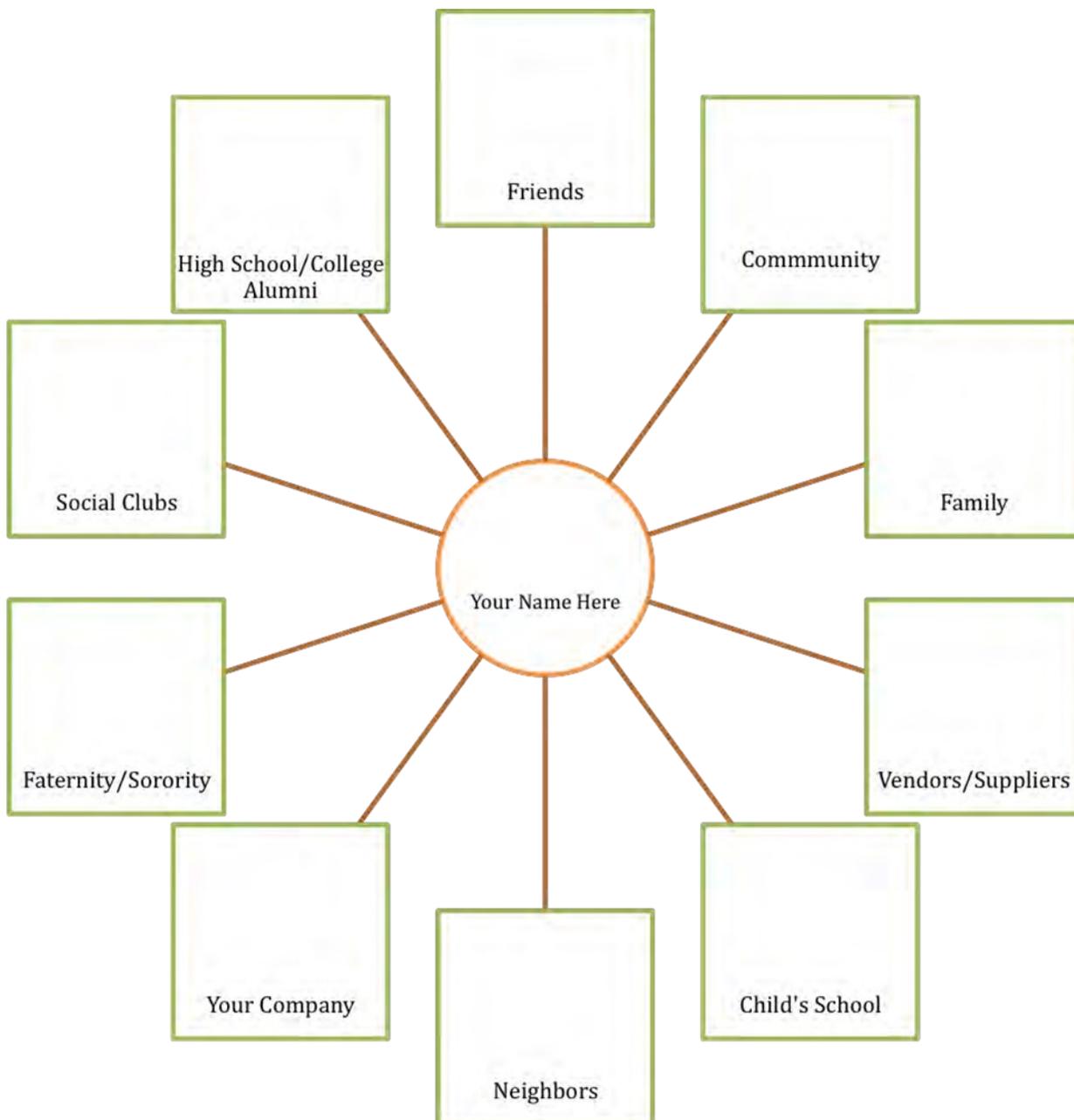
Now you're all registered, get started collecting pledges and fundraising! Looking for some "cool" fundraising ideas? Look no further! This packet provides you with some great tips and strategies.

How to raise \$500 in 10 days

The key to building a plunge team and successful fundraising campaign starts with asking people you know. Think about everyone that you know, and ask them to join your team or make a donation.

Who do you know?

Use the chart below to identify people you know.



Ask Your Family & Friends

Ask	Amount	Total
<u>4 family members</u> <i>think Mom, Dad, siblings, aunts, uncles, grandma...</i>	4 x \$20	\$80
<u>4 friends</u> <i>send an email or promote on social media</i>	4 x \$10	\$40
<u>4 co-workers</u> <i>display a donation bucket in your place of business</i>	4 x \$5	\$20
<u>4 neighbors</u> <i>not comfortable knocking on doors? Call or email.</i>	4 x \$5	\$20
<u>Your hairdresser, doctor, dentist, gym</u> <i>ask her/him to put out a donation jar in the office/shop</i>	1 x \$20	\$20
<u>Church/Temple Members</u> <i>have a request placed in the bulletin for a one-time offering</i>	1 x \$20	\$20
		\$200

Raise \$150 in a week!

Day 1 - Make a \$20 donation to yourself to get started!

Day 2 - Send an e-mail to three friends asking them for a \$10 contribution

Day 3 - Ask one parent and one sibling for a \$10 contribution

Day 4 - Bring a pledge sheet to work and ask co-workers for \$10 to support your plunge goal

Day 5 - Send an e-mail to four family friends and relatives asking for a donation

Day 6 - Ask two people at your favorite hangout, restaurant or tavern for a \$5 donation

Day 7 - Post on Facebook asking for a \$10 donation to help you reach your fundraising goal

Other Fundraising Ideas:

Ask people

You would be surprised how many people are willing to give for a worthy cause. Tell them about Special Olympics Utah. Explain to them why you will be Freezin' for a Reason. Ask your neighbors, your hairdresser, your doctor – even church members, friends, co-workers and family members. Give everyone you know an opportunity to donate!

Ask again:

If you didn't receive an answer the first time you asked, ask again! Sometimes people mean to donate, but they just don't get around to it. Friendly email reminders, progress updates, etc. help to nudge the process along.

Social Media

Promote your fundraising efforts on Facebook, Twitter, Instagram, etc. Challenge your friends to join you or support you. Create an individual or team hashtag and remember to use our official 2016 Polar Plunge hashtag: #soutplunge16

Email

Use your First Giving email communication tools or your own to send progress updates and friendly reminders. Set-up your email signature with a link to your online fundraising page. Include this year's message: "I'm going to be part of the coolest event in 2016. Support me as I take the Polar Plunge for Special Olympics Utah!"

Company contribution

Solicit your company to match your dollars raised! Many companies already do this. Matching gifts can double (or even triple) the original donation amount. Ask your human resources department for details.

School Project or Campaign

At a high-school or in a club? Raise money by asking students to donate their loose change at lunch. Hold a bake sale, car wash or other service raising funds for your team to plunge.

Company Contests

Hold a friendly competition for your work team. The person who raises the most money on your team gets a prize...and bragging rights!

Toss your boss

Team up with co-workers to collect pledges that if you reach a goal, your boss has to jump into the freezing water.

Plunge competitions

If someone in your group doesn't want to jump, set up a competition where they have to raise more than you do. Loser has to jump into the freezing water.

Change jars

Ask local business owners to set out a jar for contributions. Try to hit up community businesses that you have a relationship with. Pick a local Special Olympics Utah athlete in your neighborhood to highlight with this.

Always follow-up via phone:

Don't just text or hide behind a computer. Pick up the phone to ask, follow-up and thank!

Email Outreach

Email is an incredibly effective fundraising tool, reaching people all over the world with the click of a button. It is a great way to spread the word about your Polar Plunge participation, and to ask others to join your team or pledge your cause.

Tips & Tricks

- Make it personal: tell your story. Share with others why you participate, whether you are plunging for fun or you love Special Olympics Utah.
- If you've plunged before, share a picture of your previous jump to frozen glory.
- If it's your first time, share your nerves and excitement!
- Have fun with it! Make a contest or game out of it – the first person to donate or the largest donation gets a gift from you!
- Follow-up. Be sure to say thank you to your donors after they make their donation and again after the Plunge. Send them a picture of your plunging with the results from the event.

Sample Email to Donors:

It's gonna get COLD! On _____, I will be participating in the 2016 Polar Plunge for Special Olympics Utah. I'll be FREEZIN' for a REASON as I raise money to jump into freezing cold water – all for the amazing athletes of Special Olympics Utah.

To take the plunge, I am taking pledges and have set a personal fundraising goal of \$(amount). I need your help to reach it. I hope you will make a donation to Special Olympics Utah on my behalf and support my Polar Plunge.

The best and easiest way to donate is to visit (insert your personal fundraising page here) and pledge online. You can check this page to see my goal, pledges raised and my reason for freezin'!

If you prefer not to donate online, you can also give your donation directly to me or mail it in to Special Olympics Utah at the address below. Please make sure to include my name with your donation so I receive credit for the pledge.

Special Olympics Utah
1400 S. Foothill Drive Suite 238
Salt Lake City, UT 84108

Thank you so much for your support. Think warm thoughts for me!

Sincerely,

(sign name)

Social Media

Facebook and Twitter are incredibly powerful tools for fundraising. It has become common practice for plungers to do all of their fundraising entirely through social media. They are easy tools to use and a personal way to connect with friends and family all over the world with minimal effort.

Facebook

Like us: www.facebook.com/SpecialOlympicsUtah

Share our posts from our FB page

Stay up to date on news and tips for your upcoming plunge

Join the Polar Plunge event page that you'll be participating in

Add a link to your online Plunge page to send people directly to your profile.

Make your Plunge an event on Facebook. Invite friends to support your fundraising effort or to come and cheer you on. This way they will have a reminder before your Plunge!

Update your status

Share your Reason for Freezin' and what your goal is

Update your fundraising progress until you take your plunge

Let your pictures do the talking

If you've plunged before, post a picture of your jump along with your donation request

Have you volunteered with SOUT or been to one of our events? Share a picture.

Set your profile picture and timeline photo to a picture of you taking the plunge, or the costume you'll be wearing to plunge.

Shout-outs: post a shout out to your donors when they pledge! You can even tag them in your post – just type @ + their name.

Use hashtags. You can create your own for you or your team. Use #soutplunge16 for the official Special Olympics Utah event hashtag.

Host a contest on Facebook encouraging your friends to donate. The first person to donate get a gift from you, the biggest donor gets a prize, etc.

Plunging as a corporate team? Use your company's Facebook page to promote your employees' involvement and encourage donations.

Don't forget to thank your friends after your plunge!

Twitter

Follow us: [@specolyutah](https://twitter.com/specolyut)

Retweet a tweet from Special Olympics Utah and/or your followers

Use the hashtag #soutplunge16 or create your own hashtag for your plunge or your team's.

Upload photos: tweet a photo of you taking a previous plunge. If you're a rookie, tweet a photo of your costume. Don't forget to ask for support!

Create an engaging 140 character message with your Reason for Freezin'.

Shout outs: tweet each time you receive a new pledge. Don't forget to mention them in your status, just type @ + their name.

Set your profile picture and twitter header image to a photo of you plunging.

Don't forget to thank your followers after your plunge!

FACEBOOK: www.facebook.com/SpecialOlympicsUtah

TWITTER: [@specolyutah](https://twitter.com/specolyut)

INSTAGRAM: [SpecOlyUtah](https://www.instagram.com/SpecOlyUtah)

WEBSITE: www.sout.org or www.firstgiving.comSOUT

EVENT #: #soutplunge16

Donor Receipts

Use the donor receipts for cash or check donations. Online donors will automatically receive a receipt via email. If you have questions, contact us at plunge@sout.org.

2016 Polar Plunge Donor Receipt

Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Donation Amount: _____ Date: _____

Plunger Name: _____

Circle Form of Payment: CASH CHECK

Thank you for your donation. Special Olympics Utah is a 501©(3) non-profit organization. Your donation is tax deductible to the extent allowed by law.

1400 S. Foothill Drive Suite 238
Salt Lake City, UT 84108
801-363-1111 www.sout.org

Special Olympics
Utah



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