

POLAR PLUNGE

Tool Kit

#PledgePlungeParty

WASHINGTON



WINTER WARRIOR



POLAR PLUNGE

POLAR SERIES

JAN 21	TRI-CITIES Columbia Park
FEB 04	SEATTLE Golden Gardens
FEB 11	WENATCHEE Walla Walla Point Park
FEB 18	SPOKANE Liberty Lake Regional Park
FEB 25	TACOMA Owen Beach
MAR 11	ANACORTES Seafarers Place
MAR 18	REDMOND Idylwood Park
MAR 18	YAKIMA Sarg Hubbard Park

What is it?

The Polar Plunge is a unique opportunity for individuals, organizations and businesses to support local Special Olympics athletes by collecting pledges and plunging into various frigid water locations across Washington State.

What does it take?

Anyone with a little courage, a warm heart and a desire to support a worthy cause can be one of Washington's Winter Warriors!

Each individual must raise a minimum of \$50.00 or \$75.00 [depending on location] to take the Plunge. In addition to the Plunge opportunity, all participants will receive an official Polar Plunge merchandise item and lunch onsite.

Too Chicken?

No problem...You can still participate in the festivities all while staying warm and dry!

Now that you have no excuses-- simply register as a "Chicken" and start collecting pledges just like your Polar counter-parts. You'll even be eligible for the same fundraising incentives!

I'm in. Now what?

This Plunger Tool Kit will provide you with a ton of great resources and fun tips to aid you in your fundraising efforts but the first step towards the icy waters is registering. Save your spot by signing up at PolarPlungeWA.org.

POLAR PLUNGE

Plunger Welcome

Every day, Special Olympics Washington empowers over 14,500 athletes to shatter stereotypes and exceed their personal bests on the playing field and in life. But for every champion, there is another who is waiting for the chance to win.

Through your commitment to collect pledges and take the plunge--- you are helping us make an even bigger impact in the lives of individuals with intellectual disabilities, their families, and our communities. Each dollar raised will remain in that respective area to not only provide training, competition, and leadership opportunities, but also health and hope to your local athletes.

Freezin' for a Reason is as simple as 1, 2, 3....

STEP #1 | Register.

STEP #2 | Fundraise.

STEP #3 | Plunge.

Tool Kit Inclusions

Business Cards

Directing donors to the online giving portal to make a contribution towards your efforts.

Donor Receipts

Convenient receipts to provide cash donors. [Note that all other donations will automatically receive a receipt.]

Fundraising Tips

Pledge based fundraising made simple with quick, easy, and fun tips of the trade.

Raising \$150 in 7 Days or \$500 in 10 Days

Day-by-day guides to help you reach or exceed your fundraising goals.

Organizational Information

Share with your donors that Special Olympics is more than sports and how their gift will help.

Pledge Form

Track of your offline fundraising efforts or utilize it as a quick reference for thanking donors.

Request Letter

Sample donation request letter to send friends and family asking for their support.

Team Guide

Everything you'd want to know about making an even bigger splash.

Who Do You Know Worksheet

A kick-starter worksheet map your full circle of contacts.

POLAR PLUNGE

Donor Receipts

Special Olympics Washington Plunge Receipt

Name: _____

Address: _____

Amount: \$ _____ Date: _____

Plunger Name: _____

Paid by: Cash Check

Thank you for your donation. Special Olympics Washington is a 501(c)(3) non-profit organization and your donation is 100% tax deductible under Tax ID Number 91-0962383.

Special Olympics Washington Plunge Receipt

Name: _____

Address: _____

Amount: \$ _____ Date: _____

Plunger Name: _____

Paid by: Cash Check

Thank you for your donation. Special Olympics Washington is a 501(c)(3) non-profit organization and your donation is 100% tax deductible under Tax ID Number 91-0962383.

Special Olympics Washington Plunge Receipt

Name: _____

Address: _____

Amount: \$ _____ Date: _____

Plunger Name: _____

Paid by: Cash Check

Thank you for your donation. Special Olympics Washington is a 501(c)(3) non-profit organization and your donation is 100% tax deductible under Tax ID Number 91-0962383.

Special Olympics Washington Plunge Receipt

Name: _____

Address: _____

Amount: \$ _____ Date: _____

Plunger Name: _____

Paid by: Cash Check

Thank you for your donation. Special Olympics Washington is a 501(c)(3) non-profit organization and your donation is 100% tax deductible under Tax ID Number 91-0962383.

POLAR PLUNGE

Fundraising Tips

Fundraisers are really just an excuse to have a party so just think of something that you and your friends/family like to do and make it a benefit to help you reach your plunge goal.

Ideas

Art Auction, Amazing Race Around the City, Babysitting by Donation, Bachelor & Bachelorette Auctions, Bake Sale, Benefit Concert, Bingo Night, Bowling Tournament, Candy Sales, Car Wash, Cook Off, Donation Based Be a Designated Driver for Friends, Dinner Party, Dress Down Day at Work, Garage Sale, Grocery Store Collections, Hot Cocoa Sale, Holiday Bizarre, Karaoke Night or Bad Karaoke Night, Kick Ball Tournament, Movie Night, Murder Mystery Party, Pancake Breakfast, Pet Sitting, Pizza Party, Board Game Tournament, Poker Tournament, Potluck at Work, Pub Crawl, Raffle, Rock Band Tournament, Dodgeball Tournament, Scrap Book Party, Sell Something on EBay, Silent Auction, Snack Basket at Work, Softball Tournament, Trivia Night, Volleyball Tournament, Wine and Cheese Party.

Key Elements

- Start planning early
- Promote your event
- Utilize social media and e-vites
- Be sure to send out reminders as your event approaches
- Ask each guest to bring another friend or two
- Decide if you'll be charging a flat rate or simply asking for a suggested donation

Increasing Revenue

- Include a silent auction or raffle to increase donations at your event
- Pass around a jar at the event and ask people to donate their change

Remember

- Always follow up! People will appreciate the reminder. Include fun facts and an update on how close you are to reaching your goal.
- Ask all of your supporters about the possibility of matching funds from their employers.
- Add the event logo to your e-mail signature. You can also include a hyper-link to your personal fundraising website and encourage everyone to visit it and support your efforts.
- Send a thank you letter, note, or message to your donors.

POLAR PLUNGE

Raise \$150 in 7 days

	Who to Ask	Total Per Day	Grand Total
Day 1	Send an email to three friends asking for a \$10 pledge or challenge them to take the Plunge with you.	\$30	\$30
Day 2	Send an email to three relatives asking for a \$10 pledge.	\$30	\$60
Day 3	Ask one parent and one sibling for \$10 each. Your birthday and/or favorite holiday is right around the corner!	\$20	\$80
Day 4	Ask two neighbors for \$10 each.	\$20	\$100
Day 5	Ask five people at your favorite restaurant, coffee shop, tavern or hangout spot for \$5.	\$25	\$125
Day 6	Ask your significant other or best friend for a \$15 donation.	\$15	\$140
Day 7	Ask your boss, colleague, or local business to sponsor you at \$10.	\$10	\$150

POLAR PLUNGE

Raise \$500 in 10 days

	Who to Ask	Total Per Day	Grand Total
Day 1	Ask a parent to sponsor you at \$25.	\$25	\$25
Day 2	Ask three family members to match their donation of \$25.	\$75	\$100
Day 3	Ask your best friend to sponsor you for \$25.	\$25	\$125
Day 4	Ask your boss for a company contribution of \$25, or better yet, see if they will match the entire amount you raise!	\$25	\$150
Day 5	Ask five local friends to sponsor you at \$10.	\$50	\$200
Day 6	Ask five out-of-town friends to sponsor you at \$10 each.	\$50	\$250
Day 7	Ask five businesses you frequent (salon, barber, restaurant, dentist, etc.) to sponsor you for \$10 each.	\$50	\$300
Day 8	Ask five co-workers to sponsor you at \$10 each.	\$50	\$350
Day 9	Ask five neighbors to sponsor you at \$10 each.	\$50	\$400
Day 10	Ask ten people from your church/temple/social club etc. to sponsor you at \$10 each.	\$50	\$500

POLAR PLUNGE

Special Olympics Washington

Mission

Special Olympics Washington provides year-round sports training and athletic competition for children and adults with intellectual disabilities. By participating in sports, physical fitness, and health education programs, our participants increase self-confidence and social skills, improve physical and motor skills, and have better success in leading more productive and independent lives.

Participation

Persons with intellectual disabilities, regardless of ability level, may participate in sports and other programs offered by Special Olympics Washington.

Training & Competition

Training and competition is offered year-round to Special Olympics athletes. Competition takes place at local, regional and state tournaments. Individuals and teams compete in divisions according to age, gender and ability.

Volunteers

Over 8,000 volunteers support Special Olympics Washington activities. Volunteers serve as coaches, sports officials, committee members, and on-site volunteers at competitions and fundraising events. Coaches and officials are trained and certified at clinics offered by Special Olympics Washington.

Funding

Special Olympics Washington is a registered 501(c) (3) non-profit organization supported by individual, corporate and foundation contributions. Athletes participate at no cost to themselves or their families. It costs Special Olympics Washington approximately \$650 to support a single athlete year round.

Sports

Athletics [Track and Field], Alpine Skiing, Aquatics, Basketball, Bowling, Cross Country Skiing, Cycling, Figure & Speed Skating, Golf, Long Distance Running/Walking, Softball, Snowboarding, Soccer, Power Lifting.

Unified Sports®

Athletes with intellectual disabilities pair with persons without disabilities and form teams for training and competition to build self-esteem and increase understanding of persons with different abilities. Currently we have 1,500 Unified Partners.

Healthy Athletes Program

Special Olympics athletes are given FREE vision, podiatric, audiology, dental, and general health screenings. Physicians and healthcare professionals provide these services at no cost to Special Olympics athletes at various tournaments.

Athlete Leadership Program

Athletes are provided the opportunity to expand personal growth by acting as spokespersons, team captains, coaches, officials, or by representation on the Special Olympics Washington Board of Directors.

Young Athletes Program

An innovative sports play program, designed for early childhood intervention, seeks to strengthen self-esteem and physical development for children with intellectual disabilities ages 2-7 years old.

POLAR PLUNGE

Dear Friends and Family,

I am writing to you today to let you know that I have pledged to plunge for the local athletes of Special Olympics Washington. This winter, I will gather the courage to be Freezin' for a Reason!

While I am not asking you to join me in jumping into the icy waters, I do need your help in order to make there. In addition to pledging to plunge, I have also committed to raising \$_____. You are probably thinking that this endeavor is a little on the crazy side but I am dedicated to challenging myself just as the athletes of Special Olympics do on a daily basis. The chill that I will experience is only temporary while the positive impact on our community and this organization will last a lifetime.

Making a contribution towards my campaign has never been easier. You can show your support by visiting my personal fundraising web-page _____ . Donating through this website is simple, fast, and completely secure. It is also the most efficient way to support my efforts. If you prefer, you can also send me a check or money order made payable to Special Olympics Washington. Any financial support would be greatly appreciated; no gift is too small. Please consider helping me reach my personal fundraising goal as I'm only \$_____ away!

By supporting my efforts, you will be inspiring greatness in the lives of countless Special Olympics Washington athletes. In addition to ensuring the continuing participation in year round sport training and athletic competition, as well as receiving much needed health screenings, exploring many new opportunities in roles of leadership, you are a facilitating a global movement for inclusion. Your support is instrumental in bringing all persons with intellectual disabilities into conditions whereby they are accepted, respected, and given the chance to become useful and productive citizens.

Thank you in advance for any financial assistance that you can lend to my heroic fundraising adventure.

Sincerely,

POLAR PLUNGE

Team Guide

Teams are a group of your friends, family, classmates or co-workers who get together to raise money for the Plunge.

Registration

Select a Team Captain who serves as the liaison between the Plunge and members. That person will register online at PolarPlungeWA.org as the Captain and select a name for your team. Others can join that specific team through the same simple registration process. Every team member and the team will receive a free personal fundraising page.

Role

- Build a team of at least 10 members
- Set a fundraising goal for your team
- Provide team members with the fundraising resources
- Coach and motivate your team to success
- Host fundraisers
- Create friendly competitions amongst members
- Challenge similar organizations to see who can raise more pledges
- Stay connected with the team by:
 - Kick Off Rally
 - E-Mails
 - Phone calls
 - Meetings
- Consider developing a team theme with shirts and/or costumes
- Have a team wrap up party
 - Review team activities, fundraisers, etc.
 - Distribute any incentives for your team
- **HAVE FUN TOGETHER!**

Rule(s)

- Minimum of 10 members.
- All members must pre-register.
- Each member must have collected the fundraising minimum to participate.
- Note: There will be prizes awarded to the team that raises the most money and to the team with the best team costumes.

POLAR PLUNGE

Who Do You Know Worksheet

The key to building a Plunge team and successful fundraising campaign both depend on asking people you know for support. Think about everyone whose lives you touch and ask them to join your team or make a donation. Your list can be overwhelming, so use this chart to help you identify people that you know and organize them into categories. Start with the easiest people to reach - your family and friends. Next ask acquaintances and service providers.

High School / College
Alum

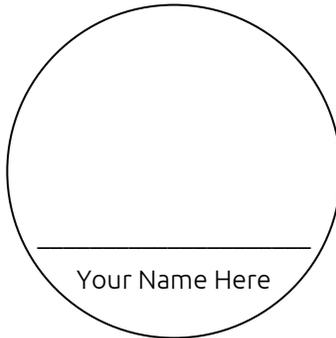
Children's Sports Teams

Community / Social Clubs

Friends

Family

Colleagues / Competitors



Vendors / Suppliers

Religious

Child's School

Fraternity / Sorority

Your Company

Neighbors
