

## SOCIAL MEDIA

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

### Facebook

- Like us at **Facebook.com/SpecialOlympicsWA**
- Share Plunge posts from Facebook.com/SpecialOlympicsWA
- Add a link to your online Plunge page to send people directly to your Facebook profile
- Set your profile and cover photos to polar images, a previous plunge, or your costume
- Create an event for your Plunge on FB, inviting friends to support your fundraising effort
- Upload a picture of your jump along with your donation requests if you've plunged before
- Highlight any "training" along your heroic fundraising endeavor [I.E. Any plunge preparations]
- Update your status continuously; sharing your fundraising progress, why you're plunging, etc.
- Use the hashtag **#POLARPLUNGEWA** to follow the Plunge's social presence
- Shout out to your donors when they pledge by tagging them in your post at @ +their name
- Thank your supporters following your Plunge

### Twitter

- Follow us at **Twitter.com/SOWA\_Washington**
- Retweet a tweet from SOWA\_Washington and/or your followers
- Use the hashtag **#POLARPLUNGEWA** to follow the Plunge's social presence
- Set your profile picture and twitter header image to a Plunge logo or photograph
- Upload Photos and don't forget to ask for support, driving donors to your personal webpage
- Create an engaging 140 character message that shares why you are taking the Plunge
- Connect fans to funding by sharing how donations will make an impact in your community
- Shout out to your donors by tagging and tweeting each time you receive a new pledge
- Thank your followers following the Plunge

### The Cause

- Builds communities and leads in wellness through sports and inclusion
- Shifts the focus from disability to ability and from isolation to involvement
- Offers 17 Olympic-type sports with the help of over 10,000 coaches, volunteers & partners
- Provides free programming to over 14,500 individuals with intellectual disabilities state-wide
- For every champion, there are another 12 waiting on the sidelines for their chance to win
- Does not receive any state funding, making pledged-based efforts vital to the cause
- Funds 1 Special Olympics Washington athlete for 1 year with only \$650
- Boosts employment rate of individuals with ID to 52% from 10% without SO involvement
- World's largest public health organization for people with intellectual disabilities
- Knows no boundaries-- Without regard to gender, race, religion, economic or education level, Special Olympics has the ability to unite all walks of life