



Freezin' For A Reason

2015 Polar Plunge
Team Captain
Tool Kit

Welcome Team Captain!

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2015 Polar Plunge Team Captain Tool Kit

Party like it's 32 degrees. You may have heard about the Polar Plunge from a friend, seen it on TV or even read about it online, but what exactly is this "Plunge" everyone is talking about?

The Polar Plunge, supported by Utah's law enforcement, is a unique opportunity for individuals, organizations and businesses to support Special Olympics Utah athletes by jumping into frigid water.

Beginning in January there will be three opportunities to take the Plunge across the state. The participants, also known as Plungers, raise a minimum of \$50 to jump to frozen glory. Plungers can raise additional funds, earning them extra incentives along the way! Each plunge is different and has an exciting atmosphere that you can become involved in.

Events like the Polar Plunge help support 2,500 Special Olympics Utah athletes. Special Olympics athletes around the world follow the oath: "Let me win. But if I cannot win, let me be brave in the attempt."

Polar Plungers can follow this example by bravely taking a chilly dip! Visit www.sout.org for more information. You can also contact Jennie Vuich at 801.363.1111 or vuich@sout.org.

2015 Polar Plunges

Cache Valley	January 31
Saratoga Springs	February 7
St. George	February 21



Who Can Join My Team?

Anyone with a little guts and a warm heart wanting to support Special Olympics Utah athletes is welcome to take the Plunge. In past years, Plungers have included students, mayors, police chiefs, sheriffs, deputies, corporations, organizations, clubs, families, co-workers and everyone in between. In 2014, more than 1,000 people took the Plunge for Special Olympics Utah. That's a lot of frigid splashes! And for the more hesitant souls, there's always the Chicken Coop!

Team Captain Tips

- You are the team leader and it is your job to rally your plungers to be freezin' for a reason. The following information will help you recruit your team.
- Recruit friends, family members and business associates to join your Polar Plunge team. The bigger the team, the more pledges raised!
- Register your plunge team on FirstGiving.com.
- Take advantage of online fundraising tools. You'll find resources to help you start your own team webpage and send emails to begin collecting money.
- Encourage team members to register online, join your team and create their own personal webpage.
- Set your fundraising goals and encourage your team members to surpass them! Your team must raise an average of \$50 per team member to participate. Don't forget to track both your online and offline donations.
- Send updates to your team members. Keep your team informed of progress toward your goals and offer fundraising tips.
- Plan a team-building event and invite plenty of attendees. Food is always a great motivator! Show pictures and share Plunge stories to show team members how much fun taking the Plunge really is!
- Create a friendly rivalry with another Plunge team. Challenge the team to see who can raise the most dollars.
- Plan and create a Plunge costume to help build team spirit!
- Ask for help! Special Olympics Utah is here to give you ideas.
- Be sure to provide day-of Plunge information for your team members.
- Remember: shoes, towels and fun are required!

Contact Jennie Vuich at 801.363.1111 or vuich@sout.org

Plunge Team Building 101

1-2 months before:

Register your team at [FirstGiving.com](https://www.FirstGiving.com)

- Set team goals and create a plan to achieve them.
- Recruit team members.
- Hold a team kick-off party
- Begin collecting donations
- Hold a team fundraiser
- Start planning your team costumes

1-2 Week before

- Make sure you have the most current pre-registration and day of registration Plunge details and communicate them to your team.
- Set a time and place for your team to meet on the day of the Plunge.

Day of the Plunge:

- Meet your plunge team at the planned location.
- Endure each team member registers, turns in pledges and collects incentives.
- Take a team photo.
- Hold your breath, Plunge into the icy water and have fun!

After the plunge:

- Collect any late pledges and mail them to Special Olympics Utah.
- Thank you team members for their efforts!
- Host a wrap up party to recognize your team members
- Send us your Plunge photos, videos and stories.
- Take the plunge survey and help us improve future Plunges
- Start planning for next year!

How to raise \$200 in Seven Days

Day	Who to Ask	Total Per Day	Grand Total
1	Ask three friends for a \$10 donation	\$30	\$30
2	Ask three family members for a \$ 10 pledge	\$30	\$60
3	Ask three family members for \$10 each	\$30	\$90
4	Ask to neighbors for \$10 each	\$20	\$110
5	Ask two restaurants, coffee shops or hang-out spots to sponsor you for \$25 each.	\$50	\$160
6	Ask your significant other for \$20	\$20	\$180
7	Make a personal donation of \$20	\$20	\$200

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 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 it's because you are Plunging for fun or because 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 donors after they make their donation, and again after you take the Plunge. Send them a picture of you Plunging with the results from the event.

Sample Text:

It's gonna be frigid! This winter I will be taking the Plunge to support Special Olympics Utah. You might be asking yourself what this Plunge is? Well, I will be raising money so I can jump into a frozen water. The Plunge into the water may be a little frigid, but I don't mind because I am supporting the amazing athletes of Special Olympics Utah.

To jump into the frigid waters, I have set a personal fundraising goal of \$(amount), and I need your help to reach it.

I'm hoping you'll make a donation to Special Olympics Minnesota on my behalf and support my Polar Plunge. Don't you want to see me be freezin' for a reason?

You can support my Plunge several ways. The best and easiest is to visit my FirstGiving site and pledge online. My personal page can be found at (URL). You can check this page to see my goal, pledges raised and a photo of me after the Plunge!

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
243 East 400 South, Suite 111
Salt Lake City, UT 84111

If you can't support my Plunge through a donation, why not consider being bold in the cold and join me in taking the Plunge? You can join my team online now! To learn more about the Polar Plunge and Special Olympics Utah, visit www.sout.org.

Email Tag

Include an email tag at the bottom of your email talking about your Plunge participation. It can be a sentence or two about the Plunge, or use the Plunge logo to show potential donors exactly what you'll be doing! You can even hyper link the image to your personal Plunge page.

SOCIAL MEDIA

Facebook and Twitter are incredibly powerful tools for fundraising. It has become common practice for Plunge participants 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 a minimal effort.

Facebook

- Like us: [Facebook.com/SpecialOlympicsUtah](https://www.facebook.com/SpecialOlympicsUtah)
- Share a post from [Facebook.com/SpecialOlympicsUtah](https://www.facebook.com/SpecialOlympicsUtah)
- Add a link to your online Plunge page to send people directly to your Facebook profile.
- Make your Plunge an event on Facebook. Invite friends to support your fundraising effort. That way they will have a reminder before your Plunge!
- Update your status:
 - Share why you are Plunging and what your goal is.
 - Update your fundraising progress each time you continuously until you take your Plunge.
- Don't forget to share your "training" (i.e. how you are preparing for your jump).
- Let your pictures do the talking:
 - If you've Plunged before, post a picture of your jump along with your donation request.
 - 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 now use hashtags like #PlungeSOUT on Facebook
- Don't forget to thank your friends after your Plunge!

Twitter

- Follow us: [Twitter.com/SOUT40](https://twitter.com/SOUT40)
- Retweet a tweet from SOUT40 and/or your followers
- Use the hashtag #PlungeSOUT to follow the chatter about the Plunge.
- Upload Photos: tweet a photo of you taking the Plunge, if you've done so before. If you're a rookie, tweet a photo of your costume. Don't forget to ask for support!
- Create an engaging 140 character message that shares why you are taking the Plunge.
- 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!

