



# POLAR PLUNGE®



FOR SPECIAL OLYMPICS ONTARIO

## PLUNGE DAY CHECKLIST

- ✓ Check the local Plunge website for event specific timings, details and FAQ's
- ✓ Bring extra clothing to stay warm!
- ✓ Plastic bag for wet clothes and shoes
- ✓ Clean, dry clothes to wear after you Plunge
- ✓ Hand/feet warmers
- ✓ Backpack to hold onto your Plunge clothes and awesome incentive prizes
- ✓ Towel!
- ✓ A costume, the more creative the better
- ✓ Banners or signs to show your Team Spirit
- ✓ A dry partner to hold onto your valuables while you're in the water (brrrrrr!)
- ✓ Any offline donations (cash, cheque) you've collected for your Polar Plunge efforts for Special Olympics Ontario
- ✓ HAVE FUN!

## WHAT TO EXPECT AT THE PLUNGE

*(Specifics may vary slightly at each Plunge. Plungers will be sent information from the event organizers in advance of the event)*

- ✓ We do our best to keep our Plungers warm as long as possible. This means staying inside our heated changing stations/staging areas (if available) until it's time to Plunge
- ✓ Proceed directly to the registration area when you arrive to grab your free registration gift and any cool incentive prizes you may be eligible for (Thank you for fundraising!). Be sure to hand in any offline pledges/donations you have received
- ✓ Trained Dive Team and EMS are at each Plunge for assistance
- ✓ Wave/Plunge times will be assigned for each team/individual. Please confirm at registration for you wave/Plunge time

## SAFETY TIPS

- ✓ DO NOT dive or flip into the water. This is a safety precaution for all Plungers that is strictly enforced
- ✓ We advise you to not Plunge after drinking alcohol. Intoxicated people will not be permitted to Plunge
- ✓ Leave valuables at home or with a friend onsite. Special Olympics Ontario is not responsible for any lost or stolen property
- ✓ Try not to run anywhere near the Plunge hole/water entry. Keep in mind everything is wet, cold and slippery. Be careful as you make your way to the changing stations/tents

## MISCELLANEOUS TIPS

- ✓ Wear your Plunge costume right under your outfit (if possible) to the event. This way, you don't have to worry about changing and staying warm longer!
- ✓ Carpool. Parking can be limited and/or crowded so help us out by coming as a group! Take advantage of the Plunge Shuttle Service if offered!
- ✓ Invite a friend/family member to come watch, cheer you on, take pictures and post on Social Media!

## ADDITIONAL WAYS TO FUNDRAISE

You've sent out emails to friends, called your Grandma asking for her support, and inundated your social media accounts with all things "Plunge!" You've raised the \$75 minimum, but you still want to do more. Great! There are several other great ways to get the word out about your Plunge efforts and fundraise for your cause. Most of all, have fun with it!

### Hold Your Own Fundraiser

Whether the fundraiser is for your personal efforts or a team fundraiser, it's a great way to get people together and raise funds AND awareness for the Polar Plunge and Special Olympics Ontario. Some ideas for fundraisers are below ... you can use these models and make them your own! Be sure to send any fundraisers you are hosting in to Plunge Headquarters at [plunge@somn.org](mailto:plunge@somn.org) and we will post the details to our upcoming events calendar.

- Host a bake sale at your office, in your neighborhood, or post your items for sale on Facebook!
- Hold a garage sale with proceeds going to your Plunge team.
- Work with a local restaurant to provide a meal for customers at a set cost, with half of it going to your Plunge efforts.
- Hold a silent auction or raffle.

### Workplace Giving

- Before hitting up your coworkers for a donation, see if you can form a company team instead. It's a fun team building opportunity for companies, and wearing your company t-shirts is a great way to maximize exposure at the event too!
- Find out about matching gift policies at your company. Some companies match employee fundraising, while others match donations made by employees. This is an easy way to double your donations!
- Have your donors find out about their companies matching gift policy to see if their donation will be matched.
- To check if a company offers matching gifts, visit [www.matchinggifts.com/specialolympics/](http://www.matchinggifts.com/specialolympics/)
- Host a Casual for a Cause day at work. Employees can donate a set amount to wear jeans (or better yet, Plunge gear from previous participation) and funds raised goes to support your Plunge.
- Additional workplace fundraising ideas include:

- Set out a candy jar and ask for change each time they take a piece; purchase bottles of water and pop at wholesale and put in the company lunchroom. Charge \$1 for drinks and any profit can go to your fundraising efforts.
- Ask your boss if they'll get in on the fun! If your company raises X amount, they'll take the Plunge with you!

## 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 Ontario.
- 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 Ontario. You might be asking yourself what exactly is this Plunge? Well, I will be raising money so I can jump into a frozen Lake. 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 Ontario.

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 Ontario 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 [PolarPlunge.ca](http://PolarPlunge.ca) and pledge online. My personal page can be found at [PolarPlunge.ca](http://PolarPlunge.ca) (personal 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 Ontario at the address below. Please make sure to include my name with your donation so I receive credit for the pledge.

Special Olympics Ontario  
65 Overlea Blvd, Suite 200  
Toronto, ON M4H 1P1

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 Ontario, visit [PolarPlunge.ca](http://PolarPlunge.ca).

### **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 photo icon to show potential donors exactly what you'll be doing! You can even hyper link the image to your personal Plunge page.

## How to Raise \$500 in Ten Days

Day	Who to Ask	Total Per Day	Grand Total
1	Add a personal contribution of \$25	\$25	\$25
2	Ask three family members to match your personal donation of \$25.	\$75	\$100
3	Ask your best friend to sponsor you for \$25.	\$25	\$125
4	Ask your boss for a \$25 contribution; better yet, ask if they will match the entire amount you raise!	\$25	\$150
5	Ask five friends to sponsor you for \$10 each.	\$50	\$200
6	Ask five additional friends to sponsor you for \$10 each.	\$50	\$250
7	Ask five businesses that you frequent to sponsor you for \$10 each.	\$50	\$300
8	Ask five co-workers to sponsor you for \$10 each.	\$50	\$350
9	Ask five neighbors to sponsor you for \$10 each.	\$50	\$400
10	Ask 10 people from your social circles to sponsor you for \$10 each.	\$100	\$500

## 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/ontariolawenforcementtorchrn](https://www.facebook.com/ontariolawenforcementtorchrn)
- Share a post from [Facebook.com/ontariolawenforcementtorchrn](https://www.facebook.com/ontariolawenforcementtorchrn)
- 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 #FreezinaReason on Facebook
- Don't forget to thank your friends after your Plunge!

### Twitter

- Follow us: [Twitter.com/@torchrunontario](https://twitter.com/torchrunontario)
- Retweet a tweet from @torchrunontario and/or your followers
- Use the hashtag #FreezinaReason 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!