

## How to Rally Your School to Get Involved in the 2015 Plunge

With 20 opportunities to take the Polar Plunge, we'd love to see your school become involved to help us continue to grow and expand the Plunges and raise more funds to support Special Olympics Minnesota. Listed below are several ways for your school to help spread the word about the Plunge and to get people excited about being freezin' for a reason:

- Advertise the Plunge around your school by displaying the following:
  - Plunge Table Tents
  - Fundraising Icons
  - Plunge Brochures
  - Customizable Posters/Plunge Posters
  - Plunge Rack Cards
- Host a Plunge booth. Recruit team members or pledges by handing out Plunge materials.
- Host Snowflake P. Bear, the Plunge mascot, for a few hours or the entire day. Contact [plunge@somn.org](mailto:plunge@somn.org) to see if Snowflake is available.
- Ask for support by posting your team information on the school's website or intranet with a link to the Plunge team page.
- Email students information about the Plunge and instructions on how to join the team.
- Include Plunge information in your email (e.g. email tagline).
- Social Media: Use Facebook, Twitter, Flickr, blogs, etc. to recruit team members, bring awareness to your Plunge and ask for pledges!
- Feature a team member, a.k.a. Plunger, weekly/monthly. Highlight their Plunge story, pledges raised, their 2015 Plunge plan including costume and more!
- Hold Plunge contests within the school to see who can raise the most pledges Set incentives (e.g. If a certain amount of pledges are raised, the President will Plunge). Don't forget to make the contest competitive yet fun!
- Form teams within your school to raise the competitive spirit. (e.g. Residence Hall vs. Residence Hall or Sorority vs. Fraternity). Set goals such as recruiting the most Plungers or raising the most pledges.
- Challenge another school to take the School Challenge. Everyone enjoys a little friendly competition!
- Plunge Icons: Sell Plunge icons to supporters. Icons can be placed throughout the school showing the names of those who support the Plungers and Special Olympics Minnesota.
- Spread the word about your involvement by placing Plunge ads wherever you can: newsletters, closed circuit TVs, announcements during sporting events, etc.
- Remember: Your Plunge team does not need to consist of only students. Invite your teachers, coaches, advisors, family and friends to join in on being freezin' for a reason too!