

HOW TO RALLY YOUR COMPANY TO GET INVOLVED



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

- Advertise the Plunge around your office by displaying the following*:
 - Plunge Table Tents
 - Fundraising Icons
 - Plunge Brochures
 - Customizable Posters/Plunge Posters
 - Plunge Rack Cards

** Plunge tools are described in detail on pages 6-7*
- 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 to see if Snowflake is available.
- Ask for support by posting your team information on the company's website or intranet with a link to your Plunge team page.
- With permission, set all employee's home pages to either PlungeMN.org or to your team page.
- Email employees information about the Plunge and instructions on how to join the team.
- Include Plunge information in your email (e.g. email tag line).
- 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 2016 Plunge plan including costume and more!
- Hold Plunge contests within the company to see who can raise the most pledges. E.g. Frost the Boss: Management will Plunge if a certain amount of pledges are raised or the President will Plunge if a certain number of employees will Plunge and/or raise a certain amount of pledges. Don't forget to make the contest competitive yet fun!
- Form teams within your company to raise the competitive spirit. Set goals such as recruiting the most Plungers or raising the most pledges. Increase the excitement by offering incentives!
- Dress for the Plunge Day: employees who pledge can dress casual, in their Plunge costume, etc.
- Plunge Icons: Sell Plunge icons to supporters. Icons can be placed throughout the office showing the names of those who support the Plungers and Special Olympics Minnesota.
- Challenge another company to take the Corporate Challenge. Everyone enjoys friendly competition.
- Remember: Your Plunge team does not need to consist of only employees. Invite your family and friends to join in on the freezin' for a reason, as well.

The options are endless to spread the word out about the Plunge!