

HOW TO RALLY YOUR RESTAURANT TO GET INVOLVED



With more than 20 opportunities to take the Polar Plunge, we'd love to see your restaurant 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 restaurant can help spread the word about the Plunge, and get your employees excited about being freezin' for a reason:

- Advertise the Plunge around your restaurant 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 information on the restaurant's website and link to the Plunge team page.
- Email employees information about the Plunge and instructions on how to join the team.
- Include Plunge information in your newsletter, email, promotions, etc. (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 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. Don't forget to make the contest competitive yet fun!
- Form teams within your restaurant to raise the competitive spirit. Set goals such as raising the most pledges (e.g. wait-staff vs. cooks). Increase the excitement by offering incentives!
- Challenge another restaurant to take the challenge. Everyone enjoys friendly competition.
- Dress for the Plunge Day: designate a day for employees to dress in their Plunge costumes.
- Plunge Icons: Sell Plunge icons to customers. Icons can be placed throughout the restaurant showing the names of those who support the Plungers and Special Olympics Minnesota.
- Host a Plunge Fundraiser: select a night where a percentage of all sales are donated to the Plunge team.
- Plunge Special: Feature a food or drink and donate a percentage of the sales to the Plunge team.
- "Tips for Dips:" wait-staff select a night where a percentage of tips are donated to the team.
- 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!