

## HOW TO RALLY YOUR SCHOOL TO GET INVOLVED



With more than 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. The following are several ways your school can help spread the word about the Plunge, and get people excited about being freezin' for a reason:

- Advertise the Plunge around your school by displaying the following (details on pages 6-7):
  - 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, aka Plunger, weekly/monthly. Highlight their Plunge story, pledges raised, their Plunge plan including costume and more!
- Hold Plunge contests within the school to see who can raise the most pledges. Set incentives: if a certain amount of pledges are raised the President/Principal 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 donations.
- Display the Plunge promotional video on school TV's, website, campus movie theater, etc. We have 2-minute and 30-second versions available!
- Challenge another school to take the School Challenge. Everyone enjoys 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 and booths during sporting events.
- Use the Plunge as a class project or as a credit for required volunteer hours.
- Remember: Your Plunge team does not need to consist of only students. Invite your teachers, coaches, advisors, 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!**