

## HOW TO RALLY YOUR DEPARTMENT TO GET INVOLVED



With more than 20 opportunities to take the Polar Plunge, we'd love to see your department 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 department to help spread the word about the Plunge and to get your co-workers and employees excited about being freezin' for a reason!

- Advertise the Plunge around your department by displaying the following:
  - Plunge Table Tents
  - 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.
- Sell Plunge icons to supporters! Icons can be placed throughout the department showing the names of those who support the Plungers and Special Olympics Minnesota.
- Ask for support by posting your information on the department website and link to your 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.
- Social Media: Use Facebook, Twitter, Instagram, Snapchat, etc. to recruit team members, bring awareness to your Plunge and ask for donations!
- 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 department to see who can raise the most donations (e.g. Frost the Boss: Chief will Plunge if a certain amount of pledges are raised). Don't forget to make the contest competitive yet fun!
- Challenge another department to take the 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 being freezin' for a reason too!

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