



**2018
TEAM CAPTAIN
TOOLKIT**

PLUNGEMN.ORG

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TEAM CAPTAIN TOOLKIT

Party like it's 32 degrees. You may have heard about the Polar Plunge from a friend, seen it on TV or even read about it online, but what exactly is this “Plunge” everyone is talking about?

So you're saying you've never jumped into frigid Minnesota waters in the middle of the winter? Well, we can help change that!

Each year, the Polar Plunge challenges thousands of brave jumpers at numerous locations around the state. It's a great way for everyone—individuals, organizations and businesses—to get involved in supporting Special Olympics Minnesota. All funds raised go towards programming and events for more than 8,200 athletes statewide.

Think you have what it takes? The concept is simple: participants raise a minimum of \$75 and take a dip into one of Minnesota's frozen lakes. But the Plunges are so much more than that: They're the kind of fun and thrilling events that you really have to experience to understand. Grab some friends, get pumped and register today!

Polar Plungers can follow this example by bravely taking a chilly dip! Visit **PlungeMN.org** for more information. You can also contact us at **plunge@somn.org** or **800.783.7732, ext. 280**.

2018 POLAR PLUNGES

White Bear Lake	January 27	Prior Lake	February 17
Owatonna	January 27	Anoka County	February 24
Willmar/Spicer	January 27	South Metro	February 24
Snow Park	January 28	Alexandria	February 25
Maple Grove	February 3	Minneapolis	March 2-3
St. Peter	February 3	Brainerd	March 3
Snow Park Night Plunge	February 3	Eden Prairie	March 10
Rochester	February 9-10	Mille Lacs	March 10
Woodbury	February 10	Buffalo	March 10
St. Cloud	February 17	Grand Rapids	March 17
Duluth	February 16-17	Warroad	March 17

WHO CAN JOIN MY TEAM?

Anyone with a little guts and a warm heart wanting to support Special Olympics Minnesota's 8,100 athletes is welcome to take the Plunge. In past years, Plungers have included 5-year-olds, 80-year-olds, mayors, police chiefs, sheriffs, deputies, corporations, organizations, clubs, fraternities, families, co-workers and everyone in between. In 2015, more than 16,200 people took the Plunge for Special Olympics Minnesota. That's a lot of frigid splashes! And for the more hesitant souls, there's always a need for Plunge cheer teams!

TEAM CAPTAIN TIPS

You are the team leader and it is your job to rally your Plungers to be freezin' for a reason. The following information will help you recruit your team. There are additional resources available at PlungeMN.org. Below are a few tips to help you get started.

- Recruit friends, family members and business associates to join your Polar Plunge team. The bigger the team, the more pledges raised!
- Create your Plunge team online at PlungeMN.org.
- Take advantage of online fundraising tools. You'll find resources to help you start your own team web page, personal web page and send emails to begin collecting dollars.
- Encourage team members to register online, join your team and create their own personal web pages.
- Set your fundraising goals and encourage your team members to surpass them! Your team must raise an average of \$75 per team member to participate. Don't forget to track both your online and offline donations.
- Send your team updates through the Plunge email system. Keep your team members informed of progress toward your goals and offer fundraising tips.
- Plan a team-building event and invite plenty of attendees. Food is always a great motivator! Show pictures and share Plunge stories to show team members how much fun taking the Plunge really is!
- Create a friendly rivalry with another Plunge team. Challenge the team to see who can raise the most dollars, and place a friendly bet!
- Plan and create a Plunge costume to help build team spirit!
- Ask for help! Special Olympics Minnesota is here to give you ideas. We're also here to send you brochures, posters and icons for the Plunge.
- Be sure to provide day-of Plunge information for your team members.
- Remember: shoes, towels and fun are required!

Contact plunge@somn.org or 800.783.7732 for more information.

PLUNGE TEAM BUILDING 101

TIMELINE	WHAT TO DO
2-4 MONTHS BEFORE	<ul style="list-style-type: none"> • Register your team at PlungeMN.org. • Set team goals and create a plan to achieve them. • Recruit team members.
2-3 MONTHS BEFORE	<ul style="list-style-type: none"> • Hold a team kick-off party. • Continue recruiting team members. • Begin collecting donations - it's never too early to start.
1-2 MONTHS BEFORE	<ul style="list-style-type: none"> • Hold a team fundraiser. • Make sure your team members are registered online. • Start planning your team's costumes. • Attend a Plunge info session, if you have questions.
1-2 WEEKS BEFORE	<ul style="list-style-type: none"> • Ensure you have the most current pre-registration and day of registration Plunge details from PlungeMN.org and communicate them to your team. • Set a time and place for your team to meet on the day of the Plunge.
DAY OF PLUNGE	<ul style="list-style-type: none"> • Meet your Plunge team at the planned location. • Ensure each team member registers, turns in pledges and collects incentives. • Take a team photo. • Hold your breath, Plunge into the icy water and have fun!
AFTER THE PLUNGE	<ul style="list-style-type: none"> • Collect any late pledges and mail them to Special Olympics Minnesota. • Thank team members for their efforts! • Host a wrap up party to recognize your team members. • Send us your Plunge photos, videos and stories. • Take the plunge survey and help us improve future Plunges. • Start planning for next year!

FUNDRAISING TIPS

HOW TO RAISE \$200 IN SEVEN DAYS

DAY	WHO TO ASK	TOTAL PER DAY	GRAND TOTAL
1	Ask three friends for a \$10 donation.	\$30	\$30
2	Ask three family members for a \$10 pledge.	\$30	\$60
3	Ask three extended family members for \$10 each.	\$30	\$90
4	Ask two neighbors for \$10 each.	\$20	\$110
5	Ask two restaurants, coffee shops or hang-out spots to sponsor you for \$25 each.	\$50	\$160
6	Ask your significant other or best friend for \$20.	\$20	\$180
7	Make a personal donation of \$20.	\$20	\$200

PLUNGE TOOLS



TABLE TENTS

The table tents have proved very successful for companies involved. Table tents only take up about six inches and can be easily wiped off. Display them on cafeteria tables, reception areas, offices, break rooms and anywhere else you can think of! Special Olympics Minnesota will supply these to your team at no cost. This tool is an effective way to spread the word about your company's involvement and a great cause!

CUSTOMIZABLE POSTERS

The customizable posters are 8.5 inches by 11 inches and can be customized for your company, school, group or team. They are great for displaying in public areas so that people can easily grab the information they need to know to register to join your team. They can also be posted on doors and walls to display why you are freezin' for a reason. These can be received from Special Olympics Minnesota or downloaded at PlungeMN.org.

POSTERS

The Plunge Posters come in two different sizes: 8.5x11 inches and 11x17 inches. These posters are great for displaying in public areas to bring awareness of the Polar Plunges. These can be received from Special Olympics Minnesota or downloaded at PlungeMN.org.



RACK CARDS

The Plunge Rack Cards are two-sided display cards that can be given to anyone interested in learning more about the Polar Plunge. The rack card is essentially a condensed brochure and are a great way to spread the word about the Plunge. Display them in a common areas for people to take or hand them out at a staff meeting to let everyone know what you'll be participating in. Special Olympics Minnesota will supply rack cards to your team at no cost.



EMAIL ICON

The Plunge Email Icon is a photo that can be included in your email signature. Not only does it promote the Plunge, but also can hyper link to PlungeMN.org or even your team page. Put this in your email to bring awareness to your plight! This can be downloaded at PlungeMN.org.



WEBSITE

The Plunge website is back -- and it's better and more intuitive than ever this year! PlungeMN.org will continue to be the go-to place for Plungers to get all the latest updates, news, fun facts, photos and tools. Maybe you'll be featured on the home page, and as always, we are happy to promote any upcoming Plunge fundraisers that you may be hosting!

EMAIL OUTREACH

Email is an incredibly effective fundraising tool, reaching people all over the world with the click of a button. It is a great way to spread the word about your Plunge participation, and to ask others to join your team or pledge your cause.

TIPS & TRICKS

- Make it personal: Tell your story. Share with others why you participate, whether it's because you are Plunging for fun or because you love Special Olympics Minnesota.
- If you've Plunged before, share a picture of your previous jump to frozen glory.
- If it's your first time, share your nerves and excitement!
- Have fun with it! Make a contest or game out of it - the first person to donate, or the largest donation gets a gift from you!
- Follow-up. Be sure to say thank you to donors after they make their donation, and again after you take the Plunge. Send them a picture of you Plunging with the results from the event.

SAMPLE TEXT

It's gonna be frigid! This winter I will be taking the Plunge to support Special Olympics Minnesota. You might be asking yourself what this Plunge is? Well, I will be raising money so I can jump into a frozen Minnesota Lake. The Plunge into the water may be a little frigid, but I don't mind because I am supporting the amazing athletes of Special Olympics Minnesota.

To jump into the frigid waters, I have set a personal fundraising goal of \$\$ (amount), and I need your help to reach it. I'm hoping you'll make a donation to Special Olympics Minnesota on my behalf and support my Polar Plunge. Don't you want to see me be freezin' for a reason?

You can support my Plunge several ways. The best and easiest is to visit PlungeMN.org and pledge online. My personal page can be found at [PlungeMN.org\(personal url\)](http://PlungeMN.org(personal url)). You can check this page to see my goal, pledges raised and a photo of me after the Plunge!

If you prefer not to donate online, you can also give your donation directly to me, or mail it in to Special Olympics Minnesota at the address below. Please make sure to include my name with your donation so I receive credit for the pledge.

*Special Olympics Minnesota
900 2nd Ave S, Ste 300
Minneapolis, MN 55402*

If you can't support my Plunge through a donation, why not consider being bold in the cold and join me in taking the Plunge? You can join my team online now! To learn more about the Polar Plunge and Special Olympics Minnesota, visit PlungeMN.org.

EMAIL TAG

Include an email tag at the bottom of your email talking about your Plunge participation. It can be a sentence or two about the Plunge, or use the Plunge photo icon to show potential donors exactly what you'll be doing! You can even hyper link the image to your personal Plunge page. To use, visit PlungeMN.org/tools, right-click the image and choose "save image as."

SOCIAL MEDIA

Facebook, Instagram, Twitter and Snapchat are incredibly powerful tools for fundraising. It has become common practice for Plunge participants to do all of their fundraising entirely through social media. They are easy tools to use and a personal way to connect with friends and family all over the world with a minimal effort.

FACEBOOK

- Like us on Facebook: [Facebook.com/PlungeMN](https://www.facebook.com/PlungeMN)
 - Share a post from [Facebook.com/PlungeMN](https://www.facebook.com/PlungeMN)
- Add a link to your online Plunge page to send people directly to fundraising page from Facebook
- Make your Plunge an event on Facebook and invite friends to join you or donate to your efforts
- Update your status:
 - Share why you are Plunging and what your goal is.
 - Update your fundraising progress each time you continuously until you take your Plunge
- Let your pictures do the talking:
 - If you've Plunged before, post a picture of your jump along with your donation request
 - Set your profile picture and timeline photo to a picture of you taking the Plunge, or the costume you'll be wearing to Plunge
- Shout outs: post a shout out to your donors when they pledge!
- Don't forget to use the [#PlungeMN](#) hashtag

INSTAGRAM

- Follow us on Instagram: [Instagram.com/PlungeSOMN](https://www.instagram.com/PlungeSOMN)
- Repost a photo from the Plunge Instagram account
- Add a link to your online Plunge page in your profile to send people directly to your fundraising page from your Instagram account
- If you've Plunged before, post photos of your previous Plunges!

TWITTER

- Follow us: [Twitter.com/PlungeMN](https://twitter.com/PlungeMN)
- Retweet a tweet from PlungeMN and/or your followers - be sure to use the [#PlungeMN](#) hashtag!
- Upload Photos: tweet a photo of you taking the Plunge, if you've done so before. If you're a rookie, tweet a photo of your costume. Don't forget to ask for support!
- Create an engaging 140 character message that shares why you are taking the Plunge
- Shout outs: tweet each time you receive a new pledge!
- Set your profile picture and header image to a photo of you Plunging

SNAPCHAT

- Snap your Plunge experience! Share your Plunge prep, costume ideas and, of course, all the fun you have at the actual Plunge
- Look for Polar Plunge geofilters when you're out at a Plunge!

ADDITIONAL WAYS TO FUNDRAISE

You've sent out emails to friends, called your Grandma asking for her support, and inundated your social media accounts with all things "Plunge!" You've raised the \$75 minimum, but you still want to do more. Great! There are several other great ways to get the word out about your Plunge efforts and fundraise for your cause. Most of all, have fun with it!

HOLD YOUR OWN FUNDRAISER

Whether the fundraiser is for your personal efforts or a team fundraiser, it's a great way to get people together and raise funds AND awareness for the Polar Plunge and Special Olympics Minnesota. Some ideas for fundraisers are below ... you can use these models and make them your own! Be sure to send any fundraisers you are hosting in to Plunge Headquarters at plunge@somn.org and we will post the details to our upcoming events calendar.

- Host a bake sale at your office, in your neighborhood, or posts your items for sale on Facebook!
- Hold a garage sale with proceeds going to your Plunge team.
- Work with a local restaurant to provide a meal for customers at a set cost, with half of it going to your Plunge efforts.
- Hold a silent auction or raffle.

WORKPLACE GIVING

- Before hitting up your coworkers for a donation, see if you can form a company team instead. It's a fun team building opportunity for companies, and wearing your company t-shirts is a great way to maximize exposure at the event too!
- Find out about matching gift policies at your company. Some companies match employee fundraising, while others match donations made by employees. This is an easy way to double your donations!
- Have your donors find out about their companies matching gift policy to see if their donation will be matched.
- To check if a company offers matching gifts, visit www.matchinggifts.com/specialolympics/
- Host a Casual for a Cause day at work. Employees can donate a set amount to wear jeans (or better yet, Plunge gear from previous participation) and funds raised goes to support your Plunge.
- Additional workplace fundraising ideas include:
 - Set out a candy jar and ask for change each time they take a piece; purchase bottles of water and pop at wholesale and put in the company lunchroom. Charge \$1 for drinks and any profit can go to your fundraising efforts.
 - Ask your boss if they'll get in on the fun! If your company raises X amount, they'll take the Plunge with you!

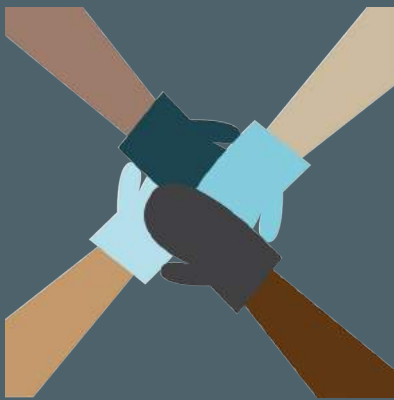
PLUNGING IS EASY!

STEP 1 REGISTER

Step up and help a cause that's worth freezing for. Face the cold and register for the Polar Plunge for Special Olympics Minnesota.

Collect all the courage you have and take a dip in one of Minnesota's beautiful lakes in the middle of the winter. Visit PlungeMN.org, click REGISTER and sign-up today!

REGISTER



There is no "I" in Plunge, but there is a "team" in Special Olympics Minnesota.

Don't have all this fun by yourself — form a Polar Plunge team!

One thing we know for sure is that Plunging is even more fun when you have a crew doing it with you. Throw on those costumes, get those creative vibes flowing and form a team! Grab your best buds, teammates, family members or co-workers and Plunge together. Set your goals high and blow it out of the water! Make this fundraiser a party!

STEP 2 FORM A TEAM

STEP 3 TELL THE WORLD

We know you don't want to jump in a frozen lake in the middle of the winter without telling everyone. Spread the word!

Share what you're doing on social media, call your grandparents (or grandkids—and hey, if that's the case, good for you!), e-mail your friends and tell your neighbors. Let them know what that you're PLUNGING for Special Olympics Minnesota. There's no doubt they'll support you!

I'm taking the Polar Plunge! #PlungeMN



Here comes the awesome part! Every dollar you raise helps one of our amazing Special Olympics Athletes, so get out there and raise that cash!

Make it your own personal mission to surpass your goal. See how much Polar Plunge gear you can earn by raising all the money you can for the more than 8,100 Special Olympics Minnesota athletes across the state.

STEP 4 RAISE \$\$