



**2018
CORPORATE CHALLENGE
TOOLKIT**

PLUNGEMN.ORG

CONTENTS

The Polar Plunge	3
What is the Corporate Challenge?	3
How to Join the Corporate Challenge	4
How to Rally Your Company to Get Involved	4
Plunge Tools	6

APPENDICES

A. Email Outreach	9
B. Social Media.....	10
C. Additional Ways to Fundraise.....	11

Whether this is your first time, or you’ve Plunged more times than you can remember, the concept is simple. 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.

WHAT IS THE CORPORATE CHALLENGE?

Challenge - *something that by its nature or character serves as a call to battle, contest, special effort, etc.*

Here’s your Plunge call to battle – take the Polar Plunge corporate team challenge and compete against hundreds of other teams raising funds to Plunge into the frigid waters. Are you ready to battle against other Plunge teams for bragging rights and win the coveted Polar Plunge Trophy? Pick from over 20 different Polar Plunge locations!

CORPORATE TEAM CHALLENGES:

- Top Small Corporation (<250 employees)
- Top Medium Corporation (250-500 employees)
- Top Large Corporation (500+ employees)
- Top Restaurant

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

HOW TO JOIN THE CORPORATE CHALLENGE

IF YOU HAVEN'T ALREADY:

1. Visit PlungeMN.org and select register.
2. Fill in the registration fields and select next step.
3. Create your team name and select Corporation. In the drop down box, select your corporation or type a new corporation.
4. Confirm your information is correct and select confirm.
5. Recruit your coworkers, management, etc. to join your team! Use the Plunge tools provided in the next section to raise awareness of your team and raise more funds for Special Olympics Minnesota.

NEED HELP FORMING YOUR TEAM?

Contact Maureen Gruys at:

Maureen.Gruys@somn.org

763.270.7146

HOW TO RALLY YOUR COMPANY TO GET INVOLVED

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:

WORKPLACE GIVING 101

- 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! To check if a company offers matching gifts, visit www.matchinggifts.com/specialolympics/
- Have your donors find out about their companies matching gift policy to see if their donation will be matched.
- 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!

PLUNGE BUTTONS



New this year! Employees can show off their philanthropic efforts by displaying a button in their office space or even wearing it around the office! Buttons will be created on a yearly basis from 2018 on, becoming a coveted collector's item. Email Maureen Gruys at Maureen.Gruys@somn.org to request buttons to be sent to your office.

MORE IDEAS

- Kick-off fundraising by making a self-donation to show your excitement & commitment!
- Advertise the Plunge around your office by displaying the following: Plunge Table Tents, Customizable Posters/Plunge Posters and/or Plunge Rack Cards * *Plunge tools are described in detail on page 6*
- Host a Plunge booth. Recruit team members by handing out Plunge materials.
- Ask for support by posting your team information on your 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 signature.
- 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 2018 Plunge plan including costumes 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!
- 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.

** More fundraising tips & tricks can be found in Appendices A-C*

PLUNGE TOOLS



TABLE TENTS

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.



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.



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.



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.



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.

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

- Go live to share your excitement!
- 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 you 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.
- Hold a silent auction or raffle.