

FUNDRAISING SOCIAL SHARING

Utilize Facebook, Twitter, Instagram and LinkedIn to reach out to your friends and family when asking for donations. Make sure that you link your Plunge Account to your posts so it's super easy for people to donate right to you! **Another important reminder: don't create a Facebook Fundraiser – that money won't count towards your total for the Plunge!**

TIPS

Get creative! Feel free to share pictures and videos to your posts. Check out Polar Plunge on YouTube for some great videos.

Have a personal story? Share it with your followers and let them know why you Plunge.

Tag Polar Plunge and Special Olympics Minnesota in your posts!



@PlungeMN | @SOMinnesota



@PlungeSOMN | @SOMinnesota



@PlungeMN | @SOMinnesota

SAMPLE POSTS

Help me support the 8,200+ athletes who participate in Special Olympics Minnesota. Please donate to my Polar Plunge page! #PlungeMN <insert link to personal Plunge page>

You can make a difference! Help me reach my fundraising goal as I take the Polar Plunge for Special Olympics Minnesota. #PlungeMN <insert link to personal Plunge page>

'Tis the Plunge season! Help me support Special Olympics Minnesota by donating to my Polar Plunge! #PlungeMN <insert link to personal Plunge page>