



# RECRUITMENT EMAIL OUTREACH

Email is an incredibly effective recruitment tool and is a great way to spread the word about your Plunge, ask others to join your team and ask for donations to your cause.

## TIPS

Make it personal: Tell your story. Share with others why you participate, whether it's because you're Plunging for fun or because you love Special Olympics Minnesota.

If you've Plunged before, share a picture of your previous jump!

If it's your first time, share your nerves and excitement!

Have fun with it! Make a contest or game out of it: maybe 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

*You can support my Plunge several ways, but the most FUN way is to join me! Visit [PlungeMN.org](http://PlungeMN.org), register and join my team! You can find my team page at [PlungeMN.org/\(team url\)](http://PlungeMN.org/(team url)). You can check this page to see our goal, money raised and who's all on the team. I'd love to have you join me in taking the Polar Plunge and supporting Special Olympics Minnesota!*

## EMAIL BANNER

Include an email banner at the bottom of your email talking about your Plunge participation. It can be a sentence or two about the Plunge or you can use the Plunge email banner icon to show potential teammates exactly what you'll be doing! You can even link the image to your team Plunge page.