



CORPORATE HOUR TOOLKIT

Everything you need to know about Minnesota's ultimate team building activity.

WELCOME TO CORPORATE HOUR

Corporate Hour is a special event at the Minneapolis Polar Plunge that gets businesses, corporations, and professional groups of all sizes out of the office to support Special Olympics Minnesota in a fun and uniquely Minnesotan way.

The Corporate Hour Plunge is way more than just jumping into cold water. Before and after you Plunge, you can enjoy access to the Surly Beer tent plus additional heated tents with catered food, beverages and games. **Team building has never been so much fun!**

In this toolkit, you will find resources to engage and recruit your coworkers to take the Plunge, answers to many frequently asked questions, materials to help you educate others about Special Olympics Minnesota and more!

Please reach out to Special Olympics Minnesota staff at any time if you have questions or need additional support as you prepare for Corporate Hour!

MEET YOUR PLUNGE LIAISONS



Mark Anderson

Development Director
mark.anderson@somn.org

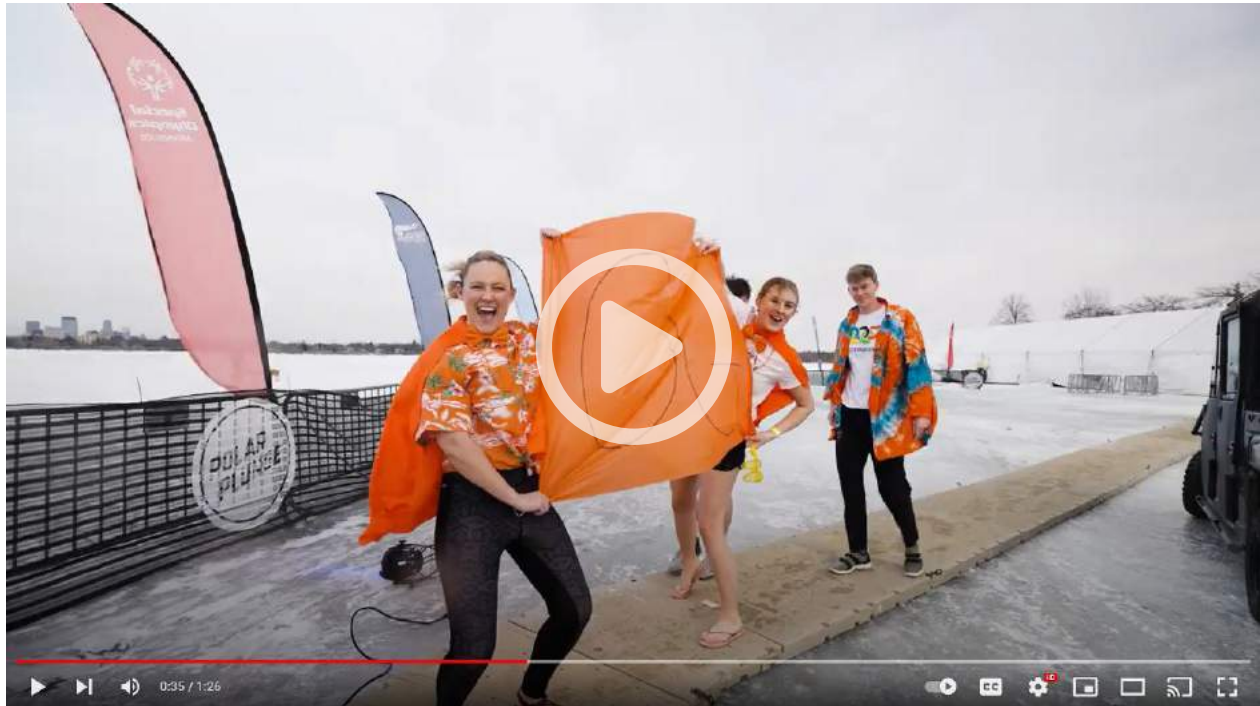


Sarah Lee

Senior Corporate Relations Manager
sarah.lee@somn.org

YOU'RE IN GOOD COMPANY

Never been to Corporate Hour and not sure what to expect? Watch the video below to get a taste of the freezing cold fun you've signed up for!



Here's why organizations come back to Corporate Hour year after year:

“Organizing the Polar Plunge within our company brings a lot of collaboration. **No other team-building activity throughout the year compares.**” - Jeff, Delta Air Lines

“UnitedHealthcare’s employee volunteer initiative is ‘Do good. Live well.’ The Plunge has allowed me to meet others from within the organization that I wouldn’t typically interact with. We get to live out company values while seeing first-hand how our volunteer mission helps an amazing community.” - Alyssa, UnitedHealthcare

“I really can’t think of a better way to spend a winter day. Everyone gets involved - my staff, the whole community. **The Plunge brings everyone together to have fun, but most importantly to support a great cause.**” - Mike, Lookout Bar & Grill

TIMELINE + BEST PRACTICES

2-3 MONTHS BEFORE THE PLUNGE

Designate a Team Captain who will be the main point of contact for your Plunge, and begin recruiting your coworkers to take the Plunge!

- Hang up posters around the office.
- Send out a mass email encouraging people to sign up on your team page.
- Make an announcement in a staff meeting or on your company's intranet.
- Print out a giant thermometer so you can keep track of your team's fundraising progress and maybe others will want to join in!
- Host a Special Olympics Minnesota mission moment to make it clear *why* your team is taking the Plunge. You could even invite SOMN athletes or staff to speak to your group!

2-3 WEEKS BEFORE THE PLUNGE

Now it's time to get some of the logistic pieces in place.

- Plan for parking and transportation. Decide if your team will utilize Plunge shuttles, rent a party bus or meet at the Plunge.
- Have your teammates vote for a theme or costume for the Plunge!

ONE WEEK BEFORE THE PLUNGE

Get people pumped up and ready to Plunge!

- Send out a few reminders encouraging people to hit their fundraising goals and make sure they've raised at least the \$75 minimum to Plunge.
- Host a Polar Plunge Spirit Day! Have people bundle up in winter gear, give a sneak peek of their Plunge costumes or wear red to support Special Olympics.
- All registered participants will get an email from the Polar Plunge with event details, but send an email to your teammates with more specific information about your team's plan for transportation, costumes, happy hour, gathering before/after, etc.

PLUNGE DAY (!!!)

Get ready for the most fun you'll ever have with your coworkers!

- Arrive 1-2 hours before your designated Plunge time. You may have to wait in line to get your team checked in with
- As you wait to Plunge, get some liquid courage in the Surly Beer Tent and explore all that the Corporate Hour tent has to offer! Food, games, live entertainment and more!
- Meet up with your teammates after you change into dry clothes. Stick around for more Plunge fun or head to a local bar or restaurant to bask in your generous glory.

MONDAY AFTER THE PLUNGE

Send out a thank you to all who participated in the Plunge, and keep an eye out on our Flickr page for photos of your Plunge team!

EMPLOYEE ENGAGEMENT

PRINTABLE FLYERS

Customize and print flyers to advertise around the office! Hang them up in the break room, bathrooms and other high traffic areas to encourage others to register or donate.

[PRINTABLE FLYERS](#)

EMAIL TEMPLATES + SIGNATURES

Change your email signature to recruit your coworkers for Corporate Hour! Be sure to link the image to your individual or team Plunge page so it's easy for others to sign up. Customize our email templates and send out frequent updates to staff.

[EMAIL SIGNATURES](#)

PRE-PLUNGE ACTIVITIES

Plan activities leading up to the Plunge to keep your coworkers engaged and motivated!

- Host a Polar Plunge spirit day, where people wear their favorite winter gear, Plunge merch or a sneak peek at their Plunge costumes to the office.
- Amp up the competition and incentivize the top fundraising individual or department with a sweet prize.
- Volunteer at a Special Olympics event or invite an athlete speaker to your office to see first-hand the life-changing programs you're supporting through the Plunge.

Please reach out to Special Olympics Minnesota staff for Plunge swag to use as incentives for any internal marketing or competitions. We can also arrange to have one of our incredible athletes come to your workplace to tell their story!

ENGAGING REMOTE WORKERS

Employees that work from home or out of state can still participate in the Plunge! Invite people to register for the Virtual Plunge, and include everyone in the pre-Plunge festivities. *Pro tip:* Use these Zoom backgrounds to stir up conversation before virtual meetings!

BRAVE IN THE ATTEMPT

Special Olympics Minnesota is helping to create a world that accepts and welcomes every single person. All funds raised by Plungers help Special Olympics Minnesota provide year-round training and services to thousands of athletes with intellectual disabilities across the state.

Your Plunge team is making Minnesota a more inclusive place for all. Thank you!

Please explore the Special Olympics Minnesota website to learn more about the inclusive sports, health, leadership and school programs you're supporting. And click below for short donation impact statements you can use while recruiting and fundraising!

DONATION IMPACT



FAQS

What should I wear? What should I bring? Are there heaters?!

You can wear whatever you want, as long as it's appropriate! A few things you should bring with: towel, old/waterproof shoes, plastic bag and dry clothes. *Pro tip:* Plan a group costume including bright colors or your company's logo. It will be easier to find your group in photos later!

All tents at the Plunge are heated! The water is not. ;)

What are my responsibilities as Team Captain?

Your role as Team Captain can be whatever you want it to be! Team Captains are typically a point person for Special Olympics Minneosta staff, and responsibilities may include managing team communication, recruiting team members, organizing pre- or post-Plunge activities, planning group costumes, etc.

What if someone from my organization wants to participate without taking the Plunge?

There are many ways to be involved in the Plunge without actually having to jump into a frozen lake:

- Register as "Too chicken to Plunge" You'll still attend the event, but a rubber chicken will take the Plunge in your place.
- Take the Virtual Plunge! Plunge when, where and how you want.
- Come to the Plunge as a spectator to cheer on your coworkers and enjoy all the fun (warm) activities that Corporate Hour has to offer!

Are corporate matching gifts put toward my fundraising total?

Yes! As long as the matching gift is received by Special Olympics Minnesota prior to Corporate Hour, it will be added online to your fundraising total. See the next page for more information.

What does parking and transportation look like?

Shuttle and parking information will be communicated closer to the event. *Pro tip:* Rent a party bus to bring your team to the Plunge from your office in style!

What should my team do after we Plunge?

Designate a meeting spot for your team to gather after you Plunge. After you change into dry clothes, warm up in the Corporate Hour tent with drinks, food and games!

[MORE FAQS >>>](#)

ADDITIONAL RESOURCES

EMPLOYER MATCHING

Special Olympics Minnesota graciously accepts gift matching and those dollars will go right to your Plunge account, which could easily bump you up an incentive level or put your team at the top of the leaderboard! Find out if your company will double your impact.

SPONSORSHIP OPPORTUNITIES

Plunge sponsors go above and beyond to support Special Olympics Minnesota through a combination of fundraising and sponsorships. From individual event sponsorships to statewide activations, there's a something companies of all sizes. Reach out to Mark and Sarah for more info!

SOCIAL MEDIA

Send our social media toolkit to your coworkers to make fundraising a breeze.

And make sure your company is following the Polar Plunge and Special Olympics Minnesota accounts. Tag us whenever you post on social media - we'd love to share!



@PlungeMN | @SOMinnesota



@PlungeSOMN | @SOMinnesota



@PlungeMN | @SOMinnesota



@PlungeMN | @SOMinnesota



Polar Plunge for Special Olympics Minnesota | Special Olympics Minnesota