



FUNDRAISING TOOLKIT CORPORATIONS



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WELCOME TO THE POLAR PLUNGE

THE POLAR PLUNGE IS A SERIES OF EVENTS WHERE PEOPLE JUMP INTO A FROZEN LAKE TO SUPPORT SPECIAL OLYMPICS MINNESOTA

Special Olympics Minnesota (SOMN) is part of a global movement of people creating a new world of inclusion and community. Through athletic, health and leadership programs, SOMN aims to create a world that accepts and welcomes every single person regardless of ability or disability. All funds raised from Polar Plunge support over 8,100 athletes across the state who participate in Special Olympics programs such as Young Athletes, Unified Sports, Healthy Athletes and Athlete Leadership Programs.

CORPORATIONS

The Polar Plunge brings everyone together – including your company. On a frozen lake in your part of the state, the opportunity exists to work towards your goals, grow together as a team, and see positive results. All business aside, the Plunge could be your best work party ever!

PLUNGE LOCATIONS

Visit plungemn.org to learn more about each Plunge location.

JANUARY 30

Mound
White Bear Lake
Willmar / Spicer

FEBRUARY 6

Maple Grove
Ottertail
St. Peter

FEBRUARY 13

Rochester
Waconia
Woodbury

FEBRUARY 20

Duluth
Prior Lake
Stearns County

FEBRUARY 27

Alexandria
Anoka County
South Metro

MARCH 4

Minneapolis
Cool School

MARCH 5

Minneapolis
Corporate Hour
Minneapolis
Executive Challenge

MARCH 6

Minneapolis Frozen 5K
Minneapolis Plunge
Brainerd

MARCH 13

Buffalo
Eden Prairie
Welch

MARCH 20

Big Lake
Iron Range

MAY 1

Roseau



SOCIAL SHARING

Utilize Facebook, Twitter, LinkedIn and Instagram to reach out to your network 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 8,100+ 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>



EMAIL OUTREACH

Email is an incredibly effective fundraising 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. The best and easiest is to visit PlungeMN.org and donate 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, money raised and a photo of me after the Plunge!

If you can't support my Plunge through a donation, why not consider joining me in taking the Plunge? You can join my team online at [PlungeMN.org/\(personal url\)](http://PlungeMN.org/(personal url))! To learn more about the Polar Plunge and Special Olympics Minnesota, visit PlungeMN.org.

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 donors exactly what you'll be doing! You can even link the image to your personal Plunge page.



INTERNAL ENGAGEMENT IDEAS

You can effectively engage your staff and encourage employees to join your company's Polar Plunge team by leveraging the following ideas and resources provided by Special Olympics Minnesota.

IDEAS AND RESOURCES

Marketing Materials

SOMN offers a wide range of marketing materials, including posters, email signatures, virtual backgrounds, digital graphics, table tents and more!

By using these resources, you can create an engaging and visually appealing campaign to promote the Polar Plunge within your organization. These materials can be customized with your company's branding and team-specific information, making it easy to spread the word and generate interest.

Special Olympics Minnesota Global Messenger Speaker

To kick off your Polar Plunge team, we are happy to arrange for a Special Olympics Minnesota Global Messenger to speak to your staff. These speakers can provide valuable insights into the impact of the Polar Plunge on Special Olympics Minnesota and share personal stories that inspire and motivate team members. These sessions can be held in person or virtually, making it convenient for all team members to participate and get inspired.

Internal Contests

Internal contests and competitions can add an element of fun and excitement to your Polar Plunge fundraising efforts. Many team leaders have had success organizing various challenges within their company to foster friendly rivalries and motivate employees.

These competitions can include fundraising contests, with departments or individuals competing to raise the most money within a specified time frame. Additionally, there can be contests to see who can recruit the largest Polar Plunge team.

To incentivize participation, Special Olympics Minnesota is willing to provide plunge swag that can be used as a prize. These contests not only generate enthusiasm but also create a sense of camaraderie among employees as they work together towards a common goal.



DONATION IMPACT

\$2.50

Provides a first place athlete with a gold medal at an SOMN competition

\$5

Provides a meal to an athlete at an SOMN competition

\$10

Provides a hearing screening and hearing aids to an SOMN athlete

\$15

Provides a dental screening, education and tools to an SOMN athlete

\$20

Provides physical therapy screening and coaching to an SOMN athlete

\$30

Puts a child through an 8 week SOMN Young Athletes season

\$45

Sends a coach to SOMN's Sports Academy training program

\$60

Provides an eye examination and a pair of glasses to 2 SOMN athletes

\$100

Sends a Unified Pair to SOMN's Athlete Leadership Program

\$250

Implements a Respect Campaign into a school, business, or organization

\$300

Provides necessary equipment for an entire Young Athletes season

\$500

Provides funding to start a new Special Olympics Minnesota Delegation

\$1,250

Sends an SOMN athlete to Special Olympics USA Games



HOW TO RAISE \$150 IN SEVEN DAYS

DAY	THE ASK	TOTAL PER DAY	GRAND TOTAL
1	Kick start your fundraising by adding a personal contribution of \$10.	\$10	\$10
2	Send an email to three friends asking for a \$10 donation. Don't forget to also ask them to take the Plunge with you!	\$30	\$40
3	Send an email to three of your favorite relatives asking for a \$10 donation.	\$30	\$70
4	Ask one parent and one sibling for \$10 each. Your birthday or a holiday is bound to be right around the corner!	\$20	\$90
5	Ask two neighbors for \$10.	\$20	\$110
6	Ask five people at your favorite restaurant, coffee shop, tavern or local community hang out spot for \$5.	\$25	\$135
7	Ask your best friend or significant other for a \$15 donation. And (of course) ask them to join your Plunge team, too!	\$15	\$150



HOW TO RAISE \$500 IN TEN DAYS

DAY	THE ASK	TOTAL PER DAY	GRAND TOTAL
1	Kick start your fundraising by adding a personal contribution of \$25.	\$25	\$25
2	Ask three family members to match your personal donation of \$25.	\$75	\$100
3	Ask your best friend to donate \$25.	\$25	\$125
4	Ask your boss for \$25. Don't forget to ask if they have corporate matching!	\$25	\$150
5	Ask five friends to donate \$10 each.	\$50	\$200
6	Ask five more friends to donate \$10 each.	\$50	\$250
7	Ask five businesses that you frequent to donate \$10 each.	\$50	\$300
8	Ask five co-workers to donate \$10 each.	\$50	\$350
9	Ask five neighbors to donate \$10 each.	\$50	\$400
10	Post on your social media pages and ask for 10 people to donate \$10 each.	\$100	\$500



ADDITIONAL TIPS

CORPORATE CHALLENGE

The Polar Plunge Corporate Challenge rewards the small, medium, and large corporations who raise the most money throughout the entire Plunge season. Trophies are awarded to the top team in each category at the end of the season in March. Simply start by registering for a Plunge and creating a team. Then, share your team with your coworkers and employees to encourage them to join. Each Plunger is required to raise a minimum of \$75 to participate, and your participation is one important piece of an inclusive movement that raises millions of dollars every single year for Special Olympics Minnesota!

CORPORATE GIFT MATCHING

Does your company participate in any gift matching programs? It's worth finding out for yourself, and for anyone who is donating to you! 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 two. The gift matching process can be completed right on this website as you are checking out for a donation to any Plunger!

SPONSOR THE PLUNGE

Polar Plunge partnership opportunities include the reach and efficiency of measured media, the goodwill of cause marketing and the local relevance of grassroots partnerships. From individual event sponsorship to statewide activations, sponsors can choose from a variety of packages to find the best fit. For more information, contact plunge@somn.org.



DONOR RECEIPTS

Use the donor receipts for cash donations or checks made out for less than \$20. Checks made for \$20 or more will receive a receipt from Special Olympics Minnesota in the mail. All online donors will automatically receive a receipt via email.

POLAR PLUNGE DONOR RECEIPT

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Donation Amount: _____ Date: _____

Plunger Name: _____

Form of Payment: ☐ Cash ☐ Check

Thank you for your donation. Special Olympics Minnesota is a 501(c)(3) nonprofit organization. Your donation is tax deductible to the extent allowed by law.

POLAR PLUNGE DONOR RECEIPT

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

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