

# POLAR PLUNGE TOOLKIT

[www.sook.org](http://www.sook.org)





## WELCOME PLUNGER

Thank you for signing up to take the Plunge for Special Olympics Oklahoma! We are thrilled to welcome you to part of our mission to provide year-round athletic, health and leadership programs for people with intellectual abilities.



## SO YOU VE DECIDED TO TAKE THE PLUNGE! NOW WHAT?

The Plunger Tool Kit will provide you with the steps you need to take to prepare for the Plunge, as well as aid you in your fundraising efforts. The kit also contains the necessary forms you will need for the Polar Plunge.

Your Plunger Toolkit includes:

### **Polar Plunge Information**

Your donors are going to think you're crazy for jumping into the icy waters in the middle of winter! Show them you're not alone and how much the Polar Plunge has grown.

### **Special Olympics Oklahoma Information**

People want to know what their money is supporting, so be sure to share some of these facts with your donors. Fill them in on exactly how their donation will help.

### **Plunge Materials: Business Cards & Receipts**

Some of your donors may want a receipt who donate cash or write a check to your fundraising efforts. (All online donations and checks will automatically receive a receipt. Use the business cards to remind people to donate to you. Hand them to everyone you know!

**Fundraising Tips:** How to raise \$150 in 7 days or \$500 in 10 days

Use these day-by-day guides to help you reach your fundraising goal. Whether your goal is \$150, \$500 or more, you can do it!

### **Fundraising Work Sheet**

Use this form to help you keep track of your fundraising efforts and make sure you send each of your donors a thank you note. Consider sending picture of your Plunge after the event or invite them to watch you take the Plunge!

### **Sample Donation Request Letter**

Use this language for your letter or email to your friends and family. Tailor it to your audience, and include facts about your own Plunge; for example, what your costume will be or what you're most excited or nervous about.



## What is the Polar Plunge?

Polar Plunge is a unique opportunity for individuals, organizations and businesses to support local Special Olympics athletes by collecting pledges and plunging into various frigid water locations across Oklahoma State.

## What it takes to be a Plunger...

Anyone with a little courage, a warm heart and a desire to support a worthy cause is welcome.

Each individual must raise a minimum of \$75.00 (depending on location) to participate. Each individual that reaches the minimum donation will receive an official Polar Plunge long-sleeve t-shirt.

Collect pledges from family, friends and colleagues and earn prizes and incentives.



## Too Chicken to Take the Plunge?

No problem...You can still participate in the festivities!

Simply register as a “Virtual Plunger” and raise pledges just like a regular Plunger and get the same prize incentives, but no need to jump in the icy water! Chickens will watch from a heated tent and cheer on the brave Polar Plungers! Now you have no excuse not to participate!

Visit [www.sook.org](http://www.sook.org) for more information on the 2014 Polar Plunges for Special Olympics Oklahoma.

You can also contact Jennifer Lightle at [jenniferl@sook.org](mailto:jenniferl@sook.org) or (918) 481.1234.





## Steps in Becoming a Successful Plunger

### STEP #1

Pre-Register for the Plunge! Visit [www.sook.org](http://www.sook.org) to register online. Each individual will need to register for the Plunge, whether on a team or an individual plunger. You can also mail in the Registration Form to Special Olympics Oklahoma. Registration Forms can also be found online at [www.sook.org](http://www.sook.org). You may also register on the day of the event at the Plunge site, but a t- shirt is not guaranteed at time of plunge.

### STEP #2

Solicit and collect pledges! Ask family, friends and co-workers to pledge you as you are “Freezin’ for a Reason”! Each plunger will need to collect the minimum amount in pledges. For example, if the minimum is \$75 and you have 5 Plungers on your team, you will need a minimum of \$375. You can collect pledges online or offline. Visit [www.sook.org](http://www.sook.org) to create a personal fundraising webpage and reach out to friends potential donors. Pledge Forms can also be found. All pledges will need to be collected beforehand and brought to the Plunge. Receipts will automatically be issued for online and check donation, if the contact name and address is provided.

### STEP #3

Read and sign the Waiver and Release Form. All Plungers are required to read and sign the waiver. Participants under 18 must have a parent/guardian sign the waiver. The Waiver and Release Form can also be found online at [www.sook.org](http://www.sook.org)

### STEP #4

Bring the signed waiver, pledge form and pledges with you to the Plunge. All Plungers will need to check-in at the Plunge Registration area. You will receive additional instructions and your official Polar Plunge t-shirt. Be sure to check in early as you will need time to register and prepare for the Plunge.

### STEP #5

Have FUN! Form a team and Plunge with friends, family or co-workers; create a crazy team name and crazy costumes (within reason)!



## Form a Plunge Team!

### What is a Team?

Teams are a group of your friends, family, classmates or co-workers who get together to raise money for the Plunge.

### Team Rules:

- Teams must pre-register; no teams attempting to register on the day of will be accepted. You will be considered individual Plungers.
- ALL team members must be pre-registered at [www.sook.org](http://www.sook.org); no members can be added to the team on the day of the event.
- Each team member must raise a minimum of \$75.
- There will be a prize awarded to the team that raises the most money and to the team with the best team costumes.

### Why a Team?

Show your company's community support, hang out with friends and family and receive community service credits.

### How do I Form a Team?

Select a Team Captain, then grab your friends, neighbors and colleagues for a fun day in support of Special Olympics Oklahoma athletes! Pick a team name and register online at [www.sook.org](http://www.sook.org) by clicking Plunge Registration. Then others can join your team. You can collect pledges as a team online or offline. The total amount raised will be divided among each plunger on the team.

### How Do I Join a Team?

Go online to [www.sook.org](http://www.sook.org) and click "Join A Team" then register for the Plunge site your team members registered for or search for your team name.

### Team Captains

#### What is a Team Captain?

A Team Captain serves as the liaison between the Plunge and the team members.

#### The Role of a Team Captain:

- Build a team.
- Set a fundraising goal for your team.
  - Work with the team members to set their individual fundraising goals – ideally about the registration minimum.



- Provide team members with fundraising tools (provided in this packet.)
- Coach and motivate your team to success.
  - Generate enthusiasm for the event via email, phone, newsletters, etc.
- Team Captains organize and delegate team fundraising events.
- Host fundraisers.
- Stay connected with the team by:
  - Sending regular emails to update members on team progress, fundraisers, etc.
  - Phone calls.
  - Meetings.
  - Special incentive prizes for Team Captains based on their fundraising level.

#### How to Be a Successful Team Captain:

- Ask people you like and trust to be on your team.
- Have a team kick-off to get things going.
- Select a Co-Captain to help you.
- Lay out team fundraisers on a calendar and discuss responsibilities.
- Delegate.
- Communicate.
- Have regular team meetings.
- Keep your team informed.
- Motivate, excite and enthuse your team!
- Consider developing a team theme with shirts and/or costumes.
- Challenge similar organizations to see who can raise more pledges. Create friendly competition.
- Have a team wrap up party.
  - Review team activities, fundraisers, etc., to find out what worked and what can be improved.
  - Distribute any incentives for your team.
  - You can even have your own team awards!
- HAVE FUN TOGETHER!



## Team Fundraising Tips

### Spreading the Word

Be a part of bringing the Plunge to the next level. Help promote it by:

- Posting posters/signs at work, home, school, local businesses like your salon or favorite restaurant – make sure to get permission first.
  - Special Olympics Oklahoma will provide Plunge posters for your team to display!
- Don't be afraid to cast a wider net to help reach your goals (approaching friends of friends, etc.)
- Ask everyone you know for a donation and remember to follow up.
- Stay organized and track both individual and team progress.

### Fundraising Ideas for your Team

Organize and hold fundraiser to bring in the donations!

- Matching Gifts – check with your place of work to see if they have a matching gift program – this is an effective way to double your fundraising efforts!
- Meet the Press – Contact the editor of your local paper and ask them to interview you about what your team has undertaken and why, and include a request for support.
- Set up a Table at a “Hot Spot” – Get permission from a local health club, coffee shop or grocery store (public property might require a permit) to set-up a table inside their establishment, and then ask interested patrons who pass by to support your team.
- Company Contribution – Solicit a specific donation from your organization above and beyond that raised by your team and apply the credit evenly to your team members.
- Auction (silent or live) – Hold the event at your place of work, neighborhood or church. Ask for contributions of unique items such as homemade toys, art, quilts, etc... Display items prior to the event with descriptions.
- Bake Sale – Hold a Friday bake sale at work, neighborhood or church.
- Car Wash – Get your team together and wash cars for donations.

### Don't Forget to Promote the Plunge on Other Websites

Take advantage of free publicity by posting the Plunge information on Facebook, Myspace, Twitter or other personal online profiles. Keep friends and family updated through blogs and bulletins and get them to promote the event too!



## Tools to Help You in Your Fundraising Efforts

The key to building a Plunge team and successful fundraising campaign both depend on asking people you know for support. Think about everyone whose lives you touch and ask them to join your team or make a donation.

Your list can be overwhelming, so use this chart to help you identify people that you know and organize them into categories. Start with the easiest people to reach - your family and friends. Next ask acquaintances and service providers.

Before you know it, you will have a complete list of people that you know!

High School / College Alum

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Children's Sports Teams

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Community / Social Clubs

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Friends

Family

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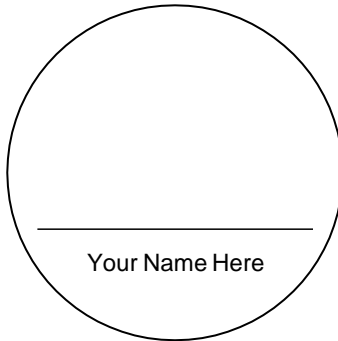
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Colleagues / Competitors

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Vendors / Suppliers

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Religious

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Child's School

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Fraternity / Sorority

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Your Company

Neighbors

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## PolarPlunge“Ask”Cards



### **Please Support My Plunge!**

To make a donation to my fundraising efforts, visit:  
[www.sook.org](http://www.sook.org) and click on Support  
a Plunger.

Thank you for helping me support the athletes of Special Olympics  
Oklahoma!

\_\_\_\_\_   
Plunger Name



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\_\_\_\_\_   
Plunger Name



## Special Olympics Oklahoma Polar Plunge Receipts

(Please give a receipt to each person who sponsors you. Special Olympics Oklahoma will automatically issue an official receipt for online donations and for amounts over \$250, if contact information is provided)

### Special Olympics Oklahoma Polar Plunge Receipt

Name:  
Address:  
Amount: \$ \_\_\_\_\_ Date: \_\_\_\_\_  
Plunger Name:  
Paid by:  Cash  Check  
Thank you for your donation. SOOK is a 501(c)(3) non-profit organization. Your donation is 100% tax deductible. FedTax ID 23-7174120

### Special Olympics Oklahoma Polar Plunge Receipt

Name:  
Address:  
Amount: \$ \_\_\_\_\_ Date: \_\_\_\_\_  
Plunger Name:  
Paid by:  Cash  Check  
Thank you for your donation. SOOK is a 501(c)(3) non-profit organization. Your donation is 100% tax deductible. FedTax ID 23-7174120

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Address:  
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## Raise \$150 in just 7 days!

Who to Ask		Total Per Day	Grand Total
Day 1	Send an email to three friends asking for a \$10 pledge or challenge them to take the Plunge with you.	\$30	\$30
Day 2	Send an email to three relatives asking for a \$10 pledge.	\$30	\$60
Day 3	Ask one parent and one sibling for \$10 each. Your birthday and/or favorite holiday is right around the corner!	\$20	\$80
Day 4	Ask two neighbors for \$10 each.	\$20	\$100
Day 5	Ask five people at your favorite restaurant, coffee shop, tavern or hangout spot for \$5.	\$25	\$125
Day 6	After cooking a nice meal, ask your significant other or best friend for a \$15 donation.	\$15	\$140
Day 7	Add a personal contribution of \$10.	\$10	\$150



## Raise \$500 in just 10 days!

	Who to Ask	Total Per Day	Grand Total
Day 1	Sponsor yourself at \$25.	\$25	\$25
Day 2	Ask three family members to match your personal donation of \$25.	\$75	\$100
Day 3	Ask your best friend to sponsor you for \$25.	\$25	\$125
Day 4	Ask your boss for a company contribution of \$25, or better yet, see if they will match the entire amount you raise!	\$25	\$150
Day 5	Ask five local friends to sponsor you at \$10.	\$50	\$200
Day 6	Ask five out-of-town friends to sponsor you at \$10 each.	\$50	\$250
Day 7	Ask five businesses you frequent (salon, barber, restaurant, dentist, etc.) to sponsor you for \$10 each.	\$50	\$300
Day 8	Ask five co-workers to sponsor you at \$10 each.	\$50	\$350
Day 9	Ask five neighbors to sponsor you at \$10 each.	\$50	\$400
Day 10	Ask ten people from your church/temple/social club etc. to sponsor you at \$10 each.	\$50	\$500



## Fundraising Pledge Form

Use this sheet as a guide to keep track of your donors. Or make things extra easy and register online! Visit [www.sook.org](http://www.sook.org) to create a personal, customizable web page and invite people to donate and join your team!



## POLAR PLUNGE PLEDGE FORM

Contributions may be paid in cash or preferably by check payable to:  
SOOK or Special Olympics Oklahoma

Donations in any amount are appreciated!  
You can also make credit card donations online at [www.sook.org](http://www.sook.org)  
Make copies as needed and return with Registration Form

Plunger First, Last Name: \_\_\_\_\_

Plunge Group Name/Company Name: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Donor Name	Address	Pledge Amount				
		\$50	\$25	\$10	\$5	Other Amt.
TOTAL						\$

