

Polar Plunge Toolkit

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 are crazy for jumping into the icy waters in the middle of winter! Show them you are 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 are 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.mysook.org for more information on the Polar Plunge for Special Olympics Oklahoma.

You can also contact Kylie Vanderslice at kylie@sook.org or (918) 481.1234.

Steps in Becoming a Successful Plunger

STEP #1

Pre-Register for the Plunge! Visit www.mysook.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.mysook.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.mysook.org to create a personal fundraising webpage and reach out to 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.mysook.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!

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 members must be pre-registered at www.mysook.org.
- Each team member must raise a minimum of \$75.
- There will be a prize awarded to the team that raises the most money.

How do I Form a Team?

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.mysook.org by clicking 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.mysook.org and click "Join A Team" then register for the Plunge site your team members registered for or search for your team name.

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 and 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.
 - Stay connected with the team by sending regular emails to update members on team progress, fundraisers, etc.

Team Captain Tips:

- Recruit friends, family and coworkers to join your team.
- Create a fundraising page for your Plunge team online www.mysook.org.
- Use social media to spread the word about your Plunge. Facebook, Twitter, and Instagram are great sources to find donors, recruit Plungers, and share your Plunge experience!
- Encourage team members to register online, join your team and create their own personal webpages.
- Set your fundraising goals and encourage your team members to surpass them! Your team must raise an average of \$75 per team member to participate.
- Plan a team-building event and invite plenty of attendees. Food is always a great motivator!
- Create a friendly rivalry with another Plunge team. Challenge the team to see who can raise the most dollars!
- Wear Plunge costumes! This helps build team spirit and makes for a whole lot of fun!

Fundraising Event Ideas

Organize and hold fundraisers to bring in the donations!

Dress Down Days – Organize a dress down day where at work or school-employees, staff, or students pay a nominal fee to wear casual clothing for the day. Or better yet, make it a Spirit Day where everyone has to wear a funny hat or wear a certain color.

Penny Wars – Set up a challenge for your work to collect the most points (pennies). Points are given for pennies and negative points for silver coins and cash. Others can sabotage by placing money other than pennies in the jars. The worker, office, floor, etc. with the most points wins lunch at the loser's expense. All money in the jars is donated for the Plunge.

Snack Bar – Purchase snacks in bulk at Costco or Sam's to sell in the teacher's lounge or at a sporting event. Healthy snacks can be very popular -OR- make it fun and sell ice cream to get people in the polar-inspired spirit.

Dessert Auction – Ask for donations of baked goods. Label each dessert with the name of the dessert and the cook. Ask your team's most humorous and charismatic person to be the auctioneer who can entertain the crowd and boost the auction prices.

Auction (Silent or Live) – Hold the event at your business, in your neighborhood, or church. Ask for contributions of unique items such as homemade toys, art, quilts, knitting, etc. Display items prior to event with description.

Bake Sale – Hold a Friday bake sale at work so employees will have treats for the weekend. Make sure to individually wrap items for individual sale.

Restaurant to the Rescue – Ask a local restaurant or café to contribute a portion of the proceeds for a day. It could even be a special menu item. Create a sign letting patrons know that the owner will donate half the money if purchased.

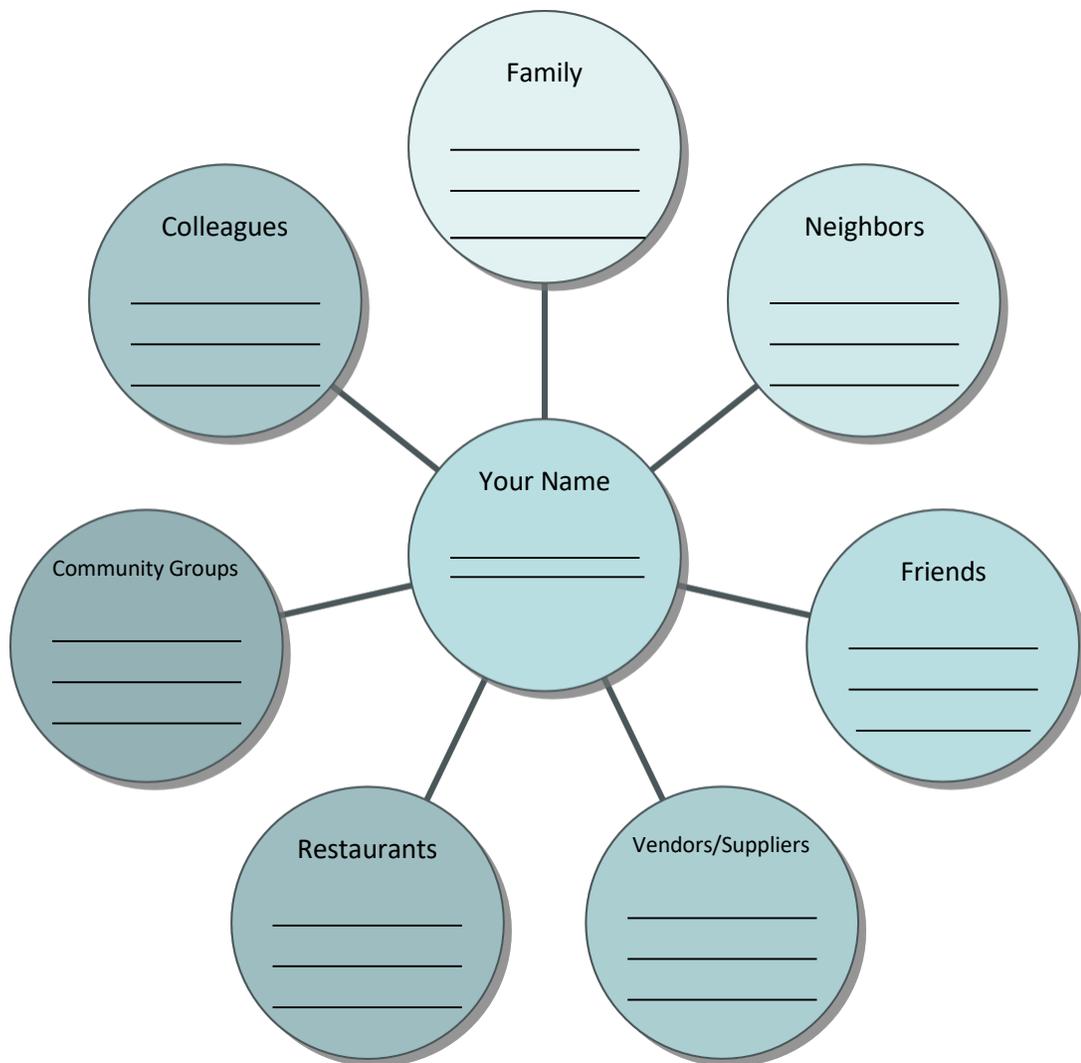
Pennies from Heaven – did you know that one milk jug full of pennies weighs 35 lbs? And did you know that 30 lbs of pennies is equal to \$50? Collect pennies – sit out jars, ask neighbors, etc.

Who do you know?

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!



Ask Cards



Please support my Pledge!

To make a donation to my fundraising efforts, visit: mysook.org and click "Sponsor a Plunger" Thank you for helping me support the athletes of Special Olympics Oklahoma!

Plunger Name



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Special Olympics OK Polar Plunge Receipts

<p style="text-align: center;">Special Olympics Oklahoma Polar Plunge Receipt</p> <p>Name: _____</p> <p>Address: _____</p> <p>Amount: \$ _____ Date: _____</p> <p>Plunger Name: _____</p> <p>Paid by: Cash Check</p> <p>Thank you for your donation. SOOK is a 501(c)(3) tax-exempt public charity. Your donation is 100% tax deductible.</p>
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Sample Donation Request Letter

Dear [Insert Name]:

I am writing to ask for your help. This year, I have committed to grin and “bear” it for the athletes of Special Olympics Oklahoma by taking a chilly dip into the icy waters alongside hundreds of other warm hearted people.

I know – you’re probably getting cold just thinking about it! But the cold that I will feel is temporary...the positive impact this will have on the lives of thousands of individuals with intellectual disabilities will last a lifetime.

I have set a personal fundraising goal of \$[insert amount], and I need your help to reach it! So no, I’m not asking you to take the Plunge alongside, but instead, I am asking if you will make a donation to Special Olympics Oklahoma on behalf of me taking the Polar Plunge. Any amount would be appreciated because it all goes to a wonderful cause, and every little bit gets me that much closer to my goal.

In order to support my Plunge, please make your check payable to “Special Olympics Oklahoma” and return it to me in the envelope I have provided, or you can mail it directly to their office at Special Olympics Oklahoma, 6835 S Canton Ave., Tulsa, OK 74136. If you do it this way, please be sure to include my name in the memo area so that the staff will know where to credit the contribution.

Or, if you prefer the web, visit www.mysook.org and click “**Sponsor a Plunger.**” Type in my name, which will take you to my personal fundraising page and give you the option of making a donation online via credit or debit card.

If you want to learn more about this spectacular Winter event, visit <http://www.mysook.org> to find out all the chilly details. Think warm thoughts for me as the time approaches. I will do my best to honor my “Pledge to Freeze” and make my supporters proud!

Thank you!!! [Plunger

Name]

How to Raise \$500 in 10 Days

Day	Action	Total
1	Put in your own \$25 donation.	\$25
2	Ask your doctor and dentist to donate \$50 each.	\$125
3	Ask four family members to donate \$25 each.	\$225
4	Ask three friends to donate \$25 each.	\$300
5	Ask your supervisor to donate \$25.	\$325
6	Ask two local merchants to donate \$25 each.	\$375
7	Ask three neighbors to donate \$15 each.	\$420
8	Ask two coworkers to donate \$10 each.	\$440
9	Ask three people from church to donate \$10 each.	\$470
10	Ask three parents to donate \$10 each.	\$500

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.mysook.org. Make copies as needed and return with Registration
 Form

Plunger First, Last Name: _____ Email: _____
 Plunge Group _____ Name/Company _____ Name: _____
 _____ Address: _____
 _____ City _____ State _____ Zip _____

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