POLAR PLUNGE

CORPORATE CHALLENGE

Special Olympics Oklahoma

WHAT IS A POLAR PLUNGE?

The Special Olympics Polar Plunge is the coolest event of the winter! A Polar Plunge is a fundraising challenge made to an individual or group challenging them to dive into a cold body of water in order to raise money for Special Olympics. Each participant collects pledges from family, friends, and businesses in the hopes of raising lots of money to support over 12,100 Special Olympics athletes in Oklahoma.

The Plunge events occur in 12 different cities in Oklahoma from late January through the end of February. Each plunger raises a minimum of $75 dollars to take a jump into the frozen water.

WHAT IS THE CORPORATE CHALLENGE?

Chal•lenge - something that by its nature or character serves as a call to battle, contest, special effort, etc. Here's your running call to battle. Take the challenge and put your company or group up against other area companies taking part in the Polar Plunge. Battle it out for bragging rights!

The Polar Plunge Corporate Challenge is a unique way for you and your colleagues to laugh, shiver and bond as a group. This is a unique team-building opportunity while helping a great cause at the same time. There's nothing like entering icy waters together to take the Plunge. Plus, knowing that every dollar raised makes a difference in the lives of 12,100 Special Olympics athletes right here in Oklahoma and helping our goal of making the world more inclusive!

HOW TO GET STARTED

1- Register online

2- Create a team

3- Recruit coworkers to join your team

4- Share your online fundraising page with coworkers, family, and friends

5- Host internal fundraisers

6- Don't forget to find out if your company offers matching gifts

7- Earn great prizes based on the money you raise

THE MORE YOU RAISE, THE MORE YOU EARN

$75 — Exclusive 2023 Polar Plunge T-Shirt

$250 — Beanie, Socks, or Tumbler

$500 — Fanny Pack or Hooded Sweatshirt

$1,000 — Backpack, Hand warmers, or Jacket

MORE PRIZES!

The top fundraising company will receive an award and have bragging rights over the other companies. Plungers are also eligible for the following awards:

- Best Costume
- Best Team Costume
- Top Fundraiser
- Youngest Plunger
- Oldest Plunger

TEAM CAPTAIN TIPS

Thank you for signing up for the Polar Plunge. Now it's time to get other coworkers to join you!

- **Recruit others to join your team**
- **Set a fundraising goal for your team**
- **Provide team members with the fundraising resources**
- **Coach and motivate your team to success**
- **Host fundraisers**
  - **Casual dress days**
  - **Workplace silent auction with items such as a vacation day, parking space, have an exec wash your car, etc…**
  - **Toss your Boss**
  - **Sell Polar Plunge icons and post them in a high traffic area**
  - **Bake sale**
- **Create friendly competitions amongst members**
- **Challenge similar organizations to see who can raise more pledges**
- **Stay connected with the team by:**
  - **Host a kick-off rally**
  - **E-mails and/or phone calls**
  - **Meetings**
  - **Consider developing a team theme with shirts and/or costumes**
  - **Have a team wrap-up party**
  - **Distribute any fundraising incentives for your team**
- **HAVE FUN TOGETHER!**

TEAM CAPTAIN TIPS (CONT.)

Fundraising dollars can be applied to a Polar Plunge sponsorship. Sponsorship levels are $1,000, $2,500, $5,000 and $10,000. Fundraising commitments must be made prior to January 1 to receive benefits or fundraising dollars can be applied to the following year.

Commit to raising $20,000 as an organization and we'll bring our pool to your location.

Free Polar Plunge icons are available to sell to your customers or employees

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SPECIAL OLYMPICS OKLAHOMA

@SOOKLAHOMA

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For more information contact Bonnie Duffield at bonnie@sook.org or call 918-481-1234