POLAR PLUNGE



TOOLKIT

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 12,400 Special Olympics participants in Oklahoma.

The Plunge events occur in 15 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.





HOW TO GET STARTED

1- Register online

2- Create a team

3- Recruit family, friends, and coworkers to join your team

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

5- Earn great prizes based on the money you raise

THE MORE YOU RAISE, THE MORE YOU EARN

$75 Exclusive 2026 Polar Plunge T-Shirt

$250 Beanie, Socks, 40 oz. Tumbler, or Mug

$500 Fanny Pack, Blanket. Towel, or Can Coolers

$1,000 Backpack, Wireless Ear Buds, or Jacket

MORE PRIZES!

Prizes are given for the following categories:

- Best Costume
- Best Team Costume
- Top Fundraiser
- Youngest Plunger
- Oldest Plunger
- Top Fundraising Individual
- Top Fundraising Individual
- Top Fundraising School
- Top Fundraising Team
- Top Fundraising Law Enforcement Agency



TEAM CAPTAIN TIPS

Thank you for signing up for the Polar Plunge. Now it's time to get others to join you. Teams are a group of your friends, family, classmates or co-workers who get together to raise money for the Plunge.

- **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**
- **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!**



FUNDRAISING IDEAS

- **Social Media –** share your fundraising page or video on your social media page asking your family, friends and coworkers for support.
- **Dress Down Days –** organize a dress down day at work or school where employees, staff, or students pay a nominal fee to wear casual clothing, hat, other untypical 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.
- **Workplace Silent Auction –** with items such as a vacation day, parking space, have an executive or teacher wash your car, etc…
- **Toss Your Boss –** your fearless leader (boss, teacher, principal, coach, etc.) may not seem so fearless when it comes to plunging into frigid water. Start a petition and generate excitement in the office or your school so that your boss can't say no!
- **Polar Plunge Icons –** sell Polar Plunge icons for $1 or more. Donors write their name and display the icons in a high traffic area at your school or business. You can also ask local business to sell them for you.
- **Matching Gifts –** Did you know you can get a donation to your page doubled? Yep, that's right. Many companies have a matching gift program that match a donation from their employee. Ask your donors to submit a matching gift request for their donation.

** Special Olympics can add you to our Square account to be able to accept credit card donations at your event.*



WHAT TO EXPECT: DAY OF PLUNGE

Here are a few tips to help you successfully navigate your Plunge:

- **Bring any money not raised online.**
- **Aqua socks or old shoes to Plunge in.**
- **Costume – many plungers Plunge in a fun costume.**
- **Wear your Plunge gear under the clothes you wear to the event – then you don't have to change into it just to change right back out of it!**
- **Choose your "Plunge Day" outfit (or post-Plunge gear) with this is mind – you will be cold and possibly numb, so loose-fitting, easy-on clothes without a lot of snaps, zippers or buttons are best. When your fingers and toes don't work so well, it's not so easy to get some of that stuff back on!**
- **Bring a loose pair of shoes to wear after the Plunge – something that will slip easily on and doesn't have tricky laces.**
- **Don't forget your towel and a sack for your wet clothes.**
- **If you are a veteran offer up some help to the Plunge rookies.**



CREATE YOUR OWN PLUNGE

If you do not want to attend a Plunge location and do something on your own, here are some fun ideas:

- **Add a bucket of ice water to your favorite TikTok dance**
- **Take the Plunge into a bathtub full of ice**
- **Take kiddie pool Plunge in your back yard**
- **Do a snow angel in your swimsuit**
- **Have a water balloon fight**
- **Run into a Slip N Slide**
- **Get sprayed down by a fire truck**
- **Insert your best idea here!**
- **Or commit to raising $20,000 as an organization and we'll bring our pool to your location.**





WWW.SOOK.ORG

SPECIAL OLYMPICS OKLAHOMA

@SOOKLAHOMA

@SOOKLAHOMA

@SOOKLAHOMA

For more information contact Grace Simpson at grace@sook.org or call 918-221-8288