

2022 Polar Plunge Fundraising Toolkit



POLAR PLUNGE®



FOR SPECIAL OLYMPICS OHIO



Personal Campaign Page

The first step is to set up your fundraising page!

1. Click TAKE THE PLUNGE
2. Fundraise as an individual, join a current team, or start your own team
3. Create an account with Classy or login with Facebook
 - Set your fundraising goal
 - Add a headline to make your page standout
 - Modify the URL to be personal to you
 - Choose your profile picture
 - Include your information for incentives

Once your page is created, write your personal story and share updates as you get closer to your plunge!



Fundraising Ideas

- Make a personal donation to kick off your campaign!
- Send an email to friends, family, and neighbors asking for their support in your Plunge journey
- Share your fundraising page to your Facebook, Instagram, Twitter, and/or LinkedIn
- Encourage your coworkers to join your team or form a company team as a great team building activity!
- Find out about Matching Gift opportunities at your donors' workplaces – it's an easy way to double your fundraising!
- Use the included Bingo board in your Instagram stories. Ask your followers to donate specific amounts and add their name to the board.
- Be personal – share with people why Special Olympics is important to you!





Sample Email

Let's start spreading the word. Email is a great tool to ask others for their support. Use the sample email below or create your own! A few tips: make it personal with pictures or videos, have fun, and don't forget to say
THANK YOU!

COPY AND PASTE OUR SAMPLE EMAIL BELOW:

Hi [supporter name],

I'm participating in the 2022 Polar Plunge for Special Olympics Ohio! Please consider helping me reach my fundraising goal with a donation today as your gift will not only support me, but also directly impacts the lives of the 20,000 Special Olympics Ohio athletes. Your support makes year-round sports, health education, and leadership programming possible!

Support my Plunge here: [insert your fundraising page link here]

Thanks so much for your support!
[insert your name here]

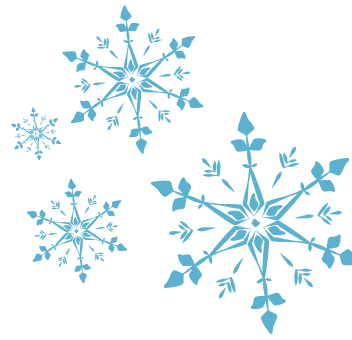


Facebook Posts

You can use social media to highlight everything from registration and donations to how you are preparing for the plunge. Use #FreezinForAReason, #TakeThePlunge, #MyPlunge and #SOOH to show others how you are supporting Special Olympics Ohio! Don't forget to add photos and videos to make your posts stand out.

USE ONE OF THE SAMPLE FACEBOOK POSTS BELOW:

- I am #FreezinForAReason at the 2022 Polar Plunge to benefit Special Olympics Ohio! Please support my Plunge here [insert your Plunge Page link here] to help me reach my fundraising goal in support of 20,000 #SOOH athletes!
- I'm getting ready to #TakeThePlunge in support of Special Olympics Ohio! Join my team here [insert your Plunge Page link here] and help support 20,000 @SpecialOlympicsOhio athletes. #FreezinForAReason #SOOH
- The 2022 Polar Plunge is almost here and that means I'm preparing for the #ChillOfALifetime. You still have time to join my team and support @SpecialOlympicsOhio! Click here to get #FreezinForAReason [insert your Plunge Page link here] #SOOH



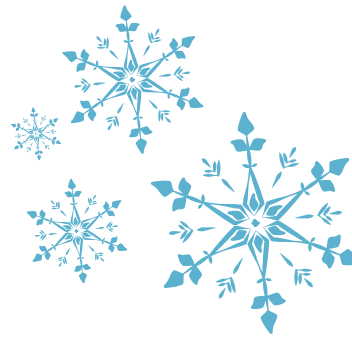
Instagram Posts

You can use social media to highlight everything from registration and donations to how you are prepping for the Polar Plunge! Consider using hashtags: #FreezinForAReason, #TakeThePlunge, #MyPlunge and #SOOH to raise awareness and funds for Special Olympics Ohio! Remember to add the link for your Polar Plunge page to your bio.

SNAP A PICTURE AND USE ONE OF THE SAMPLE CAPTIONS BELOW:

- I am officially registered for the 2022 Polar Plunge! Now starts my fundraising journey. Click the link in my bio and see how you too can support 20,000 @SpecialOlympicsOhio athletes! #FreezinForAReason #SOOH
- The Polar Plunge supports 20,000 Special Olympics Ohio athletes so that they can train and compete in 20 sports at no cost! That's why I'm taking the #ChillofALifetime #SOOH





Sample Thank You

Please take the time to send a personal note to the people who supported you. You're most welcome to use the below option as a template:

Hi [supporter name],

Thank you very much for your support of my Polar Plunge! Each year participants take the Plunge to raise crucial funds for Special Olympics Ohio and I am grateful for your generous donation.

Your gift not only supported me as I was Freezin' for a Reason, but it also impacts the lives of 20,000 Special Olympics Ohio athletes. Your support makes year-round sports, health education, and leadership programming possible!

Thank you again for your support!
[insert your name here]

