



POLAR PLUNGE®



FOR SPECIAL OLYMPICS OHIO

FUNDRAISING TOOLKIT

Tips & tricks to help you make the most out of
your fundraising efforts.

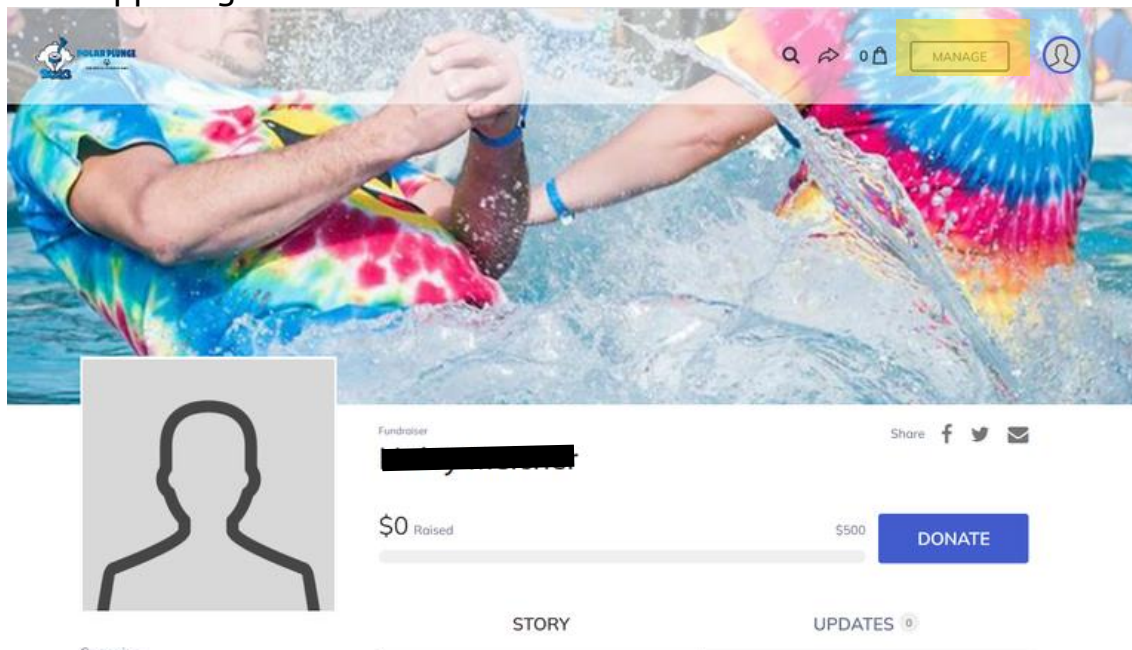


How To: Register for the Polar Plunge

- Select the Plunge of your choice from the list below:
 - [Greater Cincinnati](#)
 - [Columbus](#)
 - [Cleveland](#)
 - [Caesar's Creek](#)
 - [Mosquito Lake](#)
 - [Grand Lake St. Mary's](#)
 - [Indian Lake](#)
 - [Plunge My Way](#)
- Click on the plunge location of your choice
- Click "Take the Plunge" to register
- You can sign up as an individual, join an existing team, or create a new team
- Follow the steps to register
- You'll receive an email with a link to your personal fundraising page that is created for you upon your registration for the Polar Plunge
- Your fundraising page is fully customizable! You can add a photo, personal story, and personally thank anyone who donates to your page.

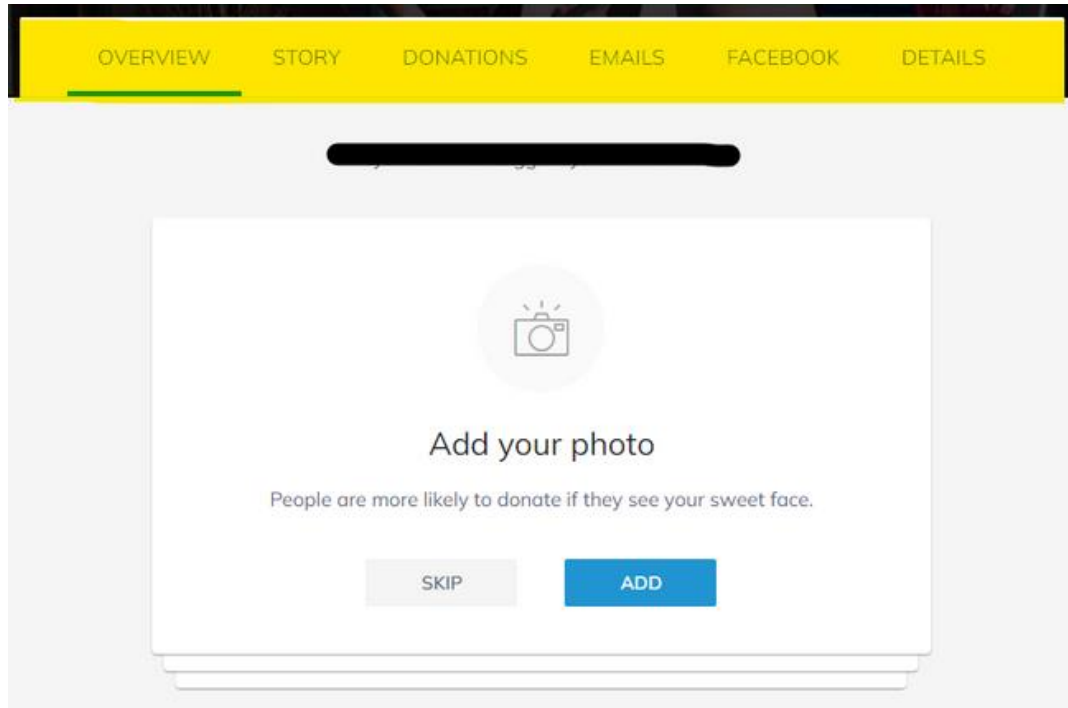
How To: Customize Your Fundraiser

Once you are logged in to Classy, and on your fundraising page, you'll have a "Manage" button available in the upper right corner:



Continued on the next page...

This will open the customization window for your fundraiser and you'll have several options for personalizing your fundraiser:



Overview: This tab will walk you through some of the initial set up options including adding a photo and sharing your own story and motivation for participating

Story: This is where you can edit your story and share updates along the way like, "I'm half way to my goal! Help me get there?"

Donations: You can view all donations to your campaign and make sure you're thanking each donor individually.

Emails: You can create personalized emails to ask for donations or thank those who have already given.

Facebook: This is an important one! If you link your campaign to your Facebook page you'll be able to raise more money. It's an easy process and can be done here.

Details: If you want to change your photo or goal amount you can do that here.



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How To: Motivate Your Donors On Facebook

You can make your Facebook posts about everything from registration and donations to how you are preparing to plunge this year! Be sure you're tagging Special Olympics Ohio in your posts as well. Add photos and videos to make your posts stand out.

How To: Motivate Your Donors Through Email

Facebook and social media is a great way to reach your friends and family to ask them to donate to your fundraiser. However, email is a reliable and easy option as well! Below is a sample email that you can send to your community:

Dear **[insert supporter name here]**,

I'm participating in the **{Plunge Location}** Polar Plunge in **{Plunge month}** for the athletes of Special Olympics Ohio! One of my favorite parts about Plunging is the **[favorite part about the Plunge]**!

I am looking forward to Plunging again this winter, but your support for my campaign and the athletes is what means the most. Your support allows the athletes of Special Olympics Ohio to compete in the sports they love free of charge.

Click the link below to donate to my fundraising page, and thank you for your support!

[insert your the link to your fundraising page]

To add a little flair to your email, you can include the official SOOH Polar Plunge logo.

Email Hmelcher@sooh.org



Additional Ideas for Fundraising

Giving Tuesday 2022 is the biggest day of digital fundraising of the year. Use this year's campaign on Tuesday, November 29 to remind people about your campaign!

Have a **birthday** between now and the Plunge? Fundraising for your birthday has become more popular, and it's an easy way for you to share your Plunge campaign with your friends and family.

Attending an event or party soon? Email Haley Melcher at hmelcher@sooh.org for the Polar Plunge poster of your choice to share. Encourage others to take the plunge with you!

If you want to brainstorm other fundraising ideas or just need some help getting started, we are here to help!

Haley Melcher
Special Olympics
Ohio
hmelcher@sooh.org