



**POLAR PLUNGE**®



FOR SPECIAL OLYMPICS OHIO

# FUNDRAISING TOOLKIT

Dive in for tips and tricks to reach your fundraising goal!



# Polar Plunge is back and we are FREEZIN' FOR A REASON



Here are some tips & tricks to help you make the most out of your fundraising efforts.

## MISSION STATEMENT

The mission of Special Olympics Ohio is to advance the global inclusion movement through sports, health education, and leadership programs that empower people with intellectual disabilities throughout Ohio. By providing year-round sports training and competition for 20,000 athletes throughout the state, we offer everyone the opportunity to develop physical fitness, experience joy, and participate in a sharing of gifts, skills and friendship with their community.

## PLUNGE LOCATIONS

7 locations, one amazing mission to be a part of. Find a Plunge near you!

**Greater Cincinnati**

**Columbus**

**Cleveland**

**Mosquito Lake**

**Indian Lake**

**Grand Lake**

**Caesars Creek**

**Plunge My Way**





## SOCIAL

Utilize Facebook, Twitter, Instagram, and even LinkedIn to reach out to your friends, family, and coworkers when asking for support. Make sure that you include your Polar Plunge Fundraising Page link in your posts to make it even easier for people to donate right to you! Be sure to Tag @specialolympicsoh and use hashtags like #FreezinForAReason, #ChillOfALifetime and #PolarPlunge2024.

## EMAIL

Email a fundraising letter to your friends, family and neighbors to let them know when you are plunging and why it is important to you! Make sure that you include your Polar Plunge Fundraising Page link to make it easier for people to donate.

## CORPORATE

Ask your supporters about matching funds from their employers. Companies of all sizes match donations their employees make to nonprofits because it's an easy, structured way for them to support good work in their communities.

## GIVING TUESDAY

Giving Tuesday 2023 is the biggest day of digital fundraising of the year. Use this year's campaign on Tuesday, November 28 to remind people about your campaign!

## ADDITIONAL FUNDRAISING IDEAS

Form a team at work, school, club, or with friends. Choose a fun team theme to motivate everyone and guarantee some awesome pictures.

Challenge a friend or colleague to take the plunge! Nothing like a little friendly competition! Winners do get ALL the bragging rights!

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.

# Raise \$400 in 10 Days Challenge

DAY	THE ASK	\$ PER DAY	GRAND TOTAL
1	Be your own first donor.	\$20	\$20
2	Ask 3 relatives to each match your donation.	\$60	\$80
3	Ask your best friend to donate \$20.	\$20	\$100
4	Ask your boss for a company contribution of \$20 or to match the entire amount you raise.	\$20	\$120
5	Ask 4 local friends to donate \$10 each.	\$40	\$160
6	Post on your social media pages and ask for 4 people to donate \$10.	\$40	\$200
7	Ask 4 businesses you frequent to sponsor you for \$10 each.	\$40	\$240
8	Ask 4 co-workers to donate \$10 each.	\$40	\$280
9	Ask 4 neighbors to donate \$10 each.	\$40	\$320
10	Ask 8 people from your church/temple/social club, etc. to sponsor you for \$10 each.	\$80	\$400



**POLAR PLUNGE.**

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# Donation Grid

**HELP ME RAISE \$150  
FOR THE POLAR PLUNGE**

<b>\$5</b>	<b>\$10</b>	<b>\$5</b>	<b>\$20</b>
<b>\$15</b>	<b>\$5</b>	<b>\$10</b>	<b>\$5</b>
<b>\$5</b>	<b>\$10</b>	<b>\$5</b>	<b>\$15</b>
<b>\$20</b>	<b>\$5</b>	<b>\$10</b>	<b>\$5</b>

## Directions:

1. Pick \$ amount from the grid
2. Donate on my plunge page
3. Get a THANK YOU on my story



  
FOR SPECIAL OLYMPICS  
OHIO



*Take a screenshot of this Donation Grid to add to your social media story*