



Freezin' For A Reason

2015 Polar Plunge
Cool Schools Challenge
Tool Kit

What is the Polar Plunge

The Law Enforcement Torch Run (LETR) Polar Plunge is a signature fundraising event for Special Olympics Utah (SOUL) and a spectacle like no other! The Polar Plunge is a unique opportunity for individuals, teams and organizations to support local Special Olympics athletes by taking a dip into the frigid waters of Utah. The coolest event of winter is back, offering chills and thrills for thousands of warm-hearted participants.

The Polar Plunge raises money for the state's largest organization devoted to year-round sports training and competition for children and adults with intellectual disabilities. Becoming part of the Plunge experience means you are helping thousands of these individuals experience a brighter tomorrow. At the same time, you qualify for incentive and compete for some awesome prizes. And it only takes one person to inspire others to get involved!

Be a fan of brrravery! Plunges will take place statewide from **DATES 2015** through **DATES 2015**. Everything you need to know to get your team started and participate in the fun is inside this packet. We hope that you'll join us in **Freezin' for a Reason** - the nearly 2,500 athletes with intellectual disabilities of Special Olympics Utah!

- What:** 2015 Polar Plunges located across the state!
- When:** The cold months of January and February
- Where:** The frigid lakes (and swimming pools) of Utah
- Who:** You and your fellow school members – both students and staff!
Students under the age of 18 must have a consent form signed by a parent or guardian.
- How:** Participants, or Plunges, raise a minimum of \$40 for the privilege of jumping into the icy winter waters! Besides bragging rights, all Plunges receive an official Polar Plunge T-Shirt.

Why: The Polar Plunge is a great team-building experience, strengthening your school community while also teaching students the responsibility of citizenship. Plus, it's a ton of fun and benefits one cool charity – Special Olympics Utah!

2015 Polar Plunges

- | | |
|-------------------------|--------------------|
| Cache Valley | January 31 |
| Saratoga Springs | February 7 |
| St. George | February 21 |



Cool School Challenge

Too Cool for School? Prove it!

The Cool School Challenge is a friendly competition between local schools as part of select Polar Plunge Sites. Students and staff are encouraged to create a team of “Plungers” and join in the coolest event around! Your school’s team should work together to recruit as many participants as possible, while raising money and awareness for the athletes of Special Olympics Utah!

To be officially entered into the Cool School Challenge, your group must commit to the following:

- Appoint a designated faculty member as Team Captain, who will serve as the point of contact between the school and Special Olympics Utah
- Register online a minimum of 10 students and staff from your school that are committed to raising the \$50 minimum
- Agree to “challenge” neighboring and rival schools to participate in the Plunge

The school team that raises the most money at specific Polar Plunge locations will be named the Cool School for that area, receiving a traveling trophy and ultimate bragging rights! There are many other great incentives to get involved:

- Opportunity for school to be featured on banner at Plunge Site
- Other great prizes for the school with the most Plungers and the most school spirit
- Additional individual incentives for motivated fundraisers

Participation in the Polar Plunge as a Cool School also leads to these meaning full benefits:

- Strengthens your school by uniting students and faculty for a great cause
- Teaches students the importance of being active citizens in the community
- Raises awareness of intellectual disabilities in your school
- Creates lasting memories with your peers!

The Bear Necessities

How to get started

I'm ready to take the Plunge...now what?

- Designate a team captain – this cool teacher, coach, advisor or other faculty member will help organize the team and be the point person with Special Olympics Utah staff.
- Pick a team name.
- Register your school's group online at ADD. Create ONE team for your school and be sure to include your school's name in your team name (i.e. Central High Polar Bears), making it easy for teammates to find and join.
- Recruit and motivate others to be part of the fun.
- All team members should register online at ADD, where they can create a personalized fundraising page to easily and securely raise money online (adding to your school's total).
- Team Captain is responsible for collecting and submitting all money to Special Olympics Utah during a pre-registration event, on-site registration or check-in.

Roles & Responsibilities for the Big Bear (Team Captain)

- Serve as the liaison between the school and Special Olympics Utah.
- Recruit students and faculty to be part of the fun!
- Register your team online.
- Set a fundraising goal and monitor your team's progress.
- Provide team members with all necessary fundraising tools and information (contained in the packet and ADD).
- Organize team fundraising events.
- Communicate regularly with the team, providing updates and reminders.
- Motivate and coach your team to success!
- Coordinate a pre-registration event the week of the Plunge, with the help of Special Olympics Utah.
- Lead the charge into the water on Plunge Day and HAVE FUN!

The More You Raise, the More You Earn!

In addition to the Cool School Challenge, there are some exciting individual incentives available:

- \$40 Plunge alongside your friends and receive an official Polar Plunge T-shirt
- \$200 Beach Towel
- \$500 OGIO Large Duffel Bag
- \$1,000 OGIO Soft Shell Jacket
- \$2,000 Choice of OGIO Luggage – Kickstart 22" or 26" roller travel bag

Tips for a Winning Team

How Your School Can Make a Splash!

Generate buzz for your Cool School

- Hold a kickoff event to jumpstart your efforts – perhaps a school assembly, during lunch hour, etc.
- A SOUT representative and/or Global Messenger (SOUT athlete/public speaker) are available to present to your group; take advantage of this opportunity to hear from someone who benefits from your efforts!
- Promote your school's Plunge Team by posting flyers. Posters, sign-up sheets and other kinds of eye-catching materials throughout the school (hallways, cafeteria, lockers, etc.).
- Further promote your team in the school newspaper, with PA announcements and through your school's Facebook page.
- Approach local media and inform them of your warm-hearted efforts!
- Organize team activities and events by delegating responsibilities among members and creating a schedule/calendar.
- Communicate regularly! Use personal, phone, email, social networks and any other means to stay in constant contact with your group.
- Besides challenging other schools, have a friendly internal competition between classes, clubs, sports teams, etc., to see who can recruit the most Plunges. Reward the winning group with a pizza party, allow them to "break a rule for a day" (i.e. wear a hat to school or chew gum) or even provide a movie day or extra study hall.
- Set a fundraising goal for your school – once achieved, provided internal incentives, such as having the school principal join your team for an icy dip!

Host a team fundraising event

- Organizing a group fundraiser is a fun way to raise money and awareness for your team. While bringing the group together for a great cause!
- Have prime parking spots reserved in your school's lot? Consider putting them up for auction each week, with proceeds benefiting your Plunge Team.
- Create a challenge amongst classes, clubs or sports teams to donate their spare change or quarters for an entire month. Provide a donation jar for each class/club/team and provide weekly updates on the progress and leader. Reward the winner with a pizza party!!!
- Approach school staff (and even local businesses) with a dress down/jeans day, where employees make a donation for the opportunity to wear jeans for the day.
- Your team members could also bag groceries for special tips, hold a 50/50 ("split the pot") opportunity drawing, bake sale to even a "polar bear in training" car wash – the opportunities are limitless, so be creative and have fun!

How to raise \$200 in Seven Days

Day	Who to Ask	Total Per Day	Grand Total
1	Ask three friends for a \$10 donation	\$30	\$30
2	Ask three family members for a \$ 10 pledge	\$30	\$60
3	Ask three extended family members for \$10 each	\$30	\$90
4	Ask to neighbors for \$10 each	\$20	\$110
5	Ask two restaurants, coffee shops or hang-out spots to sponsor you for \$25 each.	\$50	\$160
6	Ask your significant other for \$20	\$20	\$180
7	Make a personal donation of \$20	\$20	\$200

EMAIL OUTREACH

Email is an incredibly effective fundraising tool, reaching people all over the world with the click of a button. It is a great way to spread the word about your Plunge participation, and to ask others to join your team or pledge your cause.

Tips & Tricks

- Make it personal: Tell your story. Share with others why you participate, whether it's because you are Plunging for fun or because you love Special Olympics Utah.
- If you've Plunged before, share a picture of your previous jump to frozen glory.
- If it's your first time, share your nerves and excitement!
- Have fun with it! Make a contest or game out of it - the first person to donate, or the largest donation gets a gift from you!
- Follow-up. Be sure to say thank you to donors after they make their donation, and again after you take the Plunge. Send them a picture of you Plunging with the results from the event.

Sample Text:

It's gonna be frigid! This winter I will be taking the Plunge to support Special Olympics Utah. You might be asking yourself what this Plunge is? Well, I will be raising money so I can jump into a frozen water. The Plunge into the water may be a little frigid, but I don't mind because I am supporting the amazing athletes of Special Olympics Utah.

To jump into the frigid waters, I have set a personal fundraising goal of \$(amount), and I need your help to reach it.

I'm hoping you'll make a donation to Special Olympics Minnesota on my behalf and support my Polar Plunge. Don't you want to see me be freezin' for a reason?

You can support my Plunge several ways. The best and easiest is to visit my FirstGiving site and pledge online. My personal page can be found at (URL). You can check this page to see my goal, pledges raised and a photo of me after the Plunge!

If you prefer not to donate online, you can also give your donation directly to me, or mail it in to Special Olympics Utah at the address below. Please make sure to include my name with your donation so I receive credit for the pledge.

Special Olympics Utah
243 East 400 South, Suite 111
Salt Lake City, UT 84111

If you can't support my Plunge through a donation, why not consider being bold in the cold and join me in taking the Plunge? You can join my team online now! To learn more about the Polar Plunge and Special Olympics Utah, visit www.sout.org.

Email Tag

Include an email tag at the bottom of your email talking about your Plunge participation. It can be a sentence or two about the Plunge, or use the Plunge logo to show potential donors exactly what you'll be doing! You can even hyper link the image to your personal Plunge page.

SOCIAL MEDIA

Facebook and Twitter are incredibly powerful tools for fundraising. It has become common practice for Plunge participants to do all of their fundraising entirely through social media. They are easy tools to use and a personal way to connect with friends and family all over the world with a minimal effort.

Facebook

- Like us: [Facebook.com/SpecialOlympicsUtah](https://www.facebook.com/SpecialOlympicsUtah)
- Share a post from [Facebook.com/SpecialOlympicsUtah](https://www.facebook.com/SpecialOlympicsUtah)
- Add a link to your online Plunge page to send people directly to your Facebook profile.
- Make your Plunge an event on Facebook. Invite friends to support your fundraising effort. That way they will have a reminder before your Plunge!
- Update your status:
 - Share why you are Plunging and what your goal is.
 - Update your fundraising progress each time you continuously until you take your Plunge.
- Don't forget to share your "training" (i.e. how you are preparing for your jump).
- Let your pictures do the talking:
 - If you've Plunged before, post a picture of your jump along with your donation request.
 - Set your profile picture and timeline photo to a picture of you taking the Plunge, or the costume you'll be wearing to Plunge.
- Shout outs: post a shout out to your donors when they pledge! You can even tag them in your post - just type @ + their name.
- Use Hashtags: you can now use hashtags like #PlungeSOUT on Facebook
- Don't forget to thank your friends after your Plunge!

Twitter

- Follow us: [Twitter.com/SOUT40](https://twitter.com/SOUT40)
- Retweet a tweet from SOUT40 and/or your followers
- Use the hashtag #PlungeSOUT to follow the chatter about the Plunge.
- Upload Photos: tweet a photo of you taking the Plunge, if you've done so before. If you're a rookie, tweet a photo of your costume. Don't forget to ask for support!
- Create an engaging 140 character message that shares why you are taking the Plunge.
- Shout outs: tweet each time you receive a new pledge. Don't forget to mention them in your status, just type @ + their name.
- Set your profile picture and twitter header image to a photo of you Plunging.
- Don't forget to thank your followers after your Plunge!

GET INVOLVED

Try something exciting and borderline crazy for the experience of a lifetime! It's a chance to create an atmosphere at your school like you've never seen before. The team camaraderie will be great for your school and allow you to support a great cause at the same time! So ... grab a unique costume, raise some money, and be freezin' for a reason while taking the Plunge for Special Olympics Utah.



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