



Social Sharing

Harness the power of Facebook, Twitter, LinkedIn, and Instagram to rally support for your Polar Plunge efforts. Be sure to link your Plunge page directly to your posts so it's easy for your network to donate. Important Tip: Avoid creating a Facebook Fundraiser, as those donations won't count toward your official Plunge total!

Tips for Successful Posts

- **Get Creative:** Share photos and videos to make your posts stand out. Check out our [Flickr page](#) for photos from previous years.
- **Tell Your Story:** Share your personal connection to the cause and why you're taking the Plunge—it can inspire others to support you.
- **Plunge Bingo:** Participate in the 'Fill My Board' challenge to help raise money! Use the [\\$100](#) or [\\$500](#) goal attached sheet and include your Venmo or link directly to your page.
- **Share SOKS posts** and include your fundraising link!
- **Tag Us:** Be sure to tag Special Olympics Kansas in your posts to boost visibility.

Facebook: Special Olympics Kansas Instagram: @sokansas LinkedIn: Special Olympics Kansas

Sample Posts

1. "Help me support the 5,000+ athletes who participate in Special Olympics Kansas. Please donate to my Polar Plunge page! #PlungeKS #TakeThePlunge"
2. "You can make a difference! Help me reach my fundraising goal as I take the Polar Plunge for Special Olympics Kansas. #PlungeKS #TakeThePlunge"
3. "'Tis the Plunge season! Support Special Olympics Kansas by donating to my Polar Plunge! #PlungeKS #TakeThePlunge"

Email Outreach

Email is one of the most effective ways to share your Polar Plunge journey, recruit team members, and secure donations for your cause. Here's how to make your emails impactful and engaging:

Tips for Success

- **Make It Personal:** Share your story! Explain why you're taking the Plunge—whether it's for the fun, the thrill, or your passion for Special Olympics Kansas. Include photos from previous Plunges or express your excitement (and nerves!) if it's your first time.
- **Incorporate Games or Contests:** Add some fun by creating a challenge—reward the first donor or the largest contribution with a small gift or shoutout.
- **Follow Up with Gratitude:** Always thank your donors! Send a personal note after their donation and follow up after the Plunge with event updates and a fun photo of you taking the icy dip.



Sample Text for Your Emails

Subject Line: Join Me in Taking the Polar Plunge!

Hi [Name],

This year, I'm taking the Polar Plunge to support Special Olympics Kansas, and I need your help! You can support my efforts in two ways:

- 1) Visit **PlungeKS.org** to donate online directly to my personal page at [LINK]. You'll also see my fundraising goal and progress!
- 2) Better yet, why not join me? Sign up to Plunge with my team at [LINK]!

Every dollar raised goes to programs that empower thousands of Special Olympics athletes across Kansas. Let's make a difference together!

For more info, visit **PlungeKS.org**. Thank you for your support!

Warm (for now) regards,
[Your Name]

Use an Email Banner

Include a Polar Plunge email signature at the bottom of your email! Link it directly to your personal fundraising page for easy access.

[Download the Email Signature](#)

Challenge Yourself

How To Raise \$150 in a Week

Day 1: Kick start your fundraising by adding a personal contribution of \$10.

Day 2: Send an email to three friends asking for a \$10 donation. Don't forget to also ask them to take the Plunge with you!

Day 3: Send an email to three of your favorite relatives asking for a \$10 donation.

Day 4: Ask one parent and one sibling for \$10 each. Your birthday or a holiday is bound to be right around the corner!

Day 5: Ask two neighbors for \$10.

Day 6: Ask five people at your favorite restaurant, coffee shop, tavern or local community hang out spot for \$5.

Day 7: Ask your best friend or significant other for a \$15 donation. And (of course) ask them to join your Plunge team, too!