Polar Plunge Captain Information and Resources

Steps to Creating a Team:

1. Go to https://charity.pledgeit.org/plungeks and find your city!
2. Click on the Register button.
3. Choose your location and how you will be joining (joining a team, creating a team, or fundraising on your own)
4. Create (or log in to) your own account and hit the next button.
5. Set your fundraising goal and then complete the online registration form, agree to our waiver by clicking the box, and hit the green button next. Your goal must be at least $100.
6. That's it - you're registered! Feel free to customize your page by writing your story and uploading unique photos.

Already have a team?

Recruit friends, family, coworkers, and more to join your team! Reach out via text, socials, mail, or email. Customize the below recruitment letter and/or text below:

Text

Hey [Name]! I'm building a team for the Special Olympics Kansas Polar Plunge! Want to join me in taking the plunge (or just donate to support)? Every dollar helps Special Olympics athletes compete.

Plunge info: [insert date, time, location]
Join/donate: [insert team link]

Hey! I'm doing the Polar Plunge this year for Special Olympics Kansas! Join my team or donate here: [link]

Sample Recruitment Letter

Dear *(Co-worker, Friend, Fellow Member of Community Group,)*

We dare you! (Your Organization/Team Name) has made a commitment to build a team for The Special Olympics Kansas Polar Plunge. This is an opportunity for our organization to do something good in our community. You can help support people with intellectual disabilities by:

- Joining our Polar Plunge team or
- Making a personal contribution to the team

The Polar Plunge is a fun and *unique* event where individuals jump into the cold Kansas waters in winter. Team members raise funds by encouraging others to contribute to their daring endeavor. Funds will be used for medals, ribbons, meals, equipment, health screenings, and state events. Without these funds, your local athletes would not have an opportunity to participate in sporting events. Please don't leave them on the sidelines!

As Team Captain, I encourage you to become involved in this worthwhile endeavor, and take the plunge to help others. Contact me at (phone number) or (email address) to get involved!

Polar Plunge Information:
When: *(Month/date/year/time p.m.)*
Where: *(Location)*
Who: Anyone who wants to support a worthwhile cause and wants to have fun is invited to join.
How: All plungers must raise a minimum of $100 to plunge. We encourage every plunger to beat last year's average amount ($267) by setting their individual goal to at least $300. I'll give you information on how to go about it. Our team goal is ***($ Amount).***

Fundraising Rewards: All plungers will receive a Polar Plunge shirt. Additional incentives can be earned. Visit plungeks.org for complete details.

Please join us for this fun event and be a part of our team. If you aren't willing to plunge, please make a donation to our team and come watch us as we make our splash!

Freezin' for a Reason,

(Your name)

Already have a large team?

Fundraise to reach your team's goal! SOKS provides a comprehensive suite of marketing tools, including posters, email signatures, and customizable social media & email toolkits. These resources are designed to help you create a campaign tailored to your organization. Incorporating your company's branding and team-specific details makes it simple to spread the word and generate enthusiasm. Visit plungeks.org and find the Marketing Materials for Plunges toolkit under the resources tab, as well as other guides for fundraising. Contact pr@soks.org for more information and other ideas.

FAQs:

How can my company participate?

Companies can participate by organizing teams of employees to raise funds to plunge in the event and/or be a corporate sponsor.

Is it difficult to organize a team?

Not all all! There are several brave souls who will take the plunge for Special Olympics – it is fun and daring! Appoint a team captain and promote the event to your company/organization.

How many people do we need for a team?

There is no minimum and there is no maximum! The more plungers are on a team, the more fun your group will have! The minimum entry fee is number of plungers x $100.

Is the team limited to company employees?

Of course not! Team participation is open to everyone. Employees are encouraged to invite their family, friends and neighbors to be involved. This is a great opportunity to bring co-workers and their families together outside of their office for the purpose of helping others.

Does having a team require some kind of corporate donation?

While corporate donations are not required, they are beneficial. Team members generate the majority of the total dollars raised by the team; however corporate matching gifts only heighten employee fundraising efforts. Be sure to ask your employer if they have a matching gifts program – you can double your money by just asking!

How do we raise money?

Ask family, friends, neighbors and businesses you frequent to support you. You can also ask those employees who do not plunge to participate by making a monetary contribution. Explore matching gift opportunities. Have all your plungers join your team and set-up their own fundraising page at plungeks.org. Place a collection jar in a common area for spare change contributions in support of your Plunge Team. Some businesses allow employees to "dress down" for a fee and use the money raised to support the Plunge Team. Encourage friendly competition!

How can management help with building a company team?

Management can encourage team participation in a number of ways, including: signing up for the team themselves; drafting and distributing a company-wide memo or email endorsing the Polar Plunge; authorizing company –wide recruitment meetings; recognize top performers and your team captain with an incentives lunch with teammates and making a personal donation to the team.

Can we have more than one team captain?

Yes! Your company can create friendly competition among departments or branch sites by recruiting a team captain from each department or floor. This is a great way to generate enthusiasm and friendly competition for a worthy cause.

Can someone talk to our team about the Polar Plunge?

Yes, Special Olympics Kansas has several staff members and volunteers that would be more than happy to talk about the Polar Plunge! In addition, we have Special Olympics athletes trained as Global Messengers who would enjoy the opportunity to talk about Special Olympics.

What are the requirements to Plunge?

All participants must raise a minimum of $100, complete a registration form and sign a waiver and wear shoes!

Do we have to dress in costumes?

Absolutely not, but it does help create team excitement and there is an award for Team Best Costume!

What are my responsibilities as team captain?

Prior to event:

- Responsible for recruiting plungers for your team. This can include family, friends, company employees, etc. Spread the word by asking members of your company, organization, family and friends to take the plunge with you!
- Select a *cool* Team Name
- Set a team fundraising goal
- Decide on costumes for your team (optional)
- Make sure all your team members set up a fundraising page and enter your team name.
- Keep team members engaged and motivated with weekly updates, memos or emails.

How do I recruit team members?

- Spread the word and generate enthusiasm about the event and periodically announce team progress.
- Hang up signs and posters in your company work/lunch room.
- Special Olympics Kansas can hold an informal meeting with members of your company, organization or group.
- Encourage co-works and other group members to invite their family and friends to participate.
- Send recruitment letter or email to everyone you know.

Who can I contact for more information?

Contact Jake LaMunyon at lamunyonj@soks.org or 316-358-2825.