

# #BEBOLDGETCOLD



# 2020 POLAR PLUNGE SOCIAL MEDIA GUIDE

## **Special Olympics Illinois & Illinois Law Enforcement Torch Run**

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# #BEBOLDGETCOLD



OFFICIAL 2020 SPECIAL OLYMPICS ILLINOIS POLAR PLUNGE HASHTAG:

# #BeBoldGetCold

Encourage your friends and family to donate and share your plunge journey using the hashtag:  
**#BeBoldGetCold**

- Browse Polar Plunge guides & tools at [www.plungeillinois.com](http://www.plungeillinois.com)
- Like [Special Olympics Illinois](#) and [Illinois LETR](#) on Facebook
- Follow [Special Olympics Illinois](#) and [Illinois LETR](#) on Twitter
- Follow [Special Olympics Illinois](#) and [Illinois LETR](#) on Instagram
- Post #BeBoldGetCold selfies, videos & stories to social media tagging Special Olympics Illinois and Illinois LETR
- Find Special Olympics Illinois on Snapchat under soillinois

Need inspiration? Watch & share videos from the: [Special Olympics Illinois YouTube Channel](#)

## 2020 Polar Plunge

Don't forget to visit our website for all your Plunge needs!

[www.plungeillinois.com](http://www.plungeillinois.com)

# #BEBOLDGETCOLD



Special Olympics Illinois & Illinois Law Enforcement Torch Run  
Social Media Handles  
Tag us in your posts!



**@Special Olympics Illinois**



**@SO\_Illinois**



**@SpecialOlympicsIllinois**



**soillinois**



**@IllinoisLETR**



**@IllinoisLETR**



**@IllinoisLETR**

# #BEBOLDGETCOLD



- Don't forget to include your plunge registration link in every post so family and friends can donate.
- Use #BeBoldGetCold whenever possible.
- Emoji's humanize your post. Use them, but don't go too crazy!

## Official Hashtag: #BeBoldGetCold

1. In 100 days, I will #BeBoldGetCold for the \_\_\_\_ time with @SpecialOlympicsIllinois because <your reason here>. **[Insert donation link]**
2. It's my year to #BeBoldGetCold for the athletes of @SpecialOlympicsIllinois. I will be taking the plunge at <plunge location>, because <insert reason here>. **[Insert donation link]**
3. I am a few weeks away from the <insert plunge location on date> and I have a lot to do. Please consider donating to @SpeicalOlympicsIllinois! Help me raise \$XX **[Insert donation link]** #BeBoldGetCold
4. I came...I plunged...and I will #BeBoldGetCold AGAIN in 25 days. Will you? Donating is easy, picking out my costume...not so much. **[Insert donation link]**
5. No selfie=No proof. Plunge with me on <insert date/locations> for the ULTIMATE #BeBoldGetCold keepsake for good. **[Insert donation link]**
  - a. @SpecialOlympicsIllinois athletes are worth melting for. Will you be plunging with me next week? #BeBoldGetCold Donate at **[Insert donation link]**  
OLAF GIF <https://giphy.com/gifs/disney-frozen-olaf-14wdz0iaww2rcY>
6. Who will be brave enough to take the plunge with me on <date and plunge location>? Don't have what it takes to plunge? How about a donation to help the 23,000 @SpecialOlympicIllinois athletes? #BeBoldGetCold Donate at **[Insert donation link]**
7. Some plunge just for fun, but others for a reason. My reason to #BeBoldGetCold for @SpecialOlympicsIllinois tomorrow is <insert reason here>. **[Insert donation link]**
8. Today is the day <insert location> Plunge day! You can still register online at **[Insert Registration Link]** or onsite (inset details for your day-of plunge). Post photo or video at your plunge. #BeBoldGetCold

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## FUNDRAISING TIPS

How to raise \$150 in Seven Days via Social & Email

### Day 1-Total \$30

Send an email to 3 friends asking them to donate \$10.

### Day 2-Total \$60

Send an email to 3 relatives asking them to donate \$10.

### Day 3-Total \$80

Ask one parent and one sibling to donate \$10.

### Day 4-Total \$100

Ask 2 neighbors to donate \$10.

### Day 5-Total \$125

Ask 5 people at your favorite restaurant, church,  
tavern, etc. for \$5.

### Day 6-Total \$140

Ask your significant other or best friend to donate \$15.

### Day 7-Total \$150

Add a personal contribution of \$10.

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## PLUNGER PHONE VIDEO RECORDING TIPS

1) **Shoot Video Horizontally! This is our #1 tip.**



- 2) Keep your videos 60 seconds or less.
- 3) Steady your shot by bracing your elbows tight into your body and hold the phone in front of you with both hands or by resting your elbows on something sturdy.
- 4) Turn on 'Airplane Mode' to avoid interruptions from all those Facebook friends.
- 5) Avoid shooting with bright light on the edge of the frame or near the edges of your shot.
- 6) Tap a darkened area of your shot to balance the levels before shooting. iPhone auto-balances based on what you tap in the frame.
- 7) If you want to retain focus of a subject throughout a continuous shot, tap and hold the subject in the frame to auto-lock focus on that subject/item/person.

## TAKE IMPACTFUL VIDEOS & SHARE!

# #BEBOLDGETCOLD



WHAT'S YOUR REASON? DON'T FORGET TO SHARE!

PRINT, POSE & POST YOUR REASON

