



Plungers

2019 POLAR PLUNGE SOCIAL MEDIA GUIDE

Special Olympics Illinois & Illinois Law Enforcement Torch Run

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OFFICIAL 2019 SPECIAL OLYMPICS ILLINOIS POLAR PLUNGE HASHTAG:

#FreezinForAReason

Encourage your fans to follow and share their stories using the hashtag: #FreezinForAReason

- ✓ Browse Polar Plunge guides & tools at www.plungeillinois.com
- ✓ Like Special Olympics Illinois on Facebook: www.facebook.com/specialolympicsillinois
- ✓ Follow Special Olympics Illinois on Twitter: www.twitter.com/SO_Illinois
- ✓ Post #FreezinForAReason selfies, videos & stories to Instagram tagging: @SpecialOlympicsIllinois. www.instagram.com/specialolympicsillinois
- ✓ Find Special Olympics Illinois on Snapchat: soillinois

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

WE'RE LOOKING FOR POLAR PLUNGE STORIES: Please email Chris Winston at cwinston@soill.org if you have a person, team, company and/or sponsor you would like for us to highlight!

2019 Polar Plunge Resources

[Facebook Timeline Cover Photos](#)
[#PlungeWith Sign - Print, Pose, Post](#)
[Online Registration Instructions](#)
[Polar Plunge Business Cards](#)
[Polar Plunge Email Banner](#)
[Plunger Guide](#)
[Cool School Challenge Guide](#)

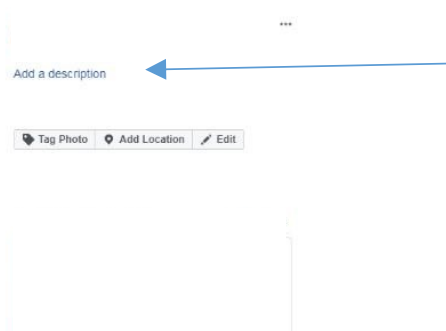


2019 POLAR PLUNGE

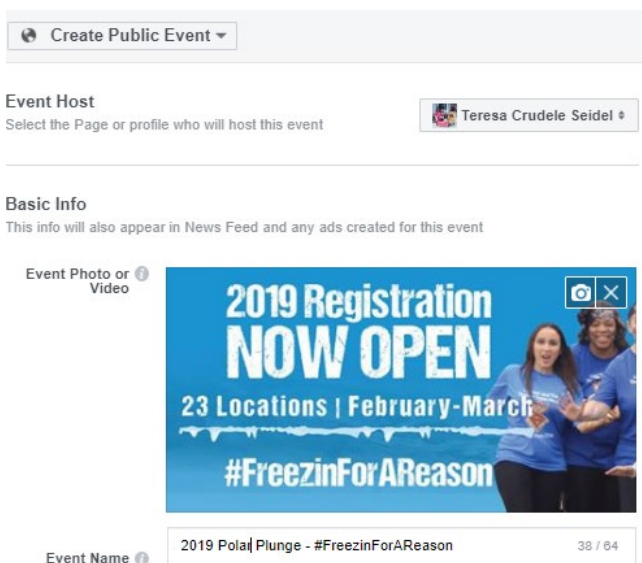
Facebook To-Do List

1) Change Your [Facebook Cover Photo](#)

- STEPS:** Change Cover – Update Photo/Video – Reposition – Save.
- Add a Cover Description:** After your cover photo has been saved, don't forget to add your Polar plunge registration link.
- Tag Photo:** Please tag @SpecialOlympicsIllinois and any team members.



2) Create a Polar Plunge [Event Listing](#) to encourage friends and family to join and/or support your fundraising goals.



PLUNGE “___ DAYS AWAY” DATES & COUNTDOWN CALENDARS

**Suggestion: Create calendar reminders with your “Days Out” dates.*

FEBRUARY 15 th PLUNGE	
100	Nov 7, 2018
75	Dec 2, 2018
50	Dec 27, 2018
25	Jan 21, 2019
15	Jan 31, 2019
10	Feb 5, 2019
5	Feb 10, 2019
1	Feb 14, 19

FEBRUARY 16 th PLUNGE	
100	Nov 8, 2018
75	Dec 3, 2018
50	Dec 28, 2018
25	Jan 22, 2019
15	Feb 1, 2019
10	Feb 6, 2019
5	Feb 11, 2019
1	Feb 15, 19

FEBRUARY 17 th PLUNGE	
100	Nov 9, 2018
75	Dec 4, 2018
50	Dec 29, 2018
25	Jan 23, 2019
15	Feb 2, 2019
10	Feb 7, 2019
5	Feb 12, 2019
1	Feb 16, 19

FEBRUARY 24 th PLUNGE	
100	Nov 16 th
75	Dec 11 th
50	Jan 5 th
25	Jan 30 th
15	Feb 9 th
10	Feb 14 th
5	Feb 19 th
1	Feb 23 rd

FEBRUARY 25 th PLUNGE	
100	Nov 17 th
75	Dec 12 th
50	Jan 6 th
25	Jan 31 st
15	Feb 10 th
10	Feb 15 th
5	Feb 20 th
1	Feb 24 th

MARCH 2 nd PLUNGE	
100	Nov 22 rd
75	Dec 17 th
50	Jan 11 th
25	Feb 5 th
15	Feb 15 th
10	Feb 20 st
5	Feb 25 th
1	March 1 st

MARCH 3 rd PLUNGE	
100	Nov 23 rd
75	Dec 18 th
50	Jan 12 th
25	Feb 6 th
15	Feb 16 th
10	Feb 21 st
5	Feb 26 th
1	March 2 nd

MARCH 8 th PLUNGE	
100	Nov 28 th
75	Dec 23 th
50	Jan 17 th
25	Feb 11 th
15	Feb 21 nd
10	Feb 26 th
5	March 3 rd
1	March 7 th

MARCH 9 th PLUNGE	
100	Nov 29 th
75	Dec 24 th
50	Jan 18 th
25	Feb 12 th
15	Feb 22 nd
10	Feb 27 th
5	March 4 th
1	March 8 th

MARCH 24 th PLUNGE	
100	Dec 14 th
75	Jan 8 th
50	Feb 2 nd
25	Feb 27 th
15	March 9 th
10	March 14 th
5	March 19 th
1	March 23 rd



PLUNGE SOCIAL MEDIA: POST IDEAS

- Don't forget to include **your plunge registration link** in every post.
- Upload personal photos and videos to posts.
- Mention & Tag your team members, supporters, donors!
- Use #FreezinForAReason whenever possible.
- Emoji's humanize your posts. Use them, but don't go too crazy!

Official Hashtag: #FreezinForAReason [A few sample posts]

- 1) **Fill in the blanks:** In ___ days, I will be #FreezinForAReason for the _____ time for _____.
<Insert Plunger Registration Link>
- 2) In ___ days I will GET BOLD & COLD for the athletes of @SpecialOlympicsIllinois. When you donate today, you're helping athletes like superstar Bree -
<https://www.youtube.com/watch?v=u31ltfSC5dl&t=18s>. <Insert Plunger Registration Link>
- 3) I am ___ days away from <insert plunge location on date>. How am I preparing? Look and see!
[post prep photo/video] <Insert Plunger Link>
- 4) I came...I plunged...and I'm #FreezinForAReason AGAIN in ___ Days. Will you? Join me or support me this year to support the athletes of Special Olympics illinois <Insert Plunger Registration Link>
- 5) No Selfie = No Proof. Plunge with me on < insert date/locations> for the ULTIMATE #FreezinForAReason keepsake for good. 15 days to go → <Insert Plunger Registration Link>
- 6) ...and @SpecialOlympicsIllinois athletes are worth #FreezinForAReason for. Will you support my plunge efforts today? <Insert Plunger Registration Link> [Olaf - Some People Are Worth Melting For, Gif](#)
- 7) Did you know that for every athlete @SpecialOlympicsIllinois has been able to reach, there's an athlete still waiting on the sidelines? Help me lift up and celebrate EVERY champion with a dream of taking the field when you step up and plunge with me. <Insert Plunger Registration Link> #FreezinForAReason
- 8) Some plunge just for fun, but I will be #FreezinForAReason <Insert Plunger Registration Link and Upload Photo with #FreezinForAReason Sign>
- 9) Today is the day - <Insert Location> Plunge day! You can still support my team <insert plunge registration link> or onsite at _____. #FreezinForAReason [Upload photo or video onsite at your plunge.](#)



FUNDRAISING TIPS

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

Day 1—Total: \$30

- * Send an email to three friends asking for a \$10 donation (or challenge them to take the Plunge with you).

Day 2—Total: \$60

- * Send an email to three favorite relatives asking for a \$10 donation.

Day 3—Total: \$80

- * Ask one parent and one sibling for \$10 each.

Day 4—Total: \$100

- * Ask two neighbors for a \$10 donation.

Day 5—Total: \$125

- * Ask five people at your favorite restaurant, coffee shop, tavern, etc. for \$5.

Day 6—Total: \$140

- * Ask you best friend or significant other for a \$15 donation (don't forget to recruit them to Plunge with you).

Day 7—Total: \$150

- * Add a personal contribution of \$10.



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!



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

PRINT, POSE & POST YOUR REASON

#FreezinForAReason



LAW ENFORCEMENT TORCH RUN
POLAR PLUNGE.
FOR SPECIAL OLYMPICS ILLINOIS

**Special
Olympics**
Illinois

