

BE BOLD. GET COLD.

PLUNGE

AT HOME



PLUNGER GUIDE



WHAT IS THE POLAR PLUNGE?

Polar Plunge is a great way for everyone – individuals, organizations, schools, and businesses – to support Special Olympics Illinois. All funds raised go to provide programming and events for more than 23,000 traditional athletes and 13,000 Young Athletes participating in Illinois. Participants collect a minimum of \$100 in pledges from friends, family, and co-workers, in exchange for jumping into icy waters in the middle of winter.

This year we are excited to provide plungers with a **Plunge At Home** option. This is a way to support Special Olympics Illinois and Plunge from the comfort of your own home and community! Join in the fun and add your own creative spin! Maybe that's plunging into your bathtub, snow, or pouring water on yourself -- It's all up to you!

- Jump into your own icy cold pool
- Run through an icy cold sprinkler
- Have a chilly water balloon fight
- Pour a bucket of ice water on your head
- Be creative!

Have participants who want to Plunge At Home? No problem! Teams can be comprised of both traditional Plungers and At Home Plungers. Funds raised by both groups will go towards your team total!

At Home Safety Policy

At Home Plungers are encouraged to be safe with their Plunge At Home choices. Special Olympic Illinois utilizes a professional dive team in the water and emergency responders to ensure the safety of our participants at traditional Polar Plunges. Do not attempt to jump into a lake, river or any other open body of water for the At Home Plunge. Participants should not do anything that could physically harm themselves or others. Special Olympics Illinois is not responsible for any injuries that occur while participating in the At Home Plunge.

Get Some Cool Prizes

The More You Raise, The More You Earn!

In addition to the thrill of a lifetime and knowing that you're helping one cool charity, there are some great Individual prizes:

\$100 Exclusive Polar Plunge Hooded Sweatshirt

\$250 **Choice between 1 of 3 items:**

- TBD
- TBD
- TBD

\$500 **Choice Between 1 of 3 items:**

- TBD
- TBD
- TBD

\$1,000+ **Choice between 1 of 3 items:**

- TBD
- TBD
- TBD

Team Grand Prizes

In addition to those individual incentive items, teams compete for awesome team prizes! Prizes will be listed on our website - www.plungeillinois.com.

Create incentives that will help motivate team members, too!

- * Think about services provided by other employees or bosses, such as filing done by the boss or team captain
- * Consider hosting a casual/blue jeans day in the office for those who reach their fundraising goal or make a donation to the team

Frost the Boss: Set a fundraising goal, and if achieved, your boss will have to join your group in the icy winter waters!



The Bear Necessities

Getting Started

Nothing makes you feel more alive than conquering a challenge such as the Polar Plunge!



- * Visit www.Plungellinois.com to register yourself and/or a team to Plunge At Home (step-by-step instructions are available online).
- * Plunge as an individual or recruit your friends, family or co-workers to take part in one of our four different team types:

College Division: For teams that would like to compete for the statewide Collegiate Cup award (top fundraising college/university)

Cool School (K-12): For schools (K-12) competing in the Cool School program

Corporate Challenge: For companies located in Illinois in three different size categories

Plunge Team: The most common team type, this covers groups not affiliated with a college, company, school or public safety agency (examples include friends and family, civic and fraternal groups)

Public Safety: For teams featuring law enforcement, fire fighters, EMTs, paramedics, DNR, DOC and military personnel

- * Register online and create your own personal fundraising page
- * Utilize the plunge email system to solicit and thank individuals for their support system

Plunge Tools

Plunge Email Icon: The Plunge email icon is a photo that can be included in your email signature. Not only does it explain #BeBoldGetCold but also can hyperlink to the Plunge website (www.Plungellinois.com) or even your team page. Put this in your email to bring awareness to your plight!

Plunge Website: Utilize www.Plungellinois.com for the latest updates, news, fun facts, photos and tools to make your Plunge experience a huge success! Email your Plunge stories to polarplunge@soill.org and share on #BeBoldGetCold for a chance to be featured on our website!

Donor Receipts: Use the donor receipts for cash or check donations that are less than \$100. Checks made for \$100 or more will receive a receipt from Special Olympics Illinois in the mail. Online donors will automatically receive a receipt via email.



Plunge Tools

Offline Donation Form: The offline donation form is a great way to track your offline fundraising efforts! Include each donor's information on this sheet and turn it in the day of the Plunge. Our staff will use this form to ensure that all cash and check donations over \$100 receive a tax letter in the mail.

Social Media Guide: 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. This guide will walk you through how to utilize this personal way to connect with friends and family all over the world with minimal effort!

Additional Resources: Utilize a variety of tips on how to successfully fundraise through email outreach, personalized fundraising events and/or workplace giving.

**ALL PLUNGER RESOURCES CAN BE DOWNLOADED AT
WWW.PLUNGEILLINOIS.COM**



Fundraising Tips

How to Raise \$150 in Seven Days

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 your 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.



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