



Polar Bear Plunge Fundraising Tips

Email Outreach

Email is an incredibly effective fundraising tool, reaching people all over the world with the click of a button. It is a great way to spread the word about your Plunge participation, to ask others to join your team, or to pledge to your cause.

Tips & Tricks

- Make it personal: Tell your story. Share with others why you participate, whether it's because you are Plunging for fun or because you love Special Olympics Greater Memphis.
- If you have plunged before, share a picture of your previous Plunge.
- If it's your first time, share your nerves and excitement!
- Have fun with it! Make a contest or game out of it – the first person to donate, or the largest donation gets a gift from you!
- Set a fundraising goal: Donors want to see their friends succeed. In fact, some will donate again if they know their friend is close to their goal. Just think, if your goal is \$250, you only need to ask 25 donors for \$10!
- Share your page: Send your page to everyone in your address book. The great thing about your personal fundraising page is that you don't have to go door-to-door to ask for donations. Instead of spending days on phone calls or visits, you can send an email to multiple people in just a few minutes.
- Don't be timid about asking for support: Because you are not asking people in person to donate, it takes the anxiety off of both parties.
- Follow-up. Be sure to say thank you to donors after they make their donation and again after you take the Plunge. Send them a picture of you plunging with the results from the event.

Social Media

Facebook

- Like us:
 - Share a post from our page
- Make your Plunge an event on Facebook. Invite friends to support your fundraising efforts. That way, they will have a reminder before you plunge.
- Update your status:
 - Share why you are plunging and what your goal is.
- Let your pictures do the talking:
 - If you have Plunged before. Post a picture of your jump along with your donation request.
 - Set your profile picture and timeline photo to a picture of you taking the Plunge or the costume you will be wearing to Plunge.
- Shout outs: post a shout out to your donors when they pledge!
- Don't forget to ask your friends to take the Plunge with you.

Twitter

- Follow us: @SpecOlympicsMem
- Retweet a tweet from @SpecOlympicsMem and/or your followers

- Use the hashtag #PBP2023 to follow the chatter about the Plunge.
- Upload photos of you taking the Plunge if you have done so before. If you are a rookie, tweet a photo of your costume. Don't forget to ask for support!
- Create engaging tweets asking your friends to join you.

Sample Email to Send Out

On February 4th, I will be taking the Plunge to support Special Olympics Greater Memphis. The water may be a little frigid, but I don't mind because I am supporting the amazing athletes of Special Olympics Greater Memphis!

I have set a personal fundraising goal of \$(*amount*), and I need your help to reach it. I'm hoping you will donate to Special Olympics Greater Memphis on my behalf.

Don't you want to see me be freezing' for a reason?

You can support my Plunge several ways. The best and easiest is to visit my personal fundraising page that can be found at (*you're Fundraising URL*).

If you prefer not to donate online, you can also give your donation directly to me or mail it to Special Olympics Greater Memphis at the address below. Please make sure to include my name with your donation so that I receive credit for the pledge.

Special Olympics Greater Memphis
1355 Lynnfield Road, Suite 273
Memphis, TN 38119

To learn more about the Polar Bear Plunge and Special Olympics Greater Memphis, visit specialolympicsmem.org.