

# 2011 PLUNGER TOOL KIT

**POLAR PLUNGE**



**Freezin' for A Reason**  
**GEORGIA LAW ENFORCEMENT TORCH RUN**

February 19, 2011  
Lake Lanier Islands Beach & Water Park

## **Plunger Tool Kit**

This tool kit was designed to aid participants in their fundraising efforts. Successfully asking for donations involves a good deal of preparation, some solid groundwork in finding the people you are going to ask and using the right “pitch” to convince them to donate.

*Why do people give???* **The #1 reason that people give? Because you ask them to!** Remember that people give to people – not causes - and your passion and enthusiasm for the event and/or the cause is your best asset. Happy Fundraising!!

The items in this kit include:

- **Polar Plunge Info:** Your questions answered! What exactly is the polar plunge? How it works? What is required?
- **Special Olympics Georgia Fact Sheet:** Your donors may know you, but do they know about Special Olympics? Your donors will want to know how their donation is going to help.
- **Plunger Tips:** a few tips from for all first time plungers!
- **FAQ's:** a few common questions and their answers
- **Firstgiving, Personal Fundraising Page:** The key to a successful campaign is creating a personal online fundraising page where you can tell your own story, post a photo, and collect donations via online. Once it's created you can send out the URL and ask your friends to forward to their friends. Continue to go to your site to update your progress and let your followers know about your icy water preparations! In 2010 approximately 63% of the Plunger funds were raised via this method alone!
- **Plunger Resources:** You didn't think we would throw you into the ice deep with nothing did you? Some examples of the resources you will need to run a successful fundraising campaign found here. Including:
  - Personal Business Cards
  - Donor Receipts
  - Sample Donation Request Letters
  - And much more...
- **How to Raise \$500 in 10 Days:** A day by day guide of who to ask to help you reach \$500 in donations. Remember, any plunger reaching at least \$150.00 in donations will receive additional incentives.
- **Incentives:** If you're still having “COLD FEET” we have included a list of incentives that might help fuel your fundraising fire.

Remember, if you can't find what you need call the Plunge Hotline at (770) 414-9390 ext. 115 or email [Allison.Kaczenski@SpecialOlympicsGA.org](mailto:Allison.Kaczenski@SpecialOlympicsGA.org). We are always happy to help.

# 2011 Polar Plunge Benefiting Special Olympics Georgia

*The Polar Plunge is the largest fundraising effort benefiting Special Olympics. Many states across the nation participate in this annual event through the efforts of their Law Enforcement Torch Run program. Its purpose is to simply raise funds to enhance Special Olympics' mission: To provide year-round sports training and athletic competition in a variety of Olympic-type sports for children and adults with intellectual disabilities, giving them continuing opportunities to develop physical fitness, demonstrate courage, experience joy, and participate in a sharing of gifts, skills, and friendship with their families, and other Special Olympics athletes and the community. The Polar Plunge is an official Law Enforcement Torch Run event.*

## **What is the Polar Plunge?**

In a nutshell, participants collect pledges from friends and family in exchange for the opportunity to jump into icy waters in the middle of winter. All proceeds collected by "plungers" will benefit the 23,078 athletes of Special Olympics Georgia.

Prizes will be awarded in several categories, including best costume, highest individual fundraiser, highest team fundraiser, and many more.

For those who are not lovers of the Polar Bear habitat, we will have a special **Chicken Plunge** this year! Raise funds just like a Polar Plunger would, but instead of jumping into the chilly waters of Lake Lanier, come on stage in the chicken group and do the chicken dance for fun and prizes!

Still not convinced? That's alright – we'll have areas to keep you warm and activities to keep you and the family entertained, so come out and enjoy the day and support all of our Polar Plungers!

## **What it takes to be a "Plunger"...**

Anyone with a little guts and a warm heart wanting to support the athletes of Special Olympics Georgia is welcome to participate. We've seen plungers in varying ages, mayors, law enforcement officers, news anchors, sports figures, corporate teams, civic organizations, mothers, high school clubs, college organizations, and everyone else in between!



## Special Olympics Georgia Fact Sheet

**WHO WE ARE:** Special Olympics Georgia (SOGA) is a statewide year-round sports program for Georgia's children and adults with intellectual disabilities. We currently offer over 23 Olympic-type sports. There are currently 23,078 Special Olympics athletes age eight and above participating in the program at no cost to athlete or their family.

**OUR HISTORY:** The concept for Special Olympics was born in the early 1960s when Eunice Kennedy Shriver started a day camp for people with intellectual disabilities at her home in Rockville, Maryland. The first International Special Olympics Games were held in 1968 at Soldier's Field, Chicago with 1,000 athletes participating from 26 states and Canada.

**HOW WE'VE GROWN:** Mrs. Shriver's vision of an international sports organization for people with intellectual disabilities, one that would bring the joy and pride developed through sports competition to those the world believed could not learn or play sports, has grown into one of the largest and most successful sports and volunteer organizations in the world. Special Olympics programs are in every state and in over 160 countries worldwide, serving more than one-million athletes.

**WHO IS ELIGIBLE:** Any child age 8 through adult who meets the following criteria:

1. Has been identified by an agency or professional as having an intellectual disability, or
2. Has a cognitive delay, as determined by standardized measures, or
3. Has a closely related developmental disability, which means having functional limitations in both general learning and in adaptive skills (such as recreation, work, independent living, self-direction, or self-care).

Throughout Georgia, there are about 74,000 persons with intellectual disabilities and/or closely related developmental disabilities who can benefit from our sports programs. Children 2-7 years of age may participate in age-appropriate Special Olympics training programs (Young Athletes) but may not participate in Special Olympics competition on a State level until 8 years old.

**ALL YEAR LONG...AND IT'S FREE!** There are training and competition opportunities every day throughout the year. Our programs are free to all eligible athletes and are possible thanks to the generous support from individuals and businesses who believe in Special Olympics athletes. Financial support comes almost exclusively from individuals, corporations, foundations and special events. The average cost to send one athlete to State Games is \$147 each, we have 5 State Games each year and over 500 local (county), area (multiple counties combined) competitions, meets or tournaments throughout Georgia.

## **Polar Bear Plunger Tips**

So you've finally decided to grin and bear it and to take the Plunge! Congratulations – you have signed up for a memorable experience!

### **DO:**

- Wear your plunging suit under the clothes you wear to the event – then you don't have to change into it just to change right back out of it!
- Choose your "Plunge Day" outfit (or post-plunge gear) with this in mind – you will be cold, so loose-fitting, easy-on clothes without a lot of snaps, zippers or buttons are best. When the fingers and toes don't work so well, it's not easy to get some of that stuff back on!
- Bring a loose pair of shoes to wear after the Plunge – something easy to slip on
- Carpool with a group of friends.
- Visit the merchandise tent and see the other entertainment there. Make a whole day of this event and enjoy yourself!

### **DO NOT:**

- Do NOT dive in – this is a safety regulation and will be enforced by the safety team! Beyond that, remember that a Plunge is whatever you want it to be, so there is no pressure to fully submerge yourself.
- Do NOT run into the water, there might be things in the water that you cannot see.

### **THINGS TO BRING:**

- A plastic bag for wet clothes
- A backpack to hold street clothes and your new long sleeve Plunge shirt!
- A towel – bring at least one to dry off with
- River shoes to wear for going into the water
- Extra pair of shoes to change back into
- Clean dry under garments to wear after Plunging
- A disposable waterproof camera that you can carry into the Plunge Zone with you. Ask a fellow Plunger to capture your big moment on film for you!

### **DAY OF EXPECTATIONS:**

- Registration opens at 11:00am and all plungers must be signed in by 1:00pm.
- There will be a few contests being held from 1:00pm to 1:30pm.
- There will be a short program and safety briefing from approximately 1:30 pm – 2:00 pm.
- The actual plunge itself will take place between 2:00pm and 3:30pm
- You only have to go in as far as you want to
- There will be concessions and drinks available for purchase at the park.
- Gate fee for cars is waived for anyone attending the Polar Plunge for Saturday, February 19<sup>th</sup> only!
- If you are under the age of 18, a parent or guardian must sign a wavier before you can participate!
- And most importantly – have fun!

## **FAQ's**

**Q: What is the minimum amount that I need to raise to participate?**

A: Individual plungers need to raise at least \$50. Participants raising higher amounts are eligible for greater incentives.

**Q: Where/how do I turn in my money on Plunge day?**

A: Any monies which you have in-hand should be turned in at the Registration area on Plunge day. This includes checks, cash, money orders and credit cards. It is requested and encouraged though to turn your money in on a periodic basis prior to the plunge.

**Q: How far do I have to go into the water?**

A: We do not have any requirements on depth for the Plunge. Instead, we leave it up to the comfort level of the individual participant. You may choose to go ankle deep or go in all the way.

**Q: How old do you have to be to Plunge?**

A: While we do not have any age restrictions, participants under the age of 18 must have written consent from a parent or legal guardian.

**Q: What should I wear to the Plunge?**

A: Pretty much whatever you want to, within the following guidelines:

- Wearing shoes is strongly encouraged
- ***Costumes are encouraged for the contest!!!!***
- Lewd or indecent bathing suits, outfits, or costumes are not permitted. Please remember that this is a family event. Participants who disregard this policy will be asked to cover up, or will be escorted from the park.

**Q: Who should checks be made out to?**

A: Checks should be made payable to "Special Olympics Georgia" or SOGA for short.

**Q: What do I do with the money as I collect it?**

A: It is encouraged that you turn in money on a periodic basis to the State Office of Special Olympics Georgia. It is not a good idea to hold onto checks for too long, as donors like to have those deposited quickly. It is also not a good idea to hold onto credit card donations which need to be processed.

Call us at 770-414-9390 x 115 to make a donation via the phone using a major credit card.

Check donations can be mailed to:

Special Olympics Georgia  
Attn: Polar Plunge  
4000 Dekalb Technology Parkway  
Suite 400; Building 400  
Atlanta, GA 30340

When mailing donations, please make sure to clearly indicate the exact name of the Plunger or team that the contribution should be credited towards, if that information is not included, the donation will not be credited to any specific individual, but will instead be entered as a general donation.

**Q: What is the minimum number of people that can be on a team?**

A: There is no minimum or maximum number of people that can be on a team. We encourage groups to gather as many people as possible to take the plunge!

**Q: What is the minimum amount that my team needs to raise?**

A: Teams are not required to raise any specific amount; however, every team member must still raise a minimum of \$50 each.

## FirstGiving – The Art of Online Fundraising



SOGA partners with Firstgiving to offer personalized online fundraising. This online service allows for you to create your own personal fundraising page, add your photo and your own personal message and email the link out to all of your contacts. Donors are then able to learn more about your charitable work and fundraising efforts and make a secure donation online. The money is deposited directly into SOGA's bank account and reports are generated weekly through the State office. Thus, meaning that you don't have to do anything except set up a page and thank the donor personally!

Creating page is simple and quick. Follow these steps to create your page:

1. Visit [www.firstgiving.com/soga](http://www.firstgiving.com/soga)
2. Click the Get Started button
3. Select Your Event – Polar Plunge 2011
4. Please Enter Your Email Address and select that you are new to the site
5. Your Details – Please enter your personal contact information
6. Are you part of a team? Either select:
  - a. No, I am raising funds on my own and not part of a team
  - b. Yes, I am raising funds as part of a team
    - i. Select a team that already exists
    - ii. Can't find your team? Add a new team on the right hand side of the page
      - Why be a part of a team? By attaching your fundraising page to a team, the amount you raise can be added to the team's fundraising total.
7. Create your fundraising page:
  - a. Chose a web address (for example: [www.firstgiving.com/maryhicks](http://www.firstgiving.com/maryhicks))
  - b. Design your Page by doing the following:
    - i. Choose a Page Title
    - ii. Add a photo and caption
    - iii. Set your fundraising target
    - iv. Add your personal message
8. Preview your page and either make more changes or accept
9. **Email your supporters now!**

**It is suggested to not** email through the Firstgiving website – as this is too time consuming and will look like spam when the actual email is sent out!

Instead do the following: Open a new email in your Inbox and copy your web address into your own personal email and type your own message. This method of sending from your own personal email address tends to be easier, as all of your contacts are already in your address book and it will come from a recognized email address – which will make your supporters more comfortable.

The whole process takes approximately ten minutes to create a page. Once you create your account, you can log in and make updates to your page as often as you like, you can also update your fundraising goals and offline donations.

***\*Hint: Be sure to add your Firstgiving webpage address to your email auto signature, so that you are spreading the word daily!***

## Plunger Resources

We have provided every plunger with a variety of resources to help move along their fundraising campaign. All of these resources are found on our website under the Plunge Resources tab.

Here are examples of just a few of the many resources at your disposal:

### Plunger Business Cards

Having a card to hand out allows for you to spread the word of your fundraising efforts at a greater pace. We have provided you with a front & back template for these cards but feel free to design your own!

#### **PLEASE SUPPORT ME AS I TAKE THE PLUNGE!**

To make a donation visit:

[www.firstgiving.com/soga](http://www.firstgiving.com/soga)

Click on the "Sponsor Plunger" button and search for my name. Your donation is helping to make a difference in the lives of the 23,078 Special Olympics Georgia athletes who benefit from this crazy event!

Thanks, \_\_\_\_\_  
(Plunger Name)

#### **YOU PLEDGE, AND I'LL PLUNGE!**

*Help me reach my goal!*

My goal is to raise at least \$\_\_\_\_\_ for the athletes of Special Olympics Georgia and I need your help. Consider making a donation or joining me in taking a chilly dip into the icy cold water of Lake Lanier this February! You can do this either by visiting this website and clicking "Sponsor Plunger" and searching for my name or clicking "Register" to start your own fundraising.

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

(your phone number)

### Donor Receipts

One of the big perks of donating to the Polar Plunge is that it is **100% Tax Deductable!!**

These receipts will help your donors to collect on this benefit and provide the peace of mind that their donation is being put to a good cause.

#### Polar Plunge Donor Receipt

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Amount: \$\_\_\_\_\_ Date: \_\_\_\_\_

Plunger Name: \_\_\_\_\_

Paid by:  Cash  Check Thank you for your donation.

SOGA is a 501(c)(3) nonprofit organization.

Your donation is 100% tax deductible. FED ID 23-7201676

## **Plunger Resources Cont.**

### **Sample Donation Letter**

Dear [Insert Name]:

I am writing to ask for your help. On February 19, 2011, I have committed to grin and “bear” it for the athletes of Special Olympics Georgia by taking a chilly plunge into Lake Lanier alongside 500 other warm-hearted supporters.

I know – you’re probably getting cold just thinking about it! But the cold that I will feel is temporary...the positive impact this will have on the lives of thousands of citizens with intellectual disabilities will last a lifetime.

I have set a personal fundraising goal of \$1,000, and I need your help to reach it! So no, I’m not asking you to take the Plunge alongside, but instead, I am asking if you will make a donation to Special Olympics Georgia on behalf of me taking the 2011 Polar Plunge. Any amount would be appreciated – it all goes to a wonderful cause, and every little bit gets me that much closer to my goal.

In order to support my Plunge, please make your check payable to “Special Olympics Georgia” and return it to me in the envelope I have provided, or you can mail it directly to their office at SOGA: Polar Plunge, 4000 Dekalb Technology Parkway; Suite 400, Building 400; Atlanta, GA 30340. If you do it this way, please be sure to include my name so that the staff will know where to credit the contribution.

Or, if you prefer the web, visit [www.firstgiving.com/soga](http://www.firstgiving.com/soga) and click “Sponsor a Plunger.” Type in my name, which will take you to my personal fundraising page, and give you the option of making a donation online via credit or debit card.

If you want to learn more about this wacky winter event, visit our website to find out all the chilly details at [www.PolarPlungeGA.com](http://www.PolarPlungeGA.com). Think warm thoughts for me as February 19th approaches. I will do my best to grin and bear it and make my supporters proud!

Thank you!!!  
(Plunger’s Name)

**\*\*\*Remember all of these and other helpful resources can be found on the website\*\*\***

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

# HOW TO RAISE \$500 IN 10 DAYS

REMEMBER: A TEAM OF 10 PEOPLE RAISING \$500 EACH WOULD MAKE A TEAM TOTAL OF \$5000!!!!

	Who to Ask	Total Per Day	Grand Total
Day 1	Sponsor yourself for \$25	\$25	\$25
Day 2	Ask 3 family members to each match your personal donation of \$25	\$75	\$100
Day 3	Ask your best friend to sponsor you for \$25	\$25	\$125
Day 4	Ask your boss for a company contribution of \$25 or to match the entire amount you raise.	\$25	\$150
Day 5	Ask 5 local friends to sponsor you for \$10 each	\$50	\$200
Day 6	Ask 5 out of town friends to sponsor you for \$10 each (see enclosed sample letter)	\$50	\$250
Day 7	Ask 5 businesses your frequent (barber, salon, dry cleaner, dentist, lunchtime restaurant) to sponsor you for \$10 each	\$50	\$300
Day 8	Ask 5 co-workers to sponsor you for \$10 each	\$50	\$350
Day 9	Ask 5 neighbors to sponsor you for \$10 each	\$50	\$400
Day 10	Ask 10 people from your church/temple/social club etc. to sponsor you for \$10 each	\$100	\$500

## Other Fundraising Ideas and Hints:

- #1 Most Successful Idea:** Mail a fundraising letter to your friends, family and neighbors with a self-addressed stamped envelope. See our sample letter.
- #2: Add the Plunge Logo to your email signature.** Be sure to also include the link to your fundraising page to encourage everyone to visit and donate!
- #3: Form a team at work or with friends.** Select a captain, choose a team theme- like "Super Plungers" and dress up like Super hero's, wear matching shirts or hats and make a statement!
- #4: Double your fun:** Challenge a friend or colleague to Plunge!
- #5:** Ask your supporters about **Matching funds from their employers**
- #6: Always follow up,** via phone and/or email. People will appreciate the reminder.
- #7: Send thank you letters** to all Sponsors (and include a crazy picture, so they remember you next year!)

## Incentives

Of course, participating in an event like this isn't about the incentives, but we at Special Olympics Georgia want to show our support and thanks for each of you who have worked hard to raise funds and awareness for our cause. Below is a detailed list of items received at each level for money raised per plunger.

**\$50** – Minimum entry fee, required - Long Sleeve 2011 Polar Plunge T-Shirt

**\$150** – Polar Plunge Drawstring Bag and the 2011 Polar Plunge Long Sleeve T-Shirt

**\$250** – Polar Plunge Knit Hat, Polar Plunge Drawstring Bag, and the 2011 Polar Plunge Long Sleeve T-Shirt

**\$500** – Polar Plunge picnic blanket, Knit Hat, Drawstring Bag, and the 2011 Polar Plunge Long Sleeve T-Shirt

**\$1,000** – Columbia Fleece Jacket, Picnic Blanket, Knit Hat, Drawstring Bag, and the 2011 Polar Plunge Long Sleeve T-Shirt

**\$2,000** – 1 night stay hotel voucher for Plunge weekend, Columbia Fleece Jacket, Picnic Blanket, Knit Hat, Drawstring Bag, and the 2011 Polar Plunge Long Sleeve T-Shirt

### Other Prizes:

- Highest Grossing:
  - Law Enforcement Team
  - Non-Law enforcement Team
  - Individual
- **BEST COSTUME!!**