

Polar Plunge Kit



Special Olympics
Utah

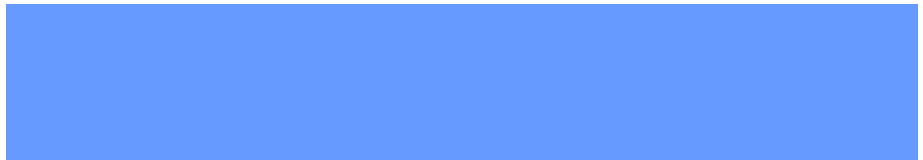


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What is my reason for freezin'?

Special Olympics Utah

Special Olympics Utah (SOUT) serves over 2,300 athletes with intellectual disabilities. The mission is to provide year-round training and athletic competition in a variety of Olympics-type sports. Special Olympics Utah is the world's largest movement dedicated to promoting respect, acceptance, inclusion, and human dignity for people with intellectual disabilities.

Law Enforcement Torch Run®

Every year, the law enforcement of Utah raises funds for and awareness of the Special Olympics movement. The Law Enforcement Torch Run® is an actual running event where officers and athletes carry the Special Olympics "Flame of Hope" to the Opening Ceremonies of local tournaments, or State, Provincial or National Summer or Winter Games. In addition to the main running event are several special fundraising events. One of the most popular and outrageous is the Polar Plunge.

About the Polar Plunge

What is the Polar Plunge?

A Polar Plunge is where you get others to sponsor you to leap into freezing water. This plunge is to raise awareness and opportunities for athletes of Special Olympics Utah. There are five Polar Plunges around the state.

Who can Plunge?

Anybody at any age can show their support for SOUT athletes. All participants must sign a waiver form.

Who can attend?

Invite all your friends and family members to watch you make the leap for a great cause. The more the merrier and the warmer you will be afterwards.

How do I raise money to plunge?

Get people to sponsor you! This kit has a load of fun ways to get started and they are easy! Get started on supporting Special Olympics Utah athletes.

How do I take the plunge?

Getting Started

Step 1- Register Online

After you register online

- Create your own Web page; add a photo and personal message
- Start or join a Polar Plunge team
- Collect and track online credit card donations
- Use e-mail tools to communicate with friends and family

If you don't want to register online, you can register the day of the Plunge. Call Special Olympics Utah for assistance on registering: 801.363.1111.

Step 2- Collect donations

Download and print donation form

Ask friends and family to visit your fundraising web page

Use the Creative fundraising ideas. On page 9 can raise more then \$500.

Check out the 2012 incentive prizes

Each individual Plunger must raise a minimum of \$50.

Step 3- Come to the Plunge

Plungers must

1. Bring a signed waiver
2. Turn in donations
3. Collect prizes

Step 4- The Polar Plunge

Take the Polar Plunge for Special Olympics Utah!!

Celebrate and make plans for the next year's Polar Plunge!

Too Chicken to Plunge

Are you too chicken to plunge? That isn't a problem. We know you still believe in the cause. Just register as a chicken, raise the donations, and receive incentives just like regular plunger... except without the freezing water. You will get your own, special **"TOO chicken, T-shirt"** and cheer from the sidelines in the "chicken coop".

Prizes and Donation Levels

Individual Prizes

Polar Bear Award- This award goes to the individual who raises the most money at the polar plunge

Stylin Bear- This award goes to the individual with the most original plunge wear.

Cub Plunger- This award goes to the individual, under 12 years old, who raises the most money.

Top Chicken- This award goes to an individual chicken (a person who raises money but does not take the plunge) who raises the most money.

Team Prizes

Most Money Raised as a Team

Most original Plunge-wear as a Team

Grand prize

At the final Polar Plunge event, the **Top Bear Plunger** will be announced on the Special Olympics Utah website and Facebook page.

Prizes for Donation Levels

To express our gratitude for your great efforts in raising support for Special Olympics Utah, the following are different levels you can reach:

Levels of Donation	Prizes
\$50 Minimum	Polar Plunge T-shirt
\$150	Polar Plunge T-shirt and Beanie
\$250	Polar Plunge T-shirt and Beach Towel
\$500	Polar Plunge T-shirt and Blanket
\$1000+	Polar Plunge T-shirt , Beanie, Beach Towel, and Blanket, Statewide Prize Drawing Opportunity

How do I create a Team?

You may see pictures of large groups of people, dressed in funky, hilarious, and original costumes. Why are they all jumping into freezing water together? Here are some answers to those questions.

Why a team?

This is a great opportunity to bond with family, friends, neighbor, and co-workers while showing your support to Special Olympics Utah. Feel good, feeling cold.

How do I join a Team?

Go online to www.verycoolwebpage.com and find your team. Click “join team” and start fundraising!!

How do I create a Team?

Create a plunge team with family, friends, and co-workers. Remember there is an award for the largest team.

1. **Create a team name-** go to www.verycoolwebpage.com and sign up your team.
2. **Assign a team captain.**
3. **Register.** All members must pre-register. You will be able to assign each plunger to a team online.
4. **Design team costumes.** Make it as crazy, cool, exciting as you can. Costumes cannot be heavy or bulky. Remember there is an award for the best costume.
5. **Collect pledges online or offline.** The total amount raised will be divided among each plunger on the team. The team will need to collect the minimum of \$50 for each plunger.
6. **Team captain check-in on plunge day.** The captain must bring pledge forms, pledges, and waiver for each team member. The team captain will collect incentives for their team members. He/She will pass on any additional instructions to the team.

Tips for team captains:

- Ask people that you trust to be on your team.
- Set fundraising goals for the team.
- Motivate, follow-up, and remind your team members. This is a great cause and a fun event.
- Design a great costume. The costumes get more and more outrageous each year but it can be as simple as a team t-shirt. A team costume will get everyone unified and excited.

- Have a team wrap up party. You can have your own team awards for those individuals that reached their fundraising goals.
- HAVE FUN!

How do I raise money for my Plunge?

This is an opportunity to come together and build stronger relationships with your family, friends, co-workers, and community. Set your fundraising goals and shoot for it. It is for a great cause and it is a whole lot of fun. With your support, Special Olympics Utah can provide better services and help more Special Olympics athletes. By taking the plunge, you are making an impact on individual's quality of life.

Fundraising Ideas

Ask People- You would be surprised how many people are willing to give for a worthy cause. Tell them about Special Olympics Utah. Explain to them why you will be freezin' for a reason. Yourself, two family members, four friends, four coworkers, for neighbors, someone from your book club or athletic team, your hairdresser, dry cleaner or doctor, and church members.

Casual Day- Host a "Jeans Day" at work where employees can dress casually if they give a donation towards your Plunge goal.

Company Contribution- Solicit your company to match your dollars raised! Many companies already do this! Ask your human resources department.

Auction (silent or live)- hold the event at your business, in your neighborhood, or at church. Ask for contributions of unique items. Display the items (or descriptions) prior to the event. Hold the auction over lunch or at a convenient time.

Bake for the Gold- hold a bake sale once a month at your company, church, or club.

Car wash- works great for high schools- don't forget to include local Special Olympics team to help out!

Quilt making- if you have a team that is interested in making a quilt (ladies auxiliaries, church groups, craft groups). Display the quilt at a public location with a raffle!

Toss your boss – Team up with coworkers to collect pledges that if you reach a goal, your boss has to jump into the freezin' water.

Plunge Competitions- If someone in your group doesn't want to jump, set up a competition where they have to raise more than you. Loser has to jump into the freezin' water.

Change Jars- ask local business owners to set out a jar for contributions especially hit up community businesses that you have a relationship with. Pick a local Special Olympics Athlete in your neighborhood to highlight with this!

Restaurants- ask a local restaurant for café to contribute 10% of the proceeds for a day.

Sample letter for donors

Send this letter to local business owners and help them get involved and learn about Special Olympics Utah.

Dear (Insert name):

I am writing to ask for your help. On (insert date), I have committed to show my support for athletes of Special Olympics Utah by taking the plunge into the

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 \$(insert amount), and I need your help to reach it! Don't worry, I am not asking you to take the Plunge (but you can), instead, I am making if you will make a donation to Special Olympics Utah 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.

You can visit www.verycoolpage and select "Donate" tab then 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 the Polar Plunge or about Special Olympics Utah, please visit, www.sout.org. Think warm thoughts for me as (insert date) approaches. I will be 'freezin' for a reason"

Thank you!!

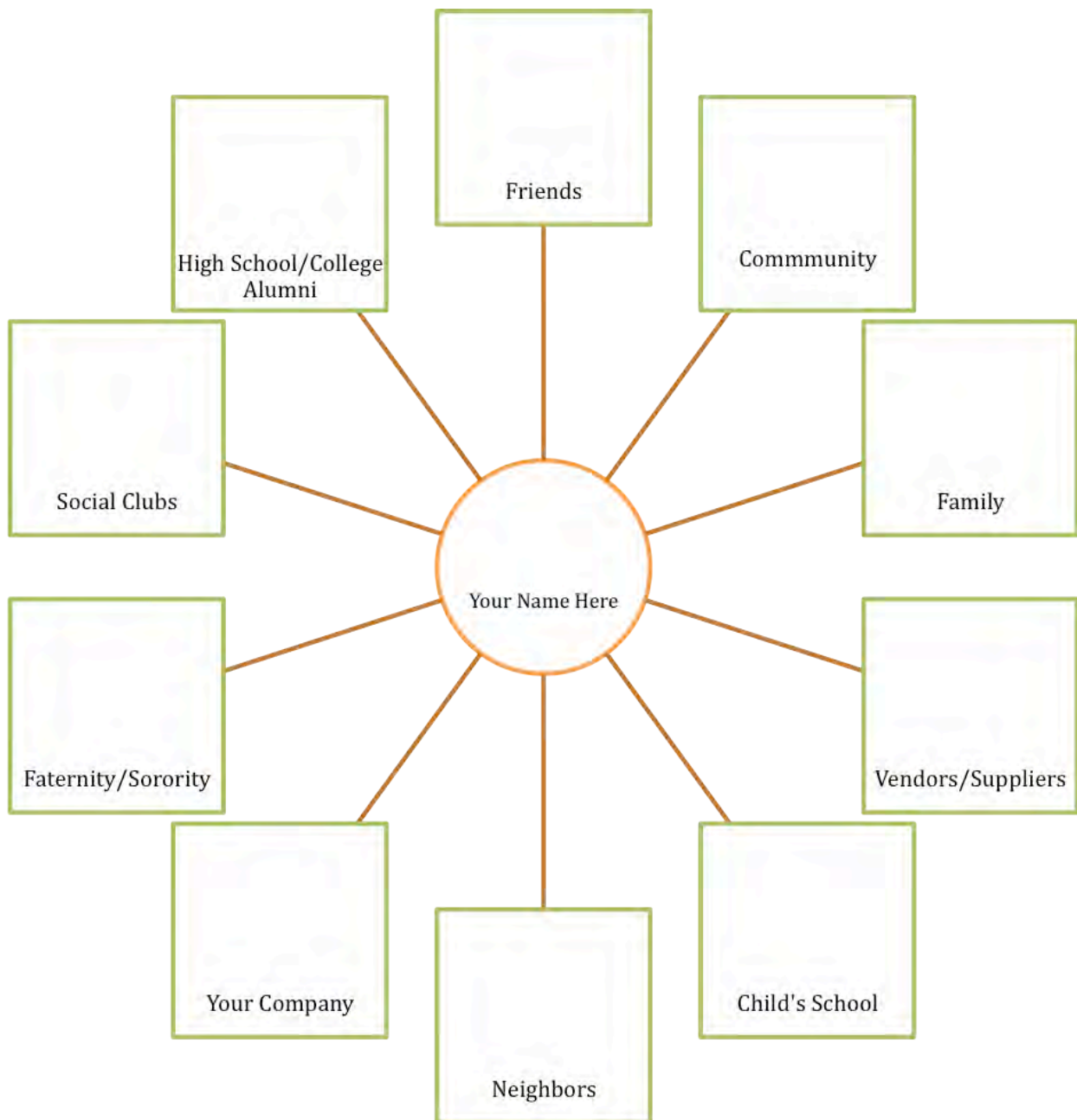
(plunger's name)

How to Raise \$500 in 10 days

The key to building a plunge team and successful fund raising campaign starts with asking people you know. Think about everyone that you know and ask them to join your team or make a donation.

Who do you know?

Use the chart to identify people you know.



Who do you ask?

	Who to Ask	Total Per Day	Grand Total
Day 1	Sponsor yourself for \$25	\$25	\$25
Day 2	Ask 3 family member 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.	\$50	\$250
Day 7	Ask 5 businesses you frequent (barber, salon, dry cleaner, dentist, lunch 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

Forms

The following are forms that you need to get prepared for the Polar Plunge. Please fill out and turn in the **registration and waiver form**. The **donor pledge form** and **Polar Plunge receipts** is to keep track of all those who are excited to see you jump into freezing water for Special Olympics Utah!

Polar Plunge

A Law Enforcement Torch Run Special Event
Registration Form

Please complete this form and mail to:

Special Olympics Utah
243 East 400 South Suite 111
Salt Lake City, UT 84111

Or email your information to:

Participant's Name

Business, School, Agency or Team Name

Street Address

City

E-mail Address

Shirt Size

S M L XL XXL

Thank you for your support of *Special Olympics Utah!*





Law Enforcement Torch Run for Special Olympics Utah®
Polar Plunge Pledge Form



Name

E-Mail

Address

City

State

Zip

Phone

Name/ Address	Amount Pledged	Amount Received

Make checks payable to Special Olympics Utah

Total:

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Law Enforcement Torch Run Polar Plunge Receipts

(Please give a receipt to each person who sponsors you. SOUT will automatically issue an official receipt for amounts over \$250, if contact information is provided)

Cash _____	Check _____
Law Enforcement Torch Run Polar Plunge receipt	
Name: _____	
Address: _____	
Amount: \$ _____	Date: _____
Plunger Name: _____	
Thank you for your donation!	
SOUT is a 501(c)(3) nonprofit organization. Your donation is 100% tax deductible. Fed ID	

Cash _____	Check _____
Law Enforcement Torch Run Polar Plunge receipt	
Name: _____	
Address: _____	
Amount: \$ _____	Date: _____
Plunger Name: _____	
Thank you for your donation!	
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Cash _____	Check _____
Law Enforcement Torch Run Polar Plunge receipt	
Name: _____	
Address: _____	
Amount: \$ _____	Date: _____
Plunger Name: _____	
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