



Polar Bear Plunge Toolkit

Asking for donations is never easy and it can leave even the most outgoing person with trembling knees. This tool kit was designed to aid participants in their fundraising campaigns. 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.

All that being said...**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 are your best asset. Happy Fundraising!!

The items in this kit include:

- **Plunge Incentives**
- **Sample donation request letter:** Use this form letter to mail to family and friends all over the state and county to let them know you need their help. You will notice there are spaces to fill in details and personal accounts about your involvement. It is important that you tailor the letter to your own cause and to the audience that will be reading the letter.
- **Sample donation request e-mail**
- **Special Olympics Pennsylvania 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.
- **Who do you know?:** The key to building a successful plunge team or fundraising campaign both depend on asking people you know for support.
- **Donor Receipts:** Give this receipt instantly to your donor for their records.
- **Fundraising Work Sheet:** A tool to help you keep track of your request for support. This also serves as a reminder to SAY THANK YOU! These two little words can make a tremendous difference in any future donations request you make.
- **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 plunge reaching at least \$500.00 in donations will receive additional incentives (sent post plunge).
- **Pledge Cards**
- **Special Olympics Pennsylvania Plunge Waiver**
- **Pledge Form**
- **Plunge Day Checklist**

What is the Special Olympics Pennsylvania Polar Bear Plunge?

“Be a Fan” of Special Olympics Pennsylvania (SOPA) and take the Plunge! Participants set a Fundraising goal then get pledges from family, friends and colleagues for their commitment to “freeze their bones off” for over 20,000 SOPA athletes, the state’s largest year-round organization devoted to sports training and competition for children and adults with intellectual disabilities. By being a part of the Plunge experience, you are allowing thousands upon thousands of children and adults with intellectual disabilities to experience a brighter tomorrow.

Plunge Schedule

9:30 AM

This is a fantastic way to build “Team Spirit.” We invite Corporate Teams as well as School and Community Teams to set up a tent and hang their company/school or team banner. This will give your team a meeting place and the opportunity for Team Pictures. If your team is interested in setting up a tent, you must pre-register online at www.specialolympicspa.org, or by calling our office at 610-630-9450 ext. 226, or emailing dpoole@specialolympicspa.org. It’s that easy! **Make your reservations today!**

9:45 AM

- Registration Opens
- If you’re hungry, please stop by our concession stand. Remember...plungers eat free if you raise \$50 or more.

11:00 AM - Costume Contest Judging

11:15 AM - Awards

11:45 AM - Plunger Safety Briefing

12:00 NOON - Time to Plunge!

Early registration is strongly encouraged. You **MUST** register online or mail your registration **BEFORE January 8, 2010** in order to receive your official long sleeved Plunge T-shirt on Plunge day. **On-line registration closes at midnight January 27, 2010.** Individuals who register after the 1-8-2010 deadline are not guaranteed to receive a Plunge t-shirt on Plunge day (forms will be available to request gift fulfillment, please allow 4-6 weeks for delivery).

2009 PLUNGE INCENTIVES

“Freezin’ for a Reason” has its rewards! Not only are you helping Special Olympics Pennsylvania athletes, but you can also earn some cool rewards. Plungers raising over \$2,500 in pledges will have their names entered into an exciting drawing for a Grand Prize!!

There will be prizes given out in a number of categories including: Individual who raises the most money, most creative adult plungewear, most creative youth plungewear, etc. Visit our website: www.specialolympicspa.org for a full list of contest categories.

Please note: Individuals that raise above \$149 will receive an online prize redemption certificate (please allow 4-6 weeks for delivery). **Incentives are not cumulative and are based upon individual fundraising efforts.**

RAISE MORE THAN THE MINIMUM AND GET COOL PLUNGE GEAR!

Each Plunger should raise a minimum of \$50 in pledges and in exchange will receive the Official Polar Plunge long sleeve t-shirt proving that you survived the icy experience!! You can also take home the Polar Plunge Gym Bag, Fleece Blanket, Hoodie and more as you raise more pledges.

What to Expect At The Plunge

As the event nears you should begin to make plans for the day of the Polar Plunge. Think about where you want everyone on your team to meet. It is very busy at the event and will be hard to locate team members.

Everyone must check-in inside the **Registration Tent** when arriving at the Polar Plunge! **IMPORTANT!!** Individuals UNDER the age of 18 must bring a waiver signed by a parent or guardian. Registration begins at 9:45 AM on the day of the event. This is also where you will receive your incentive prizes based on the pledges you raised. If you do not attend a pre-registration event, please plan for approximately 20-30 minutes to go through the Registration Tent.

Attending a Pre-Registration Event will save you from waiting in any lines on the day of the event. Pre-Registration dates and locations will be listed on SOPA's website.

SAMPLE DONATION REQUEST LETTER

Dear [Insert Name]:

I am writing to ask for your help. On January 30, 2010, I have committed to grin and “bear” it for the athletes of Special Olympics Pennsylvania by taking a chilly dip into the Delaware River alongside hundreds of other warm-hearted people.

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 individuals 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! 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 Pennsylvania on behalf of me taking the 2010 Polar Bear Plunge. Any amount would be appreciated because 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 Pennsylvania” and return it to me in the envelope I have provided, or you can mail it directly to their office at Special Olympics Pennsylvania, 2570 Blvd. of the Generals, Ste. 124, Norristown, PA 19403. If you do it this way, please be sure to include my name in the memo area so that the staff will know where to credit the contribution.

Or, if you prefer the web, visit www.specialolympicspa.org 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 spectacular winter event, visit www.specialolympicspa.org to find out all the chilly details. Think warm thoughts for me as January 30 approaches. I will do my best to honor my “Pledge to Freeze” and make my supporters proud!

Thank you!!!

[Plunger Name]

SAMPLE DONATION REQUEST EMAIL

Dear [Insert Name]:

I am writing to ask for your help. On January 30, 2010, I have committed to grin and “bear” it for the athletes of Special Olympics Pennsylvania by taking a chilly dip into the Delaware River alongside hundreds of other warm-hearted people.

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Thank you!!!

[Plunger Name]



Let me win. But, if I cannot win, let me be brave in the attempt.

Special Olympics Pennsylvania Fact Sheet

Mission -- Special Olympics Pennsylvania provides year-round athletic training and competition in 23 Olympic-type sports for individuals with intellectual disabilities and provides them with continuing opportunities to develop physical fitness skills, demonstrate courage, and participate in the sharing of gifts, skills and friendship with their families, other Special Olympics athletes and the community.

Athletes -- More than 20,000 children and adults with intellectual disabilities or closely related developmental disabilities participate in over 260 local, sectional and state events. Athletes range in age from 8 to 92 and are of all ability levels.

Volunteers -- Over 40,000 volunteers provided the manpower for Special Olympics Pennsylvania last year. Volunteers of all ages serve as coaches, organizers, fund-raisers, entertainers, or sports officials. Volunteers are always needed!

Competitions -- Special Olympics Pennsylvania competitions are offered year-round in 56 local programs across Pennsylvania. Special Olympics Pennsylvania conducts four statewide competitions -- Fall Festival, Summer Games, Winter Games and a State Floor Hockey Tournament.

Sports -- Special Olympics Pennsylvania offers training and competition in the following events:

alpine skiing	cross country skiing	floor hockey	soccer	Unified Sports
aquatics	cycling	golf	softball	
athletics	distance running	gymnastics	speed skating	
basketball	equestrian sports	powerlifting	snowshoeing	
bocce	figure skating	roller hockey	tennis	
bowling		roller skating	volleyball	

Benefits -- A 1995 study by Yale University confirmed that Special Olympics contributes to the physical, social and psychological development of people with intellectual disabilities. Through successful experiences in sports, they gain confidence and build a positive self-image that carries over into the classroom, the home, the job, and the community.

Funding -- Special Olympics Pennsylvania is a nonprofit, tax-exempt organization that raises the funds through the generosity of individuals, corporations, and foundations.

Contact Us:

Eastern Office
2570 Blvd. of the Generals
Ste. 124
Norristown, PA 19403
(800) 235-9058

Western Office
The Hampton Center
150 Pleasant Dr. #104
Aliquippa, PA 15001
(800) 233-5161

Visit our Web site at <http://www.specialolympicspa.org>

Who do you know?

The key to building a plunge team and successful fundraising campaign both depend on asking people you know for support. Think about everyone whose lives you touch and ask him or her to join your team or make a donation.

Your list can be overwhelming so use this chart to help you identify people that you know and organize them into categories. Start with the easiest people to reach- your family and friends. Next, ask acquaintances and service providers.

Before you know it you will have a complete list of people that you know!

High School/ College Alum.

Children's Sports Teams

Community/ Social Clubs

Friends

Family

Colleagues/Competitors

Vendors/Suppliers

Religious

Your Name Here

Child's School

Your Company

Fraternity/Sorority

Neighbors

Special Olympics Pennsylvania Polar Bear Plunge Donor Receipts

(Please print out and cut the receipts to give to people who sponsor your plunge)

Special Olympics Pennsylvania Polar Bear Plunge Donor Receipt

Name: _____
Address: _____

Amount: \$ _____ Date: _____
Plunger Name: _____

Paid by: Cash Check

Thank you for your donation.
Special Olympics Pennsylvania is a 501(c)(3)
Your donation is tax deductible to the extent allowed by law.

Special Olympics Pennsylvania Polar Bear Plunge Donor Receipt

Name: _____
Address: _____

Amount: \$ _____ Date: _____
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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!)



You PLEDGE and I'll PLUNGE!

I have decided to be Freezin' for a Reason and will be taking the Polar Plunge to benefit Special Olympics Pennsylvania — Saturday, January, 30 2010 Neshaminy State Park, Bensalem PA

Please help me reach my goal by making a pledge to me at on my Polar Plunge webpage. Go to: www.specialolympicspa.org Click on "Pledge On-line" and search for my name:



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I have decided to be Freezin' for a Reason and will be taking the Polar Plunge to benefit Special Olympics Pennsylvania — Eastern PA Area on Saturday, January, 30 2010 Neshaminy State Park, Bensalem PA

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SPECIAL OLYMPICS PENNSYLVANIA

**RELEASE AND WAIVER OF LIABILITY, ASSUMPTION OF RISK, AND
INDEMNITY, AND PARENTAL CONSENT AGREEMENT ("AGREEMENT")**

(DO NOT SIGN WITHOUT READING)

Waiver and Release: In consideration of participating in the Special Olympics Pennsylvania (SOPA) Polar Bear Plunge (“ a plunge into the Delaware River”) at Neshaminy State Park. I represent that I understand the nature of the event. I represent that I am, and my minor children participating are, qualified to participate in the event. I acknowledge that I have been advised by SOPA to consult with a physician prior to participation. I acknowledge that if I believe the event conditions are unsafe for me or my minor children I will immediately discontinue participation in the event. I fully understand that the Polar Bear Plunge involves risks of serious bodily injury, including permanent disability, paralysis and death, which may be caused by my own actions, or inactions, those of others participating in the event, the conditions in which the event takes place, or the negligence of the "releasees" named below. I also understand that there may be other risks either not known to me or not readily foreseeable at this time. I give my permission for photographs taken at the event in which my image, or the image of any of my minor children appears, to be used for promotional and/or advertising purposes by Special Olympics Pennsylvania without compensation to me or my minor children. I agree to release Special Olympics Pennsylvania from all claims and liability relating to the use of my name, likeness, photograph, or statement. I fully accept and assume all risks and all responsibility for losses, costs and damages that I incur in connection with my participation, or the participation of my minor children, in the event. I hereby release from all liability, discharge and covenant not to sue: Special Olympics Pennsylvania and its administrators, directors, agents, volunteers, and employees; other participants; sponsors; advertisers; and the owners and lessors of the premises on which the event takes place, The Union Fire Company and Rescue Squad, The City of Bensalem and/or The Pennsylvania Department of Conservation and Natural Resources (all and each of the foregoing are "Releasees"). I understand that I am releasing all claims, demands, losses or damages or any kind, whether sustained by me or my minor children, whether caused in whole or part by the negligence of Releasees or otherwise, including negligent rescue operations. I further agree that if, despite this release, waiver of liability and assumption of risk, anyone makes a claim against the Releasees on behalf of me or my minor children, I will indemnify, save and hold harmless each of the Releasees from any loss, liability, damage or cost which may result from such claim.

I have read this RELEASE AND WAIVER OF LIABILITY, ASSUMPTION OF RISK, AND INDEMNITY AGREEMENT, AND PARENTAL CONSENT AGREEMENT, understand that I have given up substantial rights by signing it and have signed it freely and without any inducement or assurance of any nature and intend it be a complete and unconditional release of all liability to the greatest extent allowed by law and agree that if any portion of this agreement is held to be invalid the balance, notwithstanding, shall continue in full force and effect.

Printed name of Participant or Parent/Guardian Signature

Date

Signature of Participant or Parent/Guardian Signature



2010 POLAR BEAR PLUNGE JANUARY 30th NESHAMINY STATE PARK



To pre-register, call 610-630-9450 EXT. 226
Or visit www.specialolympicspa.org.
To register the day of, simply bring this pledge form to the event.
Feel free to copy this form to add additional donors.
PLEASE PRINT CLEARLY!

PLEDGE FORM

Name: _____ Phone: _____

Address: _____ City: _____

State: _____ Zip: _____ Email: _____

Sweatshirt Size (circle one): S M L XL XXL XXXL (Size ONLY guaranteed with preregistration)

If you are a member of Law Enforcement please list your dept/office/assoc.(FOP, etc.) _____

_____ Gender M F Age _____

Team Name: _____ Team Captain: _____

TOTAL RAISED: \$ _____

Promotional Code (if applicable): _____

DONOR'S NAME	ADDRESS	PHONE	AMOUNT
1.			
2.			
3.			
4.			
5.			
6.			
7.			
8.			
9.			
10.			

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I have read this RELEASE AND WAIVER OF LIABILITY, ASSUMPTION OF RISK, AND INDEMNITY AGREEMENT, AND PARENTAL CONSENT AGREEMENT, understand that I have given up substantial rights by signing it and have signed it freely and without any inducement or assurance of any nature and intend it be a complete and unconditional release of all liability to the greatest extent allowed by law and agree that if any portion of this agreement is held to be invalid the balance, notwithstanding, shall continue in full force and effect.

Signature of Participant or Parent/Guardian Signature

Date

Plunge Day Checklist:

- Tent(s) for your gathering area.
- Folding chairs and tables.
- Grill, food and drinks (**alcohol is NOT permitted**).
- Tent decorations or banners to show your team spirit!
- Costumes if you wish.
- Extra clothing to keep warm.
- A plastic bag for wet clothes.
- A backpack to hold street clothes and your new sweatshirt!
- Two medium size towels; one to dry with and one to stand on.
- A dry partner to hold your valuables while you are in the water.
- River shoes or something other type of footwear for going into the water (**plunging barefooted is NOT permitted**).
- Clean, dry under garments to wear after Plunging.
- A disposable, waterproof camera that you can carry into the Plunge Zone with you...even if your 'handlers" can't get a close-up of you in the water, feel free to ask a fellow Plunger to capture your big moment on film.