

2024-2025 Polar Plunge Social Media Toolkit Special Olympics Pennsylvania

Hashtags: #BewarePlungeBear | #PlungePA | #SpecialOlympicsPA

Social Media Handles:

Facebook: [@specialolympicspa](#) | Special Olympics Pennsylvania

Instagram: [@specialolympicspennsylvania](#)

X: [@SOPennsylvania](#)

YouTube: [@SpecialOlympicsPA](#)

Website: www.PlungePA.org

***NOTE:** If applicable, feel free to add **your own personal experience/memories** from years prior and spruce up the language to share your awesome stories! Your own memories from the Polar Plunge are worth being told!

Polar Plunge

Post #1

- ⚠️ 🐻 BEWARE THE PLUNGE BEAR! 🐻 ⚠️

I'm taking the Polar Plunge on ____ at ____ to support and raise funds for our local Special Olympics Pennsylvania athletes. Will I see you there?

Brave the bear and join my Plunge team today using this [🔗](#) >>> // Use the link in my bio to join my team today!

Post #2

- T-minus [X] days until I take the Polar Plunge for @ (tag SOPA accounts)! Let the countdown begin! ❄️ 🐻

Who's joining me in supporting this incredible cause? Click this link to join my Plunge team or donate TODAY! [🔗](#) (link)

Post #3

- #DYK: The _____ Polar Plunge raises funds for hundreds of @ (tag SOPA accounts) athletes in the _____ area to participate in Special Olympics programming FREE of charge! ✓

Join my team and take the Plunge on ____ at ____! Be there or #BewarePlungeBear!

🐻 🐻

Check out this link to join my team or donate to my page TODAY! >>>

Post #4


- Brave the bear. Take the Polar Plunge. 🐻 🌊

I challenge you to join my Polar Plunge team and Plunge with ME on ____ at ____ to support hundreds of Special Olympics Pennsylvania athletes in our area! Click this link to register. >>>

Too scared to jump into some ice water with me? Fine, fine. You can donate using the same link! 😊

Instagram & X Examples (Donation-Based Posts)

- **INSTAGRAM & X POST:** “#DYK: The _____ raises funds for hundreds of @ (tag SOPA accounts) athletes in the ____ area to participate in Special Olympics programming FREE of charge! ✓
📍 [location] on [dates X & X]. REGISTER OR DONATE NOW! >>> www.page.org OR [personal donate page] 🙏”
- **INSTAGRAM POST:** “[Location] just got a whole lot “cooler...” ❄️ ❄️ ❄️
On [dates X & X], come hang out with @ (tag SOPA accounts) for the [Plunge name]! It'll be a day full of...
✓ Jumping into freezing cold water
✓ Supporting Special Olympics Pennsylvania athletes
✓ Hanging out with some of the best people ever
REGISTER OR DONATE TODAY! >>> www.page.org OR [personal donate page]”
- **X POST:** [Location] just got a whole lot “cooler...” ❄️ ❄️ ❄️
On [dates X & X], come hang out with @ (tag SOPA accounts) for the [Plunge name]!
✓ Jump into freezing water
✓ Support Special Olympics athletes
JOIN MY TEAM OR DONATE TODAY! >>> www.page.org OR [personal donate page]
- **INSTAGRAM & X POST:** “T-minus [X] days until the [Plunge name] for @ (tag SOPA accounts)! Let the countdown begin! ❄️ 🐻”

Who's ready to support this incredible cause? Click this link to join our team or donate TODAY!  (link)"

Emails

Corporate (Team):

On [DATE] I will be taking the [PLUNGE NAME] into the icy waters. You might be thinking, "Why?" Every year thousands of plungers like me take the dip into freezing lakes and pools to support more than 15,000 Special Olympics Pennsylvania athletes. Funds raised provide FREE sports, health, and leadership programming to athletes with intellectual disabilities.

I am looking to put together a team of coworkers here at [COMPANY NAME] to plunge together for a great cause and it would be great if you could join or donate! To join the team or donate go to: [TEAM LINK] and click the correct button on the left side. Head to plungepa.org if you'd like to learn more about the plunge or Special Olympics Pennsylvania.

Thank you for supporting our plunge team and Special Olympics Pennsylvania!

Corporate (Individual):

On [DATE] I will be taking the [PLUNGE NAME] into the icy waters. You might be thinking, "Why?" Every year thousands of plungers like me take the dip into freezing lakes and pools to support more than 15,000 Special Olympics Pennsylvania athletes. Funds raised provide FREE sports, health, and leadership programming to athletes with intellectual disabilities.

To support this great cause, click the donate button on this page: [INDIVIDUAL PAGE LINK] or go to plungepa.org if you'd like to learn more about the plunge, Special Olympics Pennsylvania, or for information on how to register to plunge.

Thank you for supporting my plunge page and Special Olympics Pennsylvania!

Law Enforcement (Team):

On [DATE] I will be taking the [PLUNGE NAME] into the icy waters. You might be thinking, "Why?" Every year thousands of plungers like me take the dip into freezing lakes and pools to support more than 15,000 Special Olympics Pennsylvania athletes. Funds raised provide FREE sports, health, and leadership programming to athletes with intellectual disabilities. Officers from law enforcement agencies and corrections departments across the state raise funds year-round for the Special Olympics movement through the Law Enforcement Torch Run (LETR) program, including events like the [PLUNGE NAME].

I am looking to put together a team to plunge together for a great cause and it would be great if you could join or donate! To join the team or donate go to: [\[TEAM LINK\]](#) and click the correct button on the left side. Head to plungepa.org if you'd like to learn more about the plunge or Special Olympics Pennsylvania.

Thank you for supporting our plunge team and Special Olympics Pennsylvania!

Law Enforcement (Individual):

On [\[DATE\]](#) I will be taking the [\[PLUNGE NAME\]](#) into the icy waters. You might be thinking, "Why?" Every year thousands of plungers like me take the dip into freezing lakes and pools to support more than 15,000 Special Olympics Pennsylvania athletes. Funds raised provide FREE sports, health, and leadership programming to athletes with intellectual disabilities. Officers from law enforcement agencies and corrections departments across the state raise funds year-round for the Special Olympics movement through the Law Enforcement Torch Run (LETR) program, including events like the [\[PLUNGE NAME\]](#).

To support this great cause, click the donate button on this page: [\[INDIVIDUAL PAGE LINK\]](#) or go to plungepa.org if you'd like to learn more about the plunge, Special Olympics Pennsylvania, or for information on how to register to plunge.

Thank you for supporting my plunge page and Special Olympics Pennsylvania!