

2024-2025 Cool Schools Social Media Toolkit – Schools Special Olympics Pennsylvania

Hashtags: #UnifiedGeneration | #BewarePlungeBear | #PAPolarPop

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 school's personal experience/memories from years prior and spruce up the language to fit your school's environment! Use photos and/or video from your school to personalize the content!*

Polar Plunge Social Copy

Post #1:

BEWARE: COLD WATER AHEAD! 📦 🧠 🐻

[Insert School Name] is ready to take on the chill and thrill of the annual Polar Plunge!

Join our team or donate to the [Insert school name] fundraising page to raise money for Special Olympics Pennsylvania and our Unified Sports programs!

Follow this link: [insert fundraising URL] to join us in building the #UnifiedGeneration!

Post #2:

It's going to take a team to brave the Polar Plunge Bear this year... 🐻 🧠

That's why [Insert School Name] wants YOU to sign up for the Polar Plunge! Join our team or donate to the [Insert school name] fundraising page. Every cent raised will go to Special Olympics Pennsylvania athletes and support our Unified Sports programs!

Get ready for the icy waters ahead. 📦 WE CAN DO THIS! Join the team today using this link. >>> [link]

Polar Pop Social Copy

Post #1:

📞 Chilly the Polar Plunge Bear is calling. It's for you. 📞



Chilly wants YOU to join [\[insert school name\]](#) for the Polar Pop to support our Unified Sports programs! All money raised will support Special Olympics Pennsylvania athletes and Unified sports in our community.

Grab a balloon, brave the cold, and join the #UnifiedGeneration today! Sign up or donate today using this link. >>> [\[link\]](#)

Post #2:

[\[Insert School Name\]](#) challenges YOU to take this year's Polar Pop! 📦

[\[Insert school name\]](#) is taking the Polar Pop to raise money for Special Olympics Pennsylvania to support our Unified Sports programs! Will you join us in supporting the #UnifiedGeneration?

Show your support by taking the Polar Pop yourself, or donating to [\[insert school name\]](#) fundraising page here: [\[insert fundraising URL\]](#)

Rain Rally Social Copy

Option 1:

[\[Insert name of school\]](#) is getting ready to brave the chill and thrill of this year's Rain Rally! 💧

Join us on [\[Insert date\]](#) to raise money for Special Olympics Pennsylvania athletes and our Unified Sports programs!

☔ What's a Rain Rally?

A Rain Rally is an event hosted by a school or university and held on campus or a nearby community site. Most often, the local fire department generously provides support. One or more fire engines are brought to create a rainbow shower of water through which students, teachers, and administrators go through with spirit! // Describe how your school may host a Rain Rally!

Register or support [\[insert school name\]](#) in this year's Rain Rally here: [\[Insert fundraising URL\]](#)

Option 2:

BEWARE: COLD WATER AHEAD, [\[insert school name\]](#)! 📦 🤪 💧

Join us for this year's Rain Rally on [\[Insert date\]](#) to raise money for Special Olympics Pennsylvania and our Unified Sports programs!

Register or donate to my fundraising page today! [\[Insert fundraising URL\]](#)