

# THE PA POLAR POP

*Marketing & Social Media Guide*



# WHAT THE HECK IS THE PA POLAR POP?

*We are bringing the plunge to  
YOU!*

This is a virtual, at-home cold water  
challenge

*Pop a Balloon Filled with Cold  
Water over Your Head*

Sign Up and complete the Pop in three  
simple steps

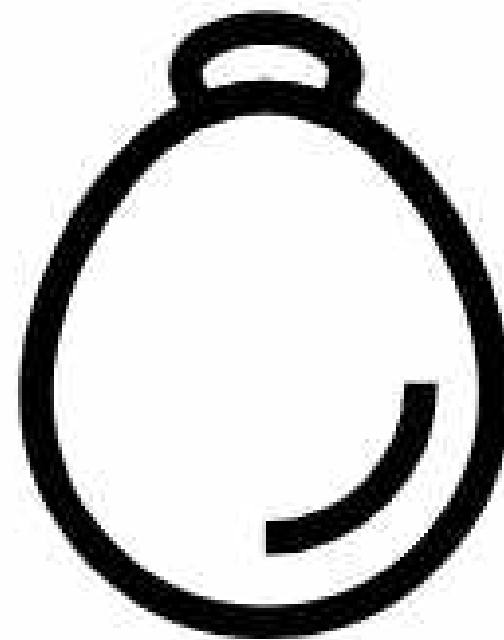
01

**PLEDGE**



02

**POP**

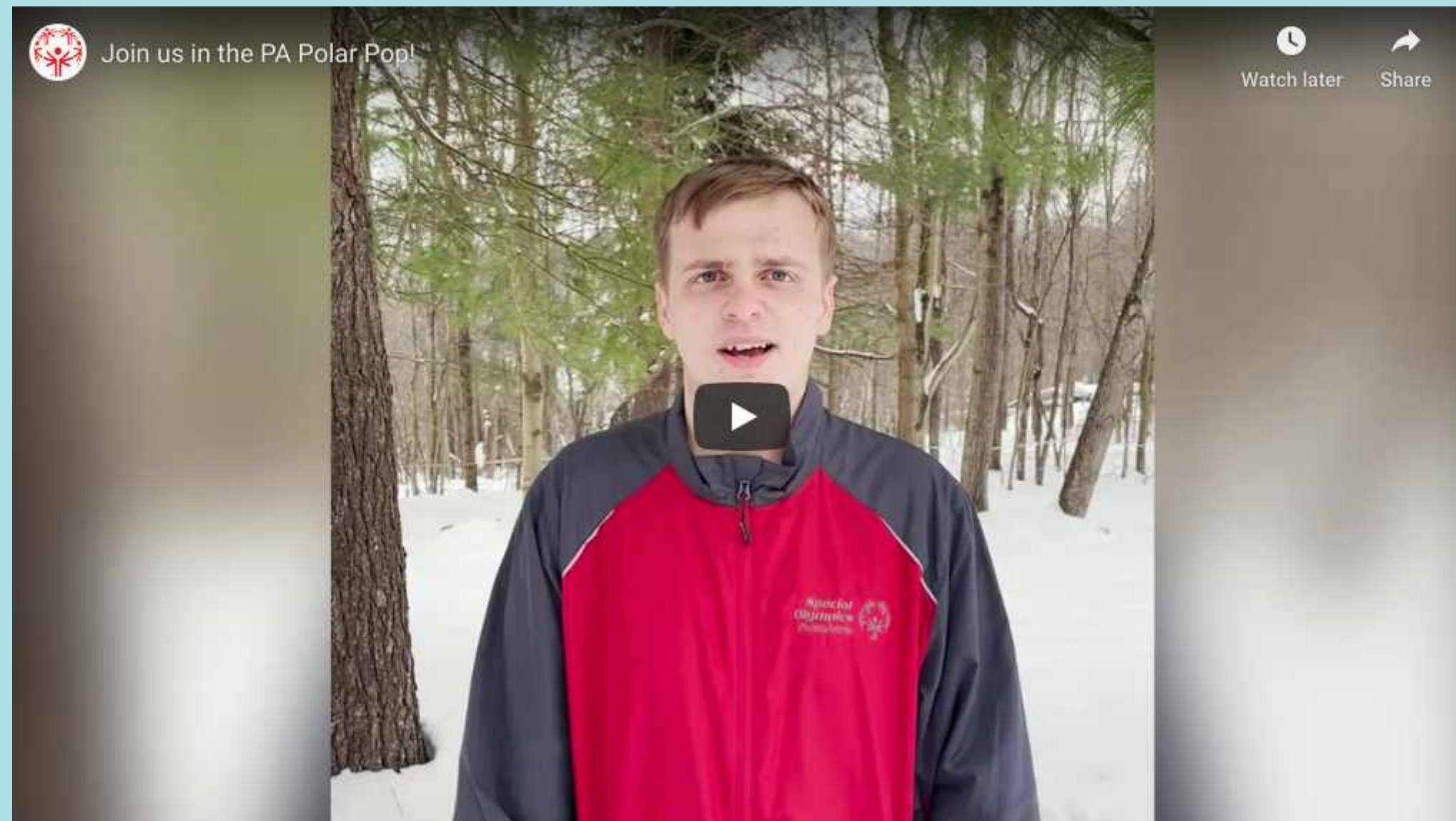


03

**PROMOTE**



# SAMPLE POP (NOT THE SODA)



# WHAT'S OUR PLAN?



*The Pop will Take Place from  
February 1 – February 26*

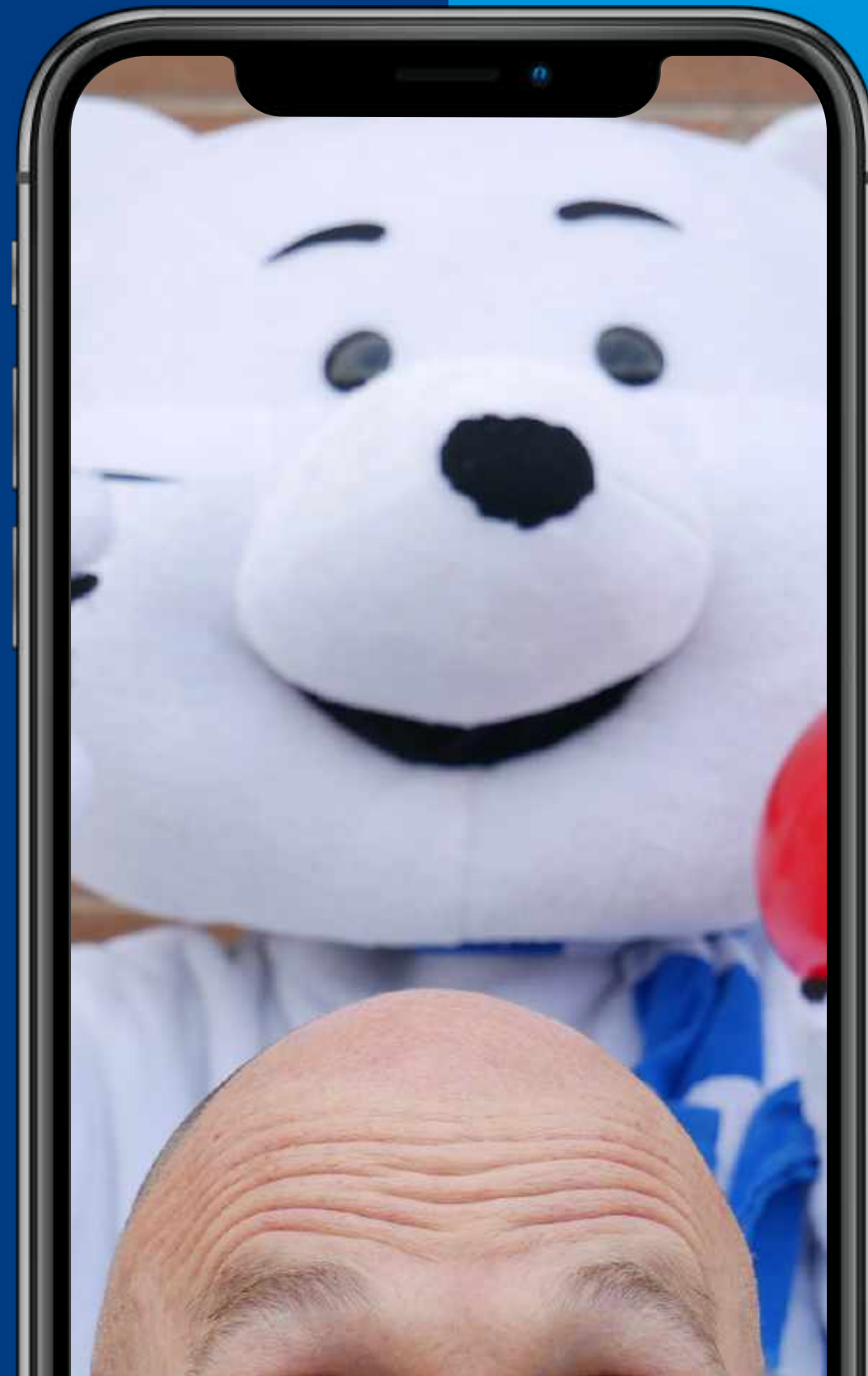
- Reaching out to all sponsors, celebrity ambassadors and local programs
- State-wide media pitching
- Media kick-off events the week of Jan. 26th
- Costume contest!

*Virtual Celebration on Saturday  
February 27 at 7 p.m.*

- Highlight our poppers and sponsors
- Announce our top fundraisers and costume contest winners
- Dance!

# PROMOTING THE POP

What's the best way to get this off the ground?





# IT'S EASY!

- Start a fundraising team
- Encourage athletes to register and spread the word
- Challenge your friends/family/co-workers
- Use the tools provided to share the message
- Remember why we're doing this

## #1: Find Your Perfect Video/Photo Spot

- This is where you will do the POP! Make sure it's outside or somewhere that you can easily clean up a water mess.



## #2: Get Your Items Ready

- Fill your water balloon, grab a person to record the moment, have a towel handy, and be sure to print out and hold up an "I Plunge For" sign.



## #3: POP!!!

- Pop that water balloon! You or a family member pops it over your head. Make sure you count down so the person taking a photo knows when to click!



## #4: Dry Off

- Dry off and get ready to review your pop!



## #5: Share Your Pop!

- Upload your video/photos to [our Dropbox](#) by February 21st to be included in the Plunge Celebration.
- Share your video/photo to social and challenge others! Don't forget to use #FreezinForAReason #PAPolarPop
- Help us to spread the word! **Challenge five others to make a donation and complete the Polar Pop with you.**





# **MARKETING AND SOCIAL MEDIA TOOLKIT**



**[WWW.BIT.LY/3QAFETD](http://WWW.BIT.LY/3QAFETD)**



# **FREQUENCY OF POSTING**

Once per week is ideal

Have fun with it

Make it local

Get as many pop videos  
out there as possible

# FACEBOOK EVENT PAGE

<https://www.facebook.com/events/1234353090381166/>



# CONNECT THE DOTS

*It's fun, but also a fundraiser*

We want participants to know WHY they're doing the Pop and contributing to the cause. Be sure that in all of your communications, the "why" is front and center



# TIPS & TRICKS

Use a mix of text / photo / video  
to keep people interested

Challenge other programs

Use your own social as well as SO

If you don't see a resource, ask us!



**#PAPOLARPOP**

# QUESTIONS?



[www.papolarpop.org](http://www.papolarpop.org)



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