



# TEAM PACKET

for Special Olympics Agencies



# Polar Plunge 101



## An EASY fundraiser for your agency!

Take advantage of a no stress way to raise funds for your agency and have fun at the same time! Form a Polar Plunge team or recruit others to form a team to support your Agency. **Your agency will receive 25% of the pledges raised by your team.** You can have a more than one team plunge for your agency.

## Who can you ask to Plunge to support your agency?

The opportunities are endless! Start by thinking of all of the people who support your agency. Your team can include coaches, parents, official, students, athletes, etc.

- Ask a local business to form a Polar Plunge team,
- Ask a group of students or teachers from a school in your community to form a Polar Plunge team.
- Ask a parent to start a Polar Plunge team with the help of other parents, siblings and relatives.
- Ask your coaches to take the Plunge for your athletes!

**\*The only restriction we have is that you **DO NOT** ask an existing Polar Plunge team to take the Plunge for your agency, NEW TEAMS ONLY.**

## Popular Ways to Participate in the Polar Plunge

<b>Polar Plunge</b>	Form a team to take the Plunge! Each team member must raise a minimum of \$75 to take the Plunge and be a below zero hero!
<b>Too Chicken to Plunge</b>	No cold water for you! Just raising donations for Special Olympics. Be a part of your agency's Plunge Team but stay on dry land all while helping to raise funds for Special Olympics athletes.
<b>Freezin' for a Reason 5K Run/Walk</b>	It's only cold if you're standing still so get movin' and register for this awesome 5K. Runners need to raise a minimum of \$30.  <b>**Available at the Oshkosh, Manitowoc and La Crosse events.</b>



# Pick your Plunge



## 2017 Polar Plunge Dates/Locations

From Lake Michigan to the border of Iowa, there are 14 Polar Plunge locations for you to choose from in Wisconsin! Every plunge location is unique - offering plunge areas in lakes, rivers, and even at the Milwaukee Zoo!

February 4, 2017	WI Rapids Polar Plunge	Jordan Becker <a href="mailto:jbecker@specialolympicswisconsin.org">jbecker@specialolympicswisconsin.org</a> (715) 848-0550
February 4, 2017	Kenosha Polar Plunge	Brittany Neukirchen <a href="mailto:bneukirchen@specialolympicswisconsin.org">bneukirchen@specialolympicswisconsin.org</a> (262) 598-9507
February 11, 2017	Menomonie Polar Plunge	Karen Kraus <a href="mailto:kkraus@specialolympicswisconsin.org">kkraus@specialolympicswisconsin.org</a> (715) 833-0833
February 11, 2017	Manitowoc Polar Plunge	Matt Harper <a href="mailto:mharper@specialolympicswisconsin.org">mharper@specialolympicswisconsin.org</a> (920) 497-2422
February 11, 2017	Whitewater Polar Plunge	Brittany Neukirchen <a href="mailto:bneukirchen@specialolympicswisconsin.org">bneukirchen@specialolympicswisconsin.org</a> (262) 598-9507
February 12, 2017	Muskego Polar Plunge	Kelley Mawhinney <a href="mailto:kmawhinney@specialolympicswisconsin.org">kmawhinney@specialolympicswisconsin.org</a> (262) 241-7786
February 18, 2017	Madison Polar Plunge	JoEllen Graber <a href="mailto:jgraber@specialolympicswisconsin.org">jgraber@specialolympicswisconsin.org</a> (608) 828-2620
February 18, 2017	Oshkosh Polar Plunge	Nicole Sprangers <a href="mailto:nsprangers@specialolympicswisconsin.org">nsprangers@specialolympicswisconsin.org</a> (920) 731-1614
February 18, 2017	Milwaukee Polar Plunge	Kelley Mawhinney <a href="mailto:kmawhinney@specialolympicswisconsin.org">kmawhinney@specialolympicswisconsin.org</a> (262) 241-7786
February 25, 2017	Wausau Polar Plunge	Jordan Becker <a href="mailto:jbecker@specialolympicswisconsin.org">jbecker@specialolympicswisconsin.org</a> (715) 848-0550
February 26, 2017	Eau Claire Polar Plunge	Karen Kraus <a href="mailto:kkraus@specialolympicswisconsin.org">kkraus@specialolympicswisconsin.org</a> (715) 833-0833
February 26, 2017	Milwaukee Zoo Polar Plunge	Kelley Mawhinney <a href="mailto:kmawhinney@specialolympicswisconsin.org">kmawhinney@specialolympicswisconsin.org</a> (262) 241-7786
March 4, 2017	Green Bay Polar Plunge	Matt Harper <a href="mailto:mharper@specialolympicswisconsin.org">mharper@specialolympicswisconsin.org</a> (920) 497-2422
March 4, 2017	La Crosse Polar Plunge	Kerry Gloede <a href="mailto:gloedek@cityoflacrosse.org">gloedek@cityoflacrosse.org</a> (608) 789-4916

# Plunge 101



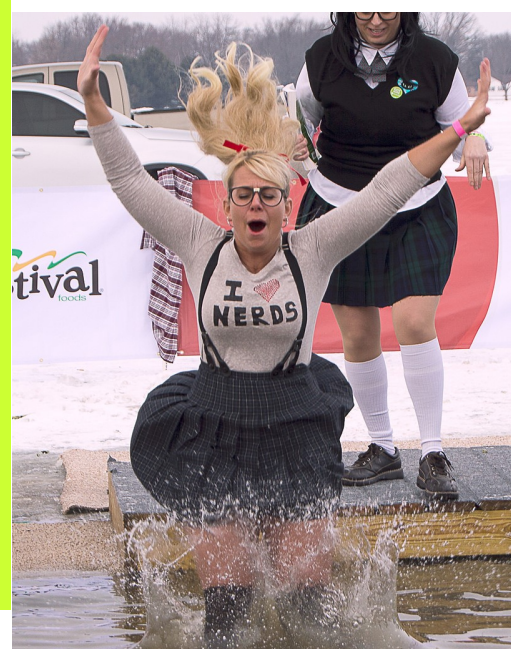
## What to Expect at the Plunge

- **Warmth** - We have heated buildings & tents throughout the event and heated changing areas for our Plungers!
- **Party** – Expect a great party! We have DJs and live bands and lots of great food, & beverage, raffles, wing eating contests, costume contests and more!
- **Safety** - Plunger safety is our priority! We pride ourselves on a professional event atmosphere and experienced event staff to guide you through the event.
- **Fun** - An amazing experience that will warm your heart knowing that you make an impact in the lives of over 10,000 Special Olympics athletes!
- **Plunging** - Our events offer Polar Plunge experiences in lakes, rivers and even swimming pools! Check [PlungeWi.org](http://PlungeWi.org) for more details.



## Steps to getting your team registered

1. **Get Registered**—create your team online at [PlungeWi.org](http://PlungeWi.org).
2. **Team Name**—Your team name **MUST** include your agency number. Example—**Plunging Penguins 4-02**
3. **Register Team Members**—A team can be any size from 2 to 200. Each person on your team must register either online or with brochure.
4. **Start Fundraising**—each team members is responsible for raising a **minimum of \$75** to Plunge. Participants can receive donations online or by using the donation form inside the brochure. Plungers and Chickens will earn incentive prizes as their donations increase!
5. **Chickens Count Too!** - Your supporters who prefer to stay dry and warm can support you're agency as well by joining your team and registering as Too Chicken to Plunge. 5K runners and walkers can also join your team and support your agency.
6. **Questions?** - If you have questions about the event contact your Polar Plunge Guru listed in this packet or visit [PlungeWi.org](http://PlungeWi.org).





# Fundraising Prizes

For fundraising tips visit [PlungeWI.org](http://PlungeWI.org)



Long Sleeve T-shirt

**\$75**



Beach Towel & T-shirt

**\$175**

Help an athlete go to a regional competition



Plush Blanket & T-shirt

**\$350**

Help an athlete go to a state competition



Hoodie & T-shirt

**\$600**

Get one more person with ID\* involved with Special Olympics

\*Intellectual Disability



Jacket & T-shirt

**\$1,000**

Provide anti-bullying campaigns to 10 middle schools



All Items

**\$1,500**

Offer 3 unified sports events in the community

Download the NEW  
**POLAR PLUNGE APP**

The mobile app that helps take your fundraising to the next level!

Get it now at [PlungeWI.org](http://PlungeWI.org).

**Claim your FREE hat**

by asking donors if their company offers a **Matching Gift Program**. Turn the company's matching gift form in at Registration and receive a **FREE HAT!**





# Fundraising Ideas



## Fundraising Tips from the Pros!

**1. Request a set of Paper Polar Bear Icons** from Special Olympics. The paper polar bears are free to our plungers and can be a great tool to help you increase your pledges. You can request sets of 50 or 100 polar bears which you can take to local businesses and ask them to sell them on your behalf.

**2. Raise Donations Online!** This allows you send out e-mails or post the link to fundraising page on social media! Each pledge that is made shows up instantly on your Polar Plunge webpage! Plungers report a 50% increase per pledge when donation is made on-line versus by cash.

**2. Ask a Company to Support You!** Ask team members to reach out to local companies and ask them to make donation to your team or ask your employer if they would consider matching the pledges you raise for the Polar Plunge.

**3. Download the NEW Polar Plunge App!** You can send out reminders for people to donate and track all of your online donations. Participants using the Polar Plunge App raised an average of \$425...that is 3 times more than those not using the App!

**4. Matching Gifts from Employers–** if an employee of a company including, Miller Electric, Thrivent, Community First, Bemis, Menasha Corporation, Gannett, Kimberly Clark, Neenah Papers – just to name a few makes a pledge to you they can fill out a form and their employer will **match their donation** and the best part is... **YOU receive credit for it in your pledge total!** Any participant receiving a matching gift will also receive a free hat!



## How to Raise \$150 in a Week

	Who to Ask	Total Per Day	Grand Total
<b>DAY 01</b>	Make a \$20 donation to yourself to get started!	\$20	\$20
<b>DAY 02</b>	Put a post on social media asking for donation to support your crazy idea to Plunge!	\$30	\$50
<b>DAY 03</b>	Ask one parent and one sibling for a \$10 contribution to your Plunge.	\$20	\$70
<b>DAY 04</b>	Bring your pledge sheet to work and ask two co-workers for \$10 to support your Plunge	\$20	\$90
<b>DAY 05</b>	Send an e-mail to 4 family friends and relatives asking for donation	\$40	\$130
<b>DAY 06</b>	Ask your favorite neighbor to support you with a \$10 donation.	\$10	\$140
<b>DAY 07</b>	Post a reminder to donate on social media with an update on how close you are to reaching your goal .	\$10	\$150



by asking donors if their company offers Employee Gift Matching. Turn in a Matching

\*Checks can be made payable to Special Olympics Wisconsin