



TEAM PACKET

for Unified Champion Schools



Polar Plunge 101



An EASY fundraiser for your Unified Champion School

Take advantage of a no stress way to raise funds for your Unified Champion School and have fun at the same time! Here's how it works...your school works together to form a Polar Plunge team and the funds raised by your team will support both the local Special Olympics programs in your community and your Unified Champion School.

That's right your club will receive 25% of the pledges raised by your team. For example if you Polar Plunge team raises \$2,000, Special Olympics will give your school \$500 for your club to use for your activities.

How does your school get involved?

Start a Polar Plunge Team of course! The Polar Plunge takes place in 14 great locations across the state for you to choose from. Your team can be any size from 2 to 200 and can include students, teachers, family members, friends and even your school mascot!



Each team member must raise a minimum of \$75 by the day of the event to Plunge and will receive the official Polar Plunge long sleeve T-shirt. Your team can include Polar Plungers as well as those who prefer to register as Too Chicken to Plunge or run or walk in our 5Ks (when available).

Registration types for your team members

Polar Plunger	Take the Plunge and make a splash for Special Olympics. Each participant must raise a minimum of \$75 to take the Plunge and be a below zero hero!
Too Chicken to Plunge	No cold water for you! Just raising donations for Special Olympics. Be a part of your school's Plunge Team but stay on dry land all while helping to raise funds for Special Olympics athletes.
Freezin' for a Reason 5K Run/Walk	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. **Available at the Oshkosh, Manitowoc and La Crosse events.



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!

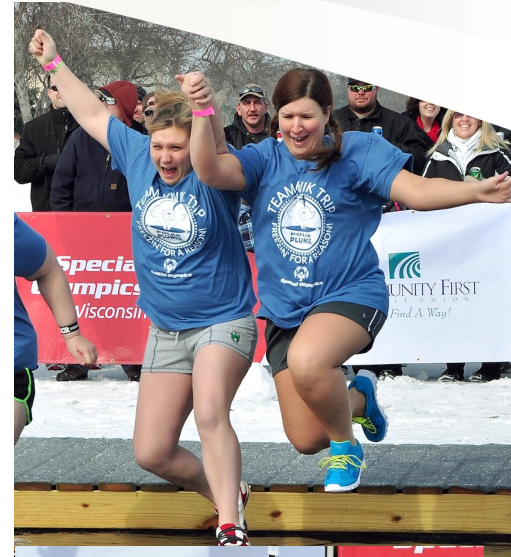
February 4, 2017	WI Rapids Polar Plunge	Jordan Becker jbecker@specialolympicswisconsin.org (715) 848-0550
February 4, 2017	Kenosha Polar Plunge	Brittany Neukirchen bneukirchen@specialolympicswisconsin.org (262) 598-9507
February 11, 2017	Menomonie Polar Plunge	Karen Kraus kkraus@specialolympicswisconsin.org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

Plunge 101



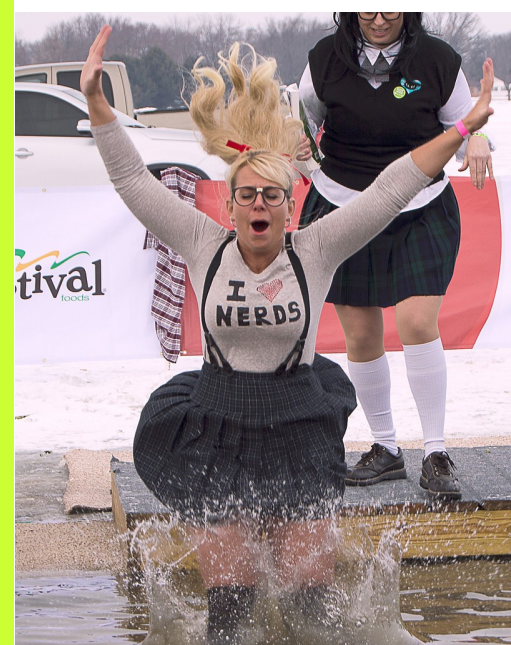
What to Expect at the Plunge

- **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, beverages, 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 for more details.



Steps to getting your team registered

1. **Get Registered**—create your team online at PlungeWi.org.
2. **Team Name**—Your team name **MUST** include your school number. Example—**Plunging Penguins PU6-43**.
**If you are unsure of your school number, contact Dwightington@specialolympicswisconsin.org.*
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.





Fundraising Prizes

For fundraising tips visit 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.

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



Request Paper Polar Bears

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.

Miracle Minute

At a heavily attended home basketball game ask your school's permission to hold a miracle minute in which students race through the bleachers with donation jars and collect donations for Special Olympics/Polar Plunge.

Polar Bears for Pennies

(and nickels, dimes and quarters!!)

Provide jars for each grade and have students contribute throughout the month. For every dollar raised hang up one of the Polar Plunge Polar Bears on the wall under the appropriate grade level so that students can see who is winning!

Candy Grams

Have your Polar Plunge Team sell Candy Grams. For \$1.00 a student could send a Candy Gram to friend or teacher. Consider selling the Candy Grams during Parent Teacher conferences so that parents could purchase the Candy Grams to be delivered to their child or child's teacher.

Grab Bag

Have students bring in small items, which are then put into grab bags. Sell grab bags for \$5-\$10 and let people pick a bag and receive a secret prize!

Polar Bear for a Day

Ask a favorite teacher or principal if they would agree to dress in the Polar Plunge polar bear mascot suit for a day if your school raises a certain amount of donations.



Fundraising Tips from the Pros!

- 1. Raise Donations Online!** Send out e-mails or post the link to your 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 a 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 donate 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—** Ask your donors if their company offers employee gift matching. Many larger companies will match the donations made by their employees. The great thing news is that you will receive credit for their companies donation in your pledge total.



by asking donors if their company offers Employee Gift Matching. Turn in a Matching Gift form and receive a **FREE Polar Plunge Baseball Cap!**

Name of Donor	Donation Amount
*Checks can be made payable to Special Olympics Wisconsin	Total Donations