

2025 POLAR PLUNGE FUNDRAISING TOOLKIT: WELCOME TO THE POLAR PLUNGE

ABOUT THE POLAR PLUNGE

The Polar Plunge for Special Olympics Wisconsin is a series of unique, grassroots fundraising events across the state where participants plunge into icy waters in support of the athletes of Special Olympics Wisconsin.

Special Olympics Wisconsin (SOWI) is part of a global movement dedicated to creating a world of inclusion for people with intellectual disabilities and the communities to which they belong. Through important sports, health, leadership, and education-based programming, SOWI works to foster acceptance and belonging for every individual, regardless of ability or disability. All funds raised from the Polar Plunge support more than 14,000 athletes and unified partners across Wisconsin.

The Polar Plunge truly unites people from all walks of life. Plunge supporters include local companies, businesses, organizations, schools, and individuals across communities. Taking place on frozen lakes or icy rivers, this event truly showcases the positive impact of your collective fundraising efforts—all for an incredible cause!

2025 POLAR PLUNGE LOCATIONS

Feb. 1 - **WISCONSIN RAPIDS** Anchor Bay Bar & Grill

Feb. 8 - **OSHKOSH** Menominee Park Miller's Bay

Feb. 15 - **MADISON** Lottes Park

Feb. 22 - **GREEN BAY** Perkofski Boat Launch

Mar. 1 - **LA CROSSE** Black River Beach

Mar. 1 - **MILWAUKEE** Bradford Beach

Mar. 8 - **CHIPPEWA FALLS** Loopy's Grill & Saloon

Mar. 15 - **WHITEWATER** Whitewater Aquatic Center

DATES & LOCATIONS NOT IDEAL? GET CREATIVE!

Can't make an in-person Plunge event? Host an Alternative Plunge whenever and however you like! Dump a bucket of ice on each other in the driveway, hop into a kiddie pool in your backyard, jump into a snowbank in your swimsuits—creativity is key! And don't forget to share your Plunge with us on social media.

Note: Please be safe with your Alternative Plunge! The traditional Polar Plunge event has safety personnel on site, including a professional dive team and emergency responders. SOWI is not responsible for any injuries that occur with the Alternative Plunge. For any plunge, including the Alternative Plunge, all participants must complete the official registration and waiver process.

MAKE AN EVEN BIGGER SPLASH WITH YOUR COMPANY SPONSORSHIP

Feeling especially moved by the movement? See how you can support Special Olympics Wisconsin and the thousands of athletes we serve on a greater scale. Choose from a variety of packages to find the best fit. Reach out to our Polar Plunge team today: plunge@specialolympicswisconsin.org

2025 POLAR PLUNGE FUNDRAISING TOOLKIT: FUNDRAISING TIPS & TRICKS

THE CONCEPT IS SIMPLE

The Polar Plunge for Special Olympics Wisconsin rallies communities around inclusion by participating in a unique and wildly fun fundraiser. And we need your help to make this event a success. Asking for money can be hard for some, but try these tips & tricks for fast and efficient fundraising!

COMMUNICATION IS KEY

Engage your social media network for donations and make it easy to donate. Link your Funraise page directly to your posts and direct folks straight to your page.

Get creative with your posts! Share photos, videos, and personal stories to capture attention. Let your followers know why you're participating. And be sure to tag @SpecialOlympicsWisconsin and use the hashtags #sowi and #plungewi in your posts!

For family and friends not on the socials, reach out via text or email. Share what Special Olympics Wisconsin means to you, and ask them to join your team!

Note: Please do not create a fundraising page outside of the Funraise platform. Donations received outside Funraise will not count toward your Polar Plunge total.

ENGAGE THE OFFICE

Create company-wide excitement with internal contests and fundraising challenges. Foster friendly competition between departments, or work as a full team toward regular fundraising benchmarks.

Utilize and customize a variety of flyers, digital graphics, and email signatures to create a Polar Plunge promotion campaign within your organization.

Lastly, check whether your company offers a corporate gift matching program. SOWI accepts these donations and credits them directly to your Plunge Account—helping you reach your fundraising goals and potentially unlocking additional incentives!

HOW TO RAISE \$500 IN 10 DAYS

DAY	THE ASK	DAILY	TOTAL
1	Kick start your own fundraising! Show your commitment to inclusion with a \$25 contribution.	\$25	\$25
2	Ask three close family members to match your \$25 donation. Invite them to plunge with you!	\$75	\$100
3	Ask your best friend to donate \$25. Of course, also ask them to join your plunge team!	\$25	\$125
4	Post on social media. Offer those who donate to help select your Plunge costume!	\$100	\$225
5	Text five friends, requesting a \$10 donation from each. You're halfway there!	\$50	\$275
6	Email five relatives asking for a \$10 donation. Include a photo if you plunged last year!	\$50	\$325
7	Ask five local businesses that you frequent to donate \$10 each.	\$50	\$375
8	Ask five neighbors or community members for a \$10 donation.	\$50	\$425
9	Ask your boss for \$25. Don't forget to ask if your employer offers corporate gift matching!	\$25	\$450
10	Ask five coworkers for a \$10 donation. But don't stop now! Keep raising for more incentives	\$50	\$500