



2026 Polar Plunge – Corporate & Team Fundraising Challenge Guide

Engage Your Team • Build Momentum • Make an Impact

Thank you for supporting the 2026 Special Olympics Wisconsin Polar Plunge! This guide was created to help businesses and corporate teams boost energy, spark friendly competition, and maximize fundraising success. Below you'll find a menu of team-building games and individual challenges and each designed to motivate donors and celebrate milestones as you work toward your plunge.

How It Works

Choose activities that fit your workplace culture, set a fundraising goal for each challenge, and unlock that activity when your team hits the designated dollar amount. You can mix and match or create your own!

Individual Challenge Ideas

Great for employee spotlights, internal incentives, or social media features.

\$100 Level

- **Cold Brew Chug:** Participant drinks a (non-alcoholic) iced beverage on camera.
- **Office Chair Ice Race:** Quick hallway race filmed for social media.
- **Frozen Five Trivia:** Teammate answers five SOWI or company trivia questions—wrong answers = a cold water sprinkle.

\$250 Level

- **Ice Bucket at Work:** Classic challenge—dump a bucket of cold water over yourself (indoors or out).
- **Desk Makeover Day:** Coworkers decorate the participant's workspace in a silly theme.
- **Coffee Buy-Back:** Participant buys coffee for their immediate team.

\$500 Level

- **Dress Like a Mascot/Character Day:** Wear a wild outfit for a full workday or meeting.
- **CEO/Manager Swap Challenge:** Participant takes over a funny/non-sensitive leadership task for an hour.
- **Social Media Takeover:** Participant hosts a 1-day takeover promoting fundraising.

\$1,000 Level

- **Polar Pop (at Work):** A balloon filled with ice water is popped overhead.
 - **VIP Plunger:** Participant gets a special recognition post by SOWI.
 - **Custom Challenge:** Allow donors to vote on the challenge (from a safe pre-approved list).
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Team Challenge Ideas

Perfect for building collaboration, boosting morale, and driving higher fundraising totals.

\$500 Team Goal

- **Casual Day Week:** Unlock jeans or theme days for the whole team.
- **Team Scavenger Hunt:** Quick, office-friendly challenges to earn bonus donations.
- **Plunge Pep Rally:** Unlock a team meeting with activities, giveaways, or hype videos.

\$1,000 Team Goal

- **"Chili for a Cause" Cook-Off:** Departments compete; colleagues vote with donations.
- **Spirit Week:** Each day = a theme (retro, team-color day, hat day, etc.)
- **Office Olympics Round 1:** Paper airplane toss, rubber band archery, desk-chair sprints.

\$2,500 Team Goal

- **Ice Block Relay:** A fun, outdoor relay carrying ice cubes or frozen items.
- **Minute-to-Win-It Showdown:** Cup stacking, cookie-on-the-face challenge, etc.
- **Team Karaoke Challenge:** The team performs a song chosen by top donors.

\$5,000 Team Goal

- **Leadership Challenge:** Managers or executives complete a pre-selected challenge (ex: ice bucket, costume workday, dunk tank at the office).
- **Office Olympics Round 2:** More intense/funny competitions with medals.
- **Company-Wide Lunch Party:** Unlock a celebratory lunch with recognition for top fundraisers.

\$10,000+ Team Goal

- **Executive Plunge Commitment:** A leader takes the plunge with the team.
- **Brand Takeover:** A full-day company social media highlight of the team's efforts.
- **Team Trophy + Recognition:** SOWI provides a custom recognition moment at the event.

Bonus Incentives to Boost Engagement

- **Matching Gifts:** Encourage leadership or departments to match up to a certain amount.
- **Donation Milestone Tracker:** Display a thermometer or leaderboard in the workplace.
- **Donor Voting:** Let donors vote on the next challenge to unlock.
- **"Top Fundraiser Perks":** Reserved parking, free lunch, or internal awards.

Why It Matters

Every dollar raised supports Special Olympics Wisconsin athletes through inclusive sports, health programs, leadership training, and community-building opportunities. Your team's creativity, commitment, and enthusiasm directly empower athletes across the state.

