



Polar Plunge Email Templates

Email is an incredibly effective recruitment tool and is a great way to spread the word about your Polar Plunge, ask others to join your team and ask for donations to your cause.

TIPS

- Make it personal: Tell your story. Share with others why you participate, whether it's because you're Plunging for fun or because you love Special Olympics Wisconsin.
- If you've Plunged before, share a picture of your previous jump! If it's your first time, share your nerves and excitement! Have fun with it!
- Make a contest or game out of it: maybe the first person to donate or the largest donation gets a gift from you! Follow-up. Be sure to say thank you to donors after they make their donation, and again after you take the Plunge. Send them a picture of you Plunging with the results from the event.

SAMPLE TEXT

You can support my Plunge several ways, but the most FUN way is to join me! You can find my team page at [HYPERLINK FUNDRAISING PAGE]. You can check this page to see our goal, money raised and who's all on the team. I'd love to have you join me as a pledger or plunger to support Special Olympics Wisconsin!

EMAIL & SOCIAL MEDIA GRAPHICS

Include an [email banner](#) at the bottom of your email talking about your Plunge participation. It can be a sentence or two about the Plunge or you can use the Plunge email banner icon to show potential teammates exactly what you'll be doing! You can also consider changing your LinkedIn and Facebook Header graphics to this [Polar Plunge Social Media Graphic](#).