

PLUNGER TOOLKIT



Party like it's 0 degrees. You may have heard about the Polar Plunge from a friend, seen it on TV or even read about it online, but what exactly is this “Plunge” everyone is talking about?

So you're saying you've never jumped into frigid Alberta waters in the middle of the winter? Well, we can help change that!

Each year, the Polar Plunge challenges hundreds of brave jumpers at numerous locations around the province. It's a great way for everyone—individuals, organizations and businesses—to get involved in supporting Special Olympics Alberta. All funds raised go towards programming and events for more than 3,300 athletes across the province.

Think you have what it takes? The concept is simple: **each participant raises a minimum of \$75** and takes a dip into one of Alberta's frozen lakes. But the Plunges are so much more than that: they're the kind of fun and thrilling events that you really have to experience to understand. Grab some friends, get pumped and register today!

Polar Plungers can follow this example by bravely taking a chilly dip!

Visit www.Alberta.PolarPlunge.ca for more information. You can also contact info@specialolympics.ab.ca or 1.800.444.2883.

2019 POLAR PLUNGES

EDMONTON JANUARY 27	LETHBRIDGE TBD	CALGARY FEBRUARY 23
RED DEER MARCH 9		MEDICINE HAT MARCH 16

About the Law Enforcement Torch Run

Without the support of the Law Enforcement Torch Run, there would be no Polar Plunge. Plunges are a part of the year-round fundraising through the Law Enforcement Torch Run for Special Olympics Alberta. Law enforcement torch run member across the province raise funds and awareness for Special Olympics Alberta. These dedicated men and women are the energy and effort behind many of our events and programs. Be sure



to give them a big THANK YOU when you see them at your plunge or other events. We couldn't do it without them!

FUNDRAISING TIPS

EMAIL OUTREACH

Email is an incredibly effective fundraising tool, reaching people all over the world with the click of a button. It is a great way to spread the word about your Plunge participation, and to ask others to join your team or pledge your cause.

Tips & Tricks

- Make it personal: Tell your story. Share with others why you participate, whether it's because you are Plunging for fun or because you love Special Olympics Alberta.
- If you've plunged before, share a picture of your previous jump to frozen glory.
- If it's your first time, share your nerves and excitement!
- Have fun with it! Make a contest or game out of it - 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:

It's gonna be frigid! This winter I will be taking the Plunge to support Special Olympics Alberta. You might be asking yourself what this Plunge is? Well, I will be raising money so I can jump into a frozen Alberta Lake. The Plunge into the water may be a little frigid, but I don't mind because I am supporting the amazing athletes of Special Olympics Alberta.

To jump into the frigid waters, I have set a personal fundraising goal of \$(amount), and I need your help to reach it. I'm hoping you'll make a donation to Special Olympics Alberta on my behalf and support my Polar Plunge.

Don't you want to see me freez'in for a reason? You can support my Plunge several ways. The best and easiest is to visit Alberta.PolarPlunge.ca and pledge online. My personal page can be found at [\(link to fundraising page\)](#). You can check this page to see the goal and pledges raised.

If you prefer not to donate online, you can also give your donation directly to me, or mail it in to Special Olympics Alberta at the address below. Please make sure to include my name with your donation so I receive credit for the pledge.

Special Olympics Alberta
11759 Groat Road
Edmonton, AB T5M 3K6

If you can't support my Plunge through a donation, why not consider being bold in the cold and join me in taking the Plunge? You can join my team online now! To learn more about the Polar Plunge and Special Olympics Alberta, visit Alberta.PolarPlunge.ca.

SOCIAL MEDIA

Facebook and Twitter are incredibly powerful tools for fundraising. It has become common practice for Plunge participants to do all of their fundraising entirely through social media. They are easy tools to use and a personal way to connect with friends and family all over the world with a minimal effort.

Facebook and Instagram

- Like us and share a post from Facebook.com/PlungeAlberta/ or Instagram @SpecialOAlberta
- Add a link to your online Plunge page to send people directly to your Facebook profile.
- Make your Plunge an event on Facebook. Invite friends to support your fundraising effort. That way they will have a reminder before your Plunge!
- Update your status: Share why you are Plunging and what your goal is and updates your progress.
- Let your pictures do the talking: If you've Plunged before, post a picture of your jump along with your donation request.
- Set your profile picture and timeline photo to a picture of you taking the Plunge, or the costume you'll be wearing to Plunge.
- Shout outs: post a shout out to your donors when they pledge! You can even tag them in your post - just type @ + their name.
- Don't forget to thank your friends after your Plunge!

Twitter

- Follow us: Twitter.com/SpecialOAlberta @SpecialOAlberta
- Retweet a tweet to you and your followers
- Create an engaging 140 character message that shares why you are taking the Plunge.
- Shout outs: tweet each time you receive a new pledge. Don't forget to mention them in your status, just type @ + their name.
- Set your profile picture and twitter header image to a photo of you Plunging.
- Don't forget to thank your followers after your Plunge!

How to Raise \$150 in Seven Days

Day	WHO TO ASK	TOTAL PER DAY	GRAND TOTAL
1	Send an email to three friends asking for a \$10 pledge (or challenge them to take the Plunge with you).	\$30	\$30
2	Send an email to your three favorite relatives asking for a \$10 pledge.	\$30	\$60
3	Ask one parent and one sibling for \$10 each. Your birthday and/or a holiday is right around the corner!	\$20	\$80
4	Ask two neighbors for \$10.	\$20	\$100
5	Ask five people at your favorite restaurant, coffee shop, tavern, etc. for \$5.	\$25	\$125
6	Ask your best friend or significant other for a \$15 donation (don't forget to recruit them to Plunge with you).	\$15	\$140
7	Add a personal contribution of \$10	\$10	\$150

WHAT TO EXPECT AT THE PLUNGE

(Specifics may vary slightly at each plunge site. Plungers will be sent a plunge prep notice specific to their site in advance of their Plunge).

- We do our best to keep our Plungers warm as long as possible. This means staying inside our heated changing/staging areas until it's time to Plunge as there are a limited number of people we can accommodate at heated sites.
- We do our best to keep the hole at a comfortable depth so that you don't have to go under unless you want to. Ice and water conditions are never a guarantee, but know that we are trying to make it as painless and as fun as possible! (For adults, the water will not go over your head unless you try!)
- Trained Dive Team and EMTs are at the Plunge hole for assistance.
- Plungers are responsible for bringing all offline donations (cash, cheques) to check-in so that they can receive credit for those funds.
- Wave times will be assigned for each team and individual. Please confirm at registration for your wave time. For any teams or individuals who miss their wave time, they will be scheduled to the back of the queue.

What to Bring

- A towel to dry off and warm up with and dry clothes after plunging!
- Old shoes, aquatic shoes, etc. All Plungers must wear shoes to Plunge. You'll have to walk out on the ice and sometimes wait a moment for others to jump, so please wear a pair of shoes that you don't mind getting wet. Don't forget to bring a pair of dry shoes to wear afterwards!
- A duffel bag, backpack, garbage bag, etc. It's a good idea to bring a bag for dry clothes and your Plunge incentive as well as a plastic bag for your wet clothes after you've plunged.
- Another Plunger. Recruit a friend, family member, co-worker or acquaintance and get them to take the Plunge with you. It's always more fun with friends!

Check In Tips

- Participants should check in 30 minutes prior to plunging.
- All participants must check in prior to plunging to turn in funds, receive their incentives and receive Plunger access materials with information for their assigned wave time.
- Team captains need to check in for the entire team and make sure:
 - All team members have registered online
 - All team members have signed the waivers (online or at the check in)
 - All cash and cheque donations are accounted for each team member and each member has raised at least \$75 to plunge (cheques are made to Special Olympics Alberta)

Safety Tips

- **All Plungers must wear shoes to plunge site.** Secured footwear that is waterproof is preferred during the plunge.
- **DO NOT** dive or flip into the water. This is a safety precaution for all Plungers that is strictly enforced by the Dive Team.
- We advise you not to Plunge after drinking alcohol. Intoxicated people will not be permitted to Plunge.
- Wear a costume that's appropriate and non-discriminatory. Anyone wearing an offensive costume won't be allowed to Plunge.
- Leave valuables at home or with a spectator. Special Olympics Alberta is not responsible for items that are lost or stolen.
- Try not to run out of the water after your Plunge. Keep in mind that everything is wet and slippery. Be careful as you make your way to the changing tents.

Miscellaneous Tips

- Wear your Plunge costume right under the outfit you wear to the event. This way, you don't have to worry about changing and can stay warm longer!
- Bring along warm clothes to wear after you Plunge that are easy to put on. The last thing you want to deal with when you're cold and wet are clumsy zippers and buttons!
- Carpool. Parking can be crowded, so help us out by coming as a group. Take advantage of Plunge shuttle services if they're available!
- Invite a friend to watch, take pictures and hold onto your dry stuff for you.