



PLUNGER TOOLKIT

The Polar Plunge for Special Olympics Alberta is the coolest event of the winter! Polar Plunge is a unique opportunity to support Special Olympics Alberta athletes by taking a dip into a chilly body of water or, for 2021, virtually! This year, we're celebrating 10 YEARS of plunging in Alberta so 2021's theme is #plungeX to represent this milestone!

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 teams - to get involved in supporting Special Olympics Alberta. All funds raised go towards supporting programming for more than 3,300 athletes across the province.

Think you have what it takes? The concept is simple: **each participant registers for \$50**, raises donations, and takes a dip virtually in a safe and creative way. 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 to participate virtually today!

Looking for a team-building activity? Why not put a team together with the cohort you are already a part of! Whether classmates, coworkers, or any other cohort, the team that dives together, thrives together.

Visit www.specialolympics.ca/albertapolarplunge for event information.
For more details, please contact info@specialolympics.ab.ca or 1.800.444.2883.

2021 VIRTUAL POLAR PLUNGE CELEBRATIONS

EDMONTON JANUARY 31	LETHBRIDGE FEBRUARY 6	CALGARY FEBRUARY 20
RED DEER MARCH 6	MEDICINE HAT MARCH 13	

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 virtually to support Special Olympics Alberta. You might be asking yourself what this Plunge is? Well, I will be raising money for getting bold and cold in a fun creative way! It may be freezing, but there is a reason: I want to support the amazing athletes of Special Olympics Alberta.

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 freezin' for a reason? You can support my Plunge in several ways. The best and easiest is to visit www.specialolympics.ca/albertapolarplunge and pledge online. My personal page can be found at (link to fundraising page). You can check out 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. If you can't support my Plunge through a donation, why not consider being bold in the cold and join me in taking the virtual Plunge? You can join my team now! To learn more about the Polar Plunge and Special Olympics Alberta, visit www.specialolympics.ca/albertapolarplunge.

SOCIAL MEDIA

Get the snowball rolling by following us on Facebook, Twitter, and Instagram (@PlungeAlberta) to like, share, repost, or retweet our posts to engage others on social media.

- Add your personal plunge link to your social media page or share it on your profile to direct people to donate to you online.
- Share your virtual plunge video to social and tag us @PlungeAlberta. Be sure to include a link to your donation page, too!
- Challenge friends, family, colleagues, etc. to take the virtual plunge and use #PolarPlungeAB, #plungeX, or tag @plungealberta to get us to share your post.
- Make your Plunge an event on Facebook. Invite friends to support your fundraising effort.
- Share why you are Plunging and what your goal is and updates about your progress.
- If you've Plunged before, post a picture of your jump along with your donation request.
- Shout outs: post a shout out to your donors when they pledge! You can even tag them in your post - just type @ + their name. Be sure to thank them afterwards, too!





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

Safety Tips

- When you do your virtual plunge, keep in mind that your surrounding area will be wet and slippery.
- Don't do your virtual plunge if you are intoxicated.
- Wear a costume that's appropriate and non-discriminatory. Anyone wearing an offensive costume won't have their video shared to social media nor will it be posted to the website.
- Follow the Alberta Health Service guidelines and plunge safely with your cohort or family.

About the Law Enforcement Torch Run

The Law Enforcement Torch Run consists of members from across the province who raise funds and awareness for Special Olympics Alberta. Without them, there would be no Polar Plunge!

Plunges are a big part of the year-round fundraising that they do all across the province, in so many cool and creative ways! These dedicated men and women are the energy and effort behind many of our events and programs. We couldn't do it without them!

For more information, visit www.specialolympics.ca/albertatorchrun.

