

ISU GREEK WEEK POLAR PLUNGE

FUNDRAISING TIPS

2025



POLAR PLUNGE®

THE POLAR PLUNGE IS A SIGNATURE FUNDRAISER FOR SPECIAL OLYMPICS, WHERE INDIVIDUALS AND ORGANIZATIONS RAISE MONEY TO SUPPORT SPECIAL OLYMPICS IOWA BY JUMPING INTO FRIGID WATERS.

SO HOW DOES IT WORK?

STEP 1: REGISTER

- Register for one of our Polar Plunges!
- Set your fundraising goal. Fundraising is required to participate in the Polar Plunge, a minimum of \$75. Make sure to check out this year's cool incentives for each level.
- Ask your friends, family and co-workers to donate to your page. The more donations, the better!

STEP 2: FUNDRAISE

- We understand, fundraising can be hard, and asking for money can be awkward. Luckily, you're doing it for a great cause—and we have resources to make it easy!
- Donations can be made online.

STEP 3: PLUNGE

- When you arrive at your Plunge, make your first stop at the registration tent, then check in with GW Central, watch karaoke - then PLUNGE!
- After you Plunge, grab your towel, get some food and share your pictures from the plunge with friends on social media.



WHO DO I ASK?



You're all signed up for the Plunge - great! Now you're probably wondering who you can get donations from. Here are some suggestions:

- CONTACT CHAPTER ALUMNI
- SPLIT UP DONATIONS BETWEEN THOSE WHO HAVEN'T RAISED THEIR \$75 BY THE DAY OF THE PLUNGE!
- "SPONSOR A PLUNGER"
- ASK LOCAL ALUMNI IF THEY NEED HELP WITH THINGS LIKE...(BABYSITTING, MOWING GRASS, SHOVELING SNOW)
- REACH OUT VIA SOCIAL MEDIA AND ASK PEOPLE TO DONATE TO YOUR PAGE
- FAMILY, FRIENDS, COWORKERS, NEIGHBORS
- PEOPLE FROM LOCAL SHOPS, RESTAURANTS, ETC.

HOW DO I ASK?

- So now that you know who to ask, you're probably wondering the best way to ask for donations.
- Here are a few ideas:
- **SEND AN EMAIL TO FRIENDS AND ASK THEM TO MAKE A CONTRIBUTION. LET THEM KNOW THAT ANY AMOUNT IS APPRECIATED!**
- **REACH OUT TO YOUR GRANDPARENTS AND TELL THEM ABOUT THE GREAT CAUSE YOU ARE FUNDRAISING FOR.**
 - **ASK YOUR PARENTS OR SIBLINGS FOR A DONATION.**
 - **GO AROUND AND ASK YOUR FAVORITE NEIGHBORS TO MAKE A CONTRIBUTION.**
 - **DO YOU HAVE A FAVORITE COFFEE SHOP? RESTAURANT? LOCAL STORE? ASK THEM FOR A SMALL DONATION OF \$5. YOU'RE A LOYAL CUSTOMER- THEY'LL BE MORE THAN HAPPY TO HELP!**



SOCIAL MEDIA TOOLKIT

Instagram, Facebook, Twitter, Venmo, Snapchat... you probably are familiar with all of these! We have created templates, tools, and items for you to use on these platforms to help raise awareness and funds!

BEST PRACTICES

- Include your personal Plunge link in all of your posts so it's easy for friends and family to donate directly to your link.
- Have a personal story? Share it with your followers and let them know why you are taking the Plunge for Special Olympics Iowa.
- Make sure you're following the Polar Plunge and Special Olympics Iowa accounts, and tag us whenever you post on social media!



@SpecialOlympicsIowa | Special Olympics Iowa



@specialolympicsia | Special Olympics Iowa



@soiowa | Special Olympics IA



@SOIOWA | Special Olympics Iowa

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INSTAGRAM

COPY + PASTE INSTAGRAM CAPTIONS BELOW:

FUNDRAISING

I'll be freezin' for a reason at the [location] Polar Plunge on [date], and I would love your support! Donate to support the thousands of Special Olympics athletes in Iowa at the link in my bio. #PolarPlungeSOIA #FreezinForAReason

We're Plunging for inclusion on [date] at [location]. Head to the link in my bio to donate to my team [team name] today! #PolarPlungeSOIA#FreezinForAReason

FACEBOOK

COPY + PASTE INSTAGRAM CAPTIONS BELOW:

FUNDRAISING

It's that time of year again. Time to take the Polar Plunge for Special Olympics Iowa! I'll be jumping into freezing cold water on [date], all to support the thousands of Special Olympics athletes across Iowa! Consider making a donation on my personal fundraising page: [insert personal link]

We're Plunging for inclusion on [date] at [location]. Use the referral link on my Plunge page to donate today: [insert personal link] #PolarPlungeSOIA#FreezinForAReason

VENMO

Challenge your family & friends to skip their morning coffee and Venmo you \$5 instead!

www.soiowa.org/polar-plunge



DONATION IMPACT

Here are some examples of the impact your donation will make:

\$5

Provides a meal to an athlete at a Special Olympics competition.

\$10

Provides a hearing screening & hearing aids to a Special Olympics athlete.

\$15

Provides a non-invasive dental screening, tooth brush and tooth paste for an athlete.

\$20

Provides physical therapy screening, stretch and exercise coaching.

\$45

Send a coach to Special Olympics Sports Academy training program.

\$60

Provides an eye exam & pair of glasses to 2 Special Olympics Athletes.

\$100

Send a Unified pair to a Special Olympics Athlete Leadership Program.

\$250

Implement a Respect Campaign into a school, business or organization.

\$500

Provides funding to a start a new Special Olympics Delegation.

HOW TO RAISE \$150 IN 7 DAYS

Your fundraising is changing the lives of over 9,100 Special Olympics Iowa athletes and Unified partners.

DAY	THE ASK	TOTAL PER DAY	GRAND TOTAL
1	Kick start your fundraising by adding a personal contribution of \$10	\$10	\$10
2	Send an email to three friends asking for a \$10 donation. Don't forget to also ask them to take the Plunge with you!	\$30	\$40
3	Send an email to three of your favorite relatives asking for a \$10 donation.	\$30	\$70
4	Post on social media and tell your followers if they help you raise at least \$20 in one day, you'll let them pick your Plunge costume!	\$20	\$90
5	Ask two neighbors for \$10.	\$20	\$110
6	Ask five people at your favorite restaurant, coffee shop, tavern or local community hang out spot for \$5.	\$25	\$135
7	Ask your best friend or significant other for a \$15 donation. And (of course) ask them to join your Plunge team, too!	\$15	\$150

EMPLOYER MATCH

4 STEPS TO DOUBLE YOUR DONATION

1 GO TO THE POLAR PLUNGE CLASSY PAGE & SELECT DONATE.

2 SELECT DONATION AMOUNT, CHECK BOX STATING “WOULD YOU LIKE YOUR EMPLOYER TO MATCH?”. ONCE YOU CHECK THE BOX, A LIST OF MATCHING GIFT COMPANIES WILL APPEAR IN DROP DOWN MENU - SELECT YOUR COMPANY.

3 DONORS - MAKE SURE TO ENTER YOUR EMPLOYER EMAIL AND ENTER WHO YOU WOULD LIKE THE DONATION TO GO TO.

4 EACH COMPANY HAS DIFFERENT MATCHING GIFT PROCESSES, YOU WILL THEN RECEIVE AN EMAIL FROM YOUR COMPANY REGARDING THE PROCESS TO FOLLOW AFTER YOU FILL OUT DONATION INFORMATION.

PLEASE EMAIL MADDIE CORY AT MCORY@SOIOWA.ORG IF YOU HAVE QUESTIONS REGARDING YOUR MATCHING GIFT.