

SPECIAL OLYMPICS NEW YORK  
**POLAR  
PLUNGE**

## TIPS AND TRICKS

### What is a Team Captain?

- Team Captains are the leaders of your Plunge Team. Teams are made up of 2-200 people who share a passion and commitment to raise money for the athletes of Special Olympics New York.
- Fundraising efforts are culminated and celebrated at the Polar Plunge! Team Captains work closely with their Personal Plunge Coach to motivate their team members and their donors.
- Team Captains organize and delegate the team's fundraising events and efforts! Team captains are in charge of rallying their team fundraising initiatives as well as making sure their team is prepared for the fun of the Plunge by coordinating costumes, signage, etc.
- Teams can be composed of friends, families, co-workers, companies, churches, social clubs, offices, small businesses...and the list goes on. Any combination of 2-200 people can be a Plunge team.

### How to be a Great Captain!

- Ask people you like (and who you trust) to be with you. Make people feel your enthusiasm.
  - Have a team kickoff to recruit new members and get things going.
- Set a team fundraising goal of at least \$100/person or \$1000 for the team. But don't stop there! Be creative with your fundraisers to increase your overall dollars raised. Make sure your teammates are utilizing their Personal Plunge Pages to encourage more donations.

### Select a Co-Captain to help you.

Communicate, Communicate, Communicate – keep your team informed about incentive prizes, rules, games, contests, etc.

- ◆ Be their cheerleader and their biggest fan
- ◆ Talk about any personal connections to Special Olympics
- ◆ Hang posters, banners, balloons in your office
- ◆ Volunteer at a local competition or training club with your team to motivate!
- ◆ Have a Team Captain Wrap-Up Party

### Team Fundraising Ideas

Understand your target audience when planning a Team Fundraiser to maximize your potential. Make sure you are enthusiastic about your fundraiser and set a goal!

Spread the word!

Let everyone you know what you are doing and why!



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### ***Just a Few Examples of Team Fundraisers***

- ◆ Company Contribution – solicit your company to match your dollars raised! Many companies already do this! Ask your human resources department.
- ◆ Auction (Silent or Live) – hold the event at your business, in your neighborhood, or at church. Ask for contributions of unique items. Display the items (or descriptions) prior to the event. Hold the auction over lunch or at a convenient time.  
*Example* – Correction officers from Wyoming Correctional Facility hold an annual Chinese Raffle one day at the jail for all employees to participate. This year they raised nearly \$5,000!
- ◆ Bake for the Gold – Hold a bake sale once a month at your company, church, or club.
- ◆ Car Wash- Works great for high schools – don't forget to include local Special Olympics team to help out!
- ◆ Quilt Making – if you have a team that is interested in making a quilt (ladies auxiliaries, church groups, craft groups). Display the quilt at a public location with a raffle!
- ◆ Change Jars- Ask local business owners to set out a jar for contributions especially hit up community businesses that you have a relationship with. Pick a local Special Olympic athlete in your neighborhood to highlight with this!
- ◆ Restaurants – ask a local restaurant or cafe to contribute a portion of the proceeds for a day.
- ◆ Poker Plays Pay – Invite 10 people over for a round of charity poker. Send invitations explaining your Plunge participation and request everyone brings \$25-40 mad money. If you can recruit a few friends to help you, try this on a larger scale and hold it in your church basement or local school. Provide refreshments. This one is a hot one out there!
- ◆ 5 Cents At a Time- Each team member runs a bottle drive in their area. Go door-to-door and collect bottles from your neighbors and friends.
- ◆ Ask for Contributions for:
  - Ask a local business for a donation and you will wear their logo shirts for the plunge! Remember shoot high, this is great advertising!
  - ◆ Auction a prime parking spot for a week.
  - ◆ Have an At-Home Happy Hour- set aside a Friday night from 6-9 p.m. Invite your coworkers, friends, family and neighbors over for an evening of drinks and snacks. Charge a "cover" or have them buy a glass in order to generate funds for your Plunge Team!
  - ◆ Bowling – Host a Bowl-A-Thon. Cut down on costs, do a Wii Bowl-A-Thon at someone's house!

### **Tips for Rookies**

- ◆ Register Online and create your own Personal Plunge Page!
- ◆ Start a Team! The more Plungers, the more FUN!
- ◆ Be unique and wear a costume! Encourage your teammates to do the same!
- ◆ Remember to pack a towel and water shoes
- ◆ Wear your swimsuit under your clothes so you'll be ready for the Plunge fun



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- ◆ Bring along easy to slip-into warm clothes and shoes for after the Plunge
- ◆ For your safety, never dive into the water
- ◆ Bring a plastic bag for wet clothes, and a waterproof backpack or bag to store your dry clothes
- ◆ A disposable, waterproof camera is a great way to capture a Plunger's view of the excitement
- ◆ Invite a pal to witness, photograph and have a towel at the ready for when you leave the water
- ◆ Don't forget to thank your donors and send them photos after the event!

### Raise \$500 in 10 Days

Here's How . . .

**Day 1** Get yourself Started! = **\$25**

**Day 2** Challenge 3 family members to each match your donation of \$25 = **\$100**

**Day 3** Ask your best friend for a \$25 sponsorship = **\$125**

**Day 4** Ask you boss for a company donation or a matching gift = **\$150**

**Day 5** Hang out with friends! Ask 5 local friends to sponsor you for \$10 = **\$200**

**Day 6** Email your Plunge Page to five out of town friends for \$10 or use the donation letter = **\$250**

**Day 7** Hit the town! Request a \$10 sponsorship from 5 businesses = **\$300**

**Day 8** Gather support at work! Ask 5 coworkers for \$10 = **\$350**

**Day 9** Ask 5 neighbors to support your plunge for \$10! = **\$400**

**Day 10** Ask 10 people at your church, club, gym,etc for \$10 each = **\$500**

You did it!

Remember an easy way to hit up all of your contacts at once is through online fundraising! Make sure you set up your **Personal Plunge Page** and personalize it!!!

