



**POLAR 20
PLUNGE 21**



FUNDRAISING EMAIL OUTREACH

COPY AND PASTE OUR SAMPLE EMAIL BELOW

Dear [\(insert support name here\)](#),

This February, I'm participating in the 2021 Polar Plunge for Special Olympics Virginia and plunging it may way! What does that mean? It means that for my Polar Plunge I will be [\(insert how you plan on plunging\)](#). But before I do, I need your help in reaching my fundraising goal.

Although the event will look a little different, the need remains the same. Your donation will help me support 23,000+ Special Olympics Virginia athletes who have dealt with social isolation long before the COVID-19 pandemic.

Click this link [\(insert fundraising page link here\)](#) to make a donation to my fundraising page or if you'd like to take your support to the next level, join my team [\(insert fundraising team page\)](#) and Plunge with me.

Thank you so much for your support - every dollar helps!

[\(Insert your name here\)](#)

P.S. Feel free to forward this email to friends and family that would be willing to support.

WWW.POLARPLUNGE.COM