



**POLAR 20  
PLUNGE 21**



# FUNDRAISING SOCIAL MEDIA

Utilize Facebook, Twitter, Instagram and LinkedIn to reach out to your friends and family when asking for donations. Make sure that you link your Plunge Account to your posts so it's super easy for people to donate right to you! Another important reminder: You can now share your fundraising page directly on facebook. Learn how with our **FACEBOOK FUNDRAISER HOW TO**.

## TIPS

Get creative! Feel free to share pictures and videos to your posts.

Have a personal story? Share it with your followers and let them know why you Plunge.

Tag Polar Plunge and Special Olympics Virginia in your posts!



@PLUNGEVIRGINIA | @SPECIALOLYMPICSVIRGINIA



@POLARPLUNGEVA | @SPECIALOLYMPICSVVA

## SAMPLE POSTS

Help me support the 25,000+ athletes who participate in Special Olympics Virginia. Please donate to my Polar Plunge page! #SupportTheColony <insert link to personal Plunge page>

You can make a difference! Help me reach my fundraising goal as I Plunge it my way for Special Olympics Virginia. #PlungeYourWay <insert link to personal Plunge page>

'Tis the Plunge season! Help me support Special Olympics Virginia by donating to my Polar Plunge! #PlungeYourWay <insert link to personal Plunge page>

**WWW.POLARPLUNGE.COM**