






# FUNDRAISING RESOURCES

# TEAM CAPTAIN




# CHECKLIST

We know that our Team Captains want to Go For the Cold, so we've put together a checklist to help you make sure your team makes the biggest splash this Plunge season!




## GROW YOUR COLONY

-  Create your team at [www.polarplunge.com](http://www.polarplunge.com) - be sure to choose an awesome team name too.
-  Recruit your friends, family, coworkers and neighbors to join your team!
  - Need help convincing them? Remind them that joining the colony supports 18,000+ Special Olympics Virginia athletes and the inclusion revolution.
-  Personalize your team page - let everyone know why the Polar Plunge is important to your team.
-  Share your team page with supporters asking for donations.
-  start things off with a donation to your page.




## 2 MONTHS TIL PLUNGE

-  Encourage your team to check out the fundraising tools to enhance their fundraising efforts.
-  Finalize your Plunge Costume - the bolder the better!
  - Have a few ideas and want to try them out? Post pictures on social media and ask friends and family to vote. Here's the catch, you will only count their vote if they've donated to your page.
-  Check-in on your teammates fundraising efforts.
  - Does it look like someone needs a little extra help? Reach out to your Penguin Pal for tips and advice! Remember, a flock doesn't leave a penguin behind.




## 30 DAYS TIL PLUNGE

-  Create a Facebook Fundraiser.
-  Remind your teammates to thank all their donors and supporters.
  - Plungers can comment on donations, send a quick text or write a thank you email to any donor. A little thanks goes a long way and it truly takes a colony!
-  Share updates on team fundraising page.

## 2 WEEKS TIL PLUNGE

-  If you have a teammate who hasn't raised any money or hasn't met their goal, give them some extra support so they don't miss out on all the fun of Plunge!
-  Make 3-4 social media posts to reach your goals and encourage your teammates to do the same.
-  Get your costumes ready to go!

## PLUNGE WEEK

-  The final push is here! Send out 1 extra text, email and social media to make a real fundraising splash!
-  Coordinate a time and location to meet your team on Plunge day.
  - Remind your teammates to bring any offline donations to turn in at event registration.
-  Remember, all teammates must raise \$100 in order to take the Plunge!

[WWW.POLARPLUNGE.COM](http://WWW.POLARPLUNGE.COM)