



**POLAR 20  
PLUNGE 21**



# FUNDRAISING EMAIL OUTREACH

Email is an incredibly effective recruitment tool and is a great way to spread the word about your Plunge, ask others to join your team and ask for donations to your cause.

## TIPS

Make it personal: Tell your story. Share with others why you participate, whether it's because you're Plunging for fun or because you love Special Olympics Virginia.

If you've Plunged before, share a picture of your previous jump!

If it's your first time, share your nerves and excitement!

Have fun with it! Make a contest or game out of it: maybe the first person to donate or the largest donation gets a gift from you!

Follow-up. Be sure to say thank you to donors after they make their donation, and again after you take the Plunge. Send them a picture of you plunging your way during official Plunge week.

## SAMPLE TEXT

You can support my Plunge several ways. The best and easiest is to visit [PolarPlunge.com](http://PolarPlunge.com) and donate online. My personal page can be found at [\(personal url\)](#). You can check this page to see my goal, money raised and a photo of me plunging it my way!

If you can't support my Plunge through a donation, why not consider joining me in taking the Plunge? You can join my team online at [\(personal url\)](#)! To learn more about the Polar Plunge and Special Olympics Virginia, visit [PolarPlunge.com](http://PolarPlunge.com)

## EMAIL BANNER

Include an email banner at the bottom of your email talking about your Plunge participation. It can be a sentence or two about the Plunge or you can use the Plunge email banner icon to show potential teammates exactly what you'll be doing! You can even link the image to your team Plunge page.

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