POLAR PLUNGE

FREEZIN FOR A REASON



FUNDRAISING TOOLKIT

POLARPLUNGETN.COM

CONTENTS

Welcome + About Polar Plunge	3
Social Media Tips + Best Practices	4
Email Outreach Tips + Samples	5
Donation Impact	6
How to Raise $150 in 7 Days	7
How to Raise $500 in 10 Days	8
Additional Tips	9

FOR MORE INFORMATION, VISIT POLARPLUNGETN.ORG

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WELCOME TO POLAR PLUNGE

WHERE YOU'LL BE FREEZIN' FOR A REASON



The Polar Plunge is the coolest fundraiser of the year — literally! Brave souls from throughout Tennessee jump into icy waters to support more than 21,000 Special Olympics athletes across the state. Every splash helps provide year-round sports training, competition, and inclusion for individuals with intellectual disabilities. Whether you go solo or with a team, it's a fun, unforgettable way to make a difference. Do you have what it takes to be *Freezin' for a Reason*?

At a location near you, you'll have the chance to make a splash for a great cause. Whether you're plunging solo, joining a team, or rallying your community, it's the perfect mix of fun, purpose, and adventure. All fun aside, Polar Plunge just might be your most unforgettable day yet!

PLUNGE LOCATIONS

CHEATHAM COUNTY
Saturday, January 16

KNOXVILLE
Saturday, February 6

UNION CITY
Saturday, February 6

WILSON COUNTY
Saturday, February 6

JOHNSON CITY
Sunday, February 7

MUSIC CITY
Saturday, February 13

JACKSON
Saturday, February 13

CHATTANOOGA
Friday, February 19

SUMNER COUNTY
Saturday, February 20

CLARKSVILLE
Saturday, February 27

MEMPHIS
To Be Announced

SOCIAL MEDIA GUIDE



Social media is one of the best ways to rally support as you get ready to take the Polar Plunge! Inside this toolkit, you'll find helpful tips, ready-to-use captions, and graphic templates to make fundraising and recruiting on social media simple and effective.

TIPS + BEST PRACTICES

SHARE YOUR WHY

Tell your followers why you're plunging! Whether it's to support Special Olympics athletes, challenge yourself, or keep a tradition alive, people connect more when they know your personal motivation.

MAKE THE ASK CLEAR & EASY

Always include your Plunge Link so people can donate with just one click. Pair it with call-to-action phrases like *"Support my plunge today!"* or *"Join my team here!"* so supporters know exactly what to do.

KEEP IT FUN & FREQUENT

Post updates often: share your progress, countdown to plunge day, or challenge friends to donate.

GET CREATIVE

Post pictures of yourself in plunge gear, past plunge memories, or a short video inviting friends to join or donate. Visuals grab attention and make your posts more engaging.

TAG US ON SOCIAL MEDIA!

- **Facebook** — SpecialOlympicsTN & PolarPlungeTN
- **Instagram** — @SpecialOlympicsTN & @PolarPlungeTN
- **X** — @SOTennessee
- **TikTok** — @SpecialOlympicsTN
- **Visit Our Website** — www.SpecialOlympicsTN.org/PolarPlunge

EMAIL OUTREACH



Email is an effective tool for Polar Plunge fundraising and recruiting team members! It's a great way to spread the word about your Plunge, invite others to join your team, and raise funds for Special Olympics Tennessee athletes across the state.

TIPS + SAMPLE EMAILS

- Make it personal: Share your story! Tell people why you're participating — maybe it's for the fun, the thrill, or your passion for supporting Special Olympics Tennessee.
- If you've Plunged before, include a photo or video from a previous jump!
- If it's your first time, share your excitement (and maybe your nerves!).
- Have fun with it — turn it into a challenge! Offer a small prize for the first person who donates or for the largest donation.
- Always follow up! Send a thank-you note to your donors after they contribute, and again after you take the Plunge. Include a photo or update from the event so they can see the impact of their support.

SAMPLE EMAILS

You can support my Polar Plunge several ways! The easiest is by visiting PolarPlungeTN.com and making a donation online. You'll find my personal page here: **[insert personal link]** — where you can see my fundraising goal, track my progress, and check out photos from the big day!

If you're not able to donate, why not take the Plunge with me? Join my team at **[insert team link]** and help raise funds for over 18,000 Special Olympics athletes across Tennessee. To learn more about the Polar Plunge and Special Olympics Tennessee, visit PolarPlungeTN.com.



DONATION IMPACT

No matter your donation size or total fundraising amount, you are making a difference in the lives of thousands of Special Olympics athletes across the state. 100% of the proceeds raised during our Polar Plunge season support Special Olympics Tennessee (SOTN).

$5	Provides an athlete with a medal or ribbon to celebrate their achievements at competition.
$15	Covers healthy snacks and hydration for an athlete during training or event day.
$25	Supplies a Special Olympics athlete with new sports equipment for their season.
$50	Helps fund a full day of training and competition for one athlete, including travel and lodging.
$75	Supports health screenings through the Healthy Athletes program, giving athletes access to vital care and education.
$100	Provides one athlete with an official uniform and the confidence to compete proudly.
$250	Funds an athlete's full season of training, competition, and health programming.
$500	Helps bring a team to a state-level competition, covering transportation, meals, and lodging.
$1,000	Sends a group of athletes to attend a Special Olympics USA Games, representing their community and state of Tennessee.

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HOW TO RAISE $150 IN 7 DAYS



DAY	THE ASK	TOTAL PER DAY	GRAND TOTAL
1	Create your Plunge Page and add a personal contribution of $10.	$10	$10
2	Send an email to three friends asking for a $10 donation. Don't forget to also ask them to take the Plunge with you!	$30	$40
3	Send an email to three of your relatives asking for a $10 donation.	$30	$70
4	Ask family members or friends for $10 each. Your birthday or a holiday is bound to be right around the corner!	$20	$90
5	Ask two neighbors for $10 donations.	$20	$110
6	Ask five people at your favorite restaurant, coffee shop, or local community hang out spot for $5.	$25	$135
7	Ask your best friend or significant other for a $15 donation. And (of course) ask them to join your Plunge team, too!	$15	$150

Pro Tip! Send personalized thank-you notes to all your donors — it shows your appreciation and helps build lasting support for Special Olympics Tennessee.

HOW TO RAISE $500 IN 10 DAYS



DAY	THE ASK	TOTAL PER DAY	GRAND TOTAL
1	Create your Plunge Page and add a personal contribution of $25.	$25	$25
2	Ask three family members to match your personal donation of $25.	$75	$100
3	Send an email to three of your relatives asking for a $10 donation.	$25	$125
4	Ask your boss for $25. Don't forget to ask if they have corporate matching!	$25	$150
5	Ask five friends to donate $10 each.	$50	$200
6	Ask five more friends to donate $10 each.	$50	$250
7	Ask five businesses that you frequent to donate $10 each.	$50	$300
8	Ask five co-workers to donate $10 each.	$50	$350
9	Ask five neighbors to donate $10 each.	$50	$400
10	Post on your social media pages and ask for 10 people to donate $10 each.	$100	$500

Pro Tip! Send personalized thank-you notes to all your donors — it shows your appreciation and helps build lasting support for Special Olympics Tennessee.

ADDITIONAL TIPS



FULL TEAM FUNDRAISERS

There's no need to fundraise alone – get your entire team, company, friend group, or delegation working together! Host a bake sale, garage sale, or raffle for your community and have all of the proceeds go to your Plunge team. Got a cool fundraising concept of your own? Let us know what you want to do and we will do whatever we can to help!

CORPORATE GIFT MATCHING

Do your parents, grandparents, aunts & uncles, the people you dog-sit for work at a company that does charitable gift matching? It's worth checking out! When you find someone to donate to you, make sure they find out if their company will match their donation – that could mean double the money for you!

SPONSOR THE PLUNGE

Polar Plunge partnership opportunities include the reach and efficiency of measured media, the goodwill of cause marketing and the local relevance of grassroots partnerships. From individual event sponsorship to statewide activations, sponsors can choose from a variety of packages to find the best fit. For more information, contact Trevor Spathelf at tspathelf@specialolympicstn.org.