

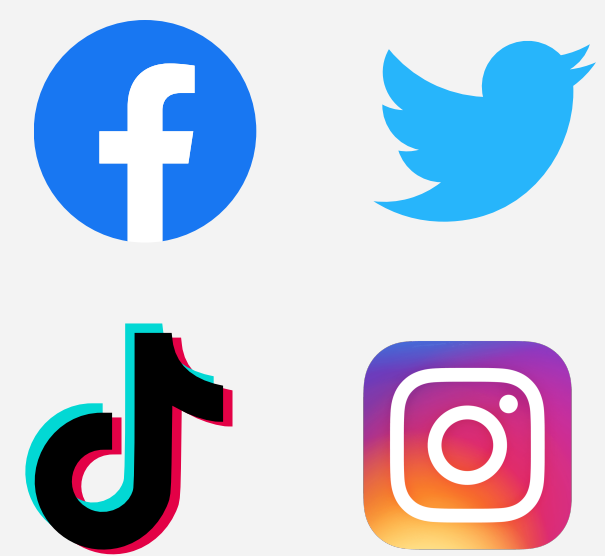


# EAST VS WEST POP PREP 101

## STEP 1 SIGN UP!

Get ready to face off in a friendly East vs. West competition to see which side of the state can raise the most funds for Special Olympics Washington athletes! Get started by registering for the East or West side at:

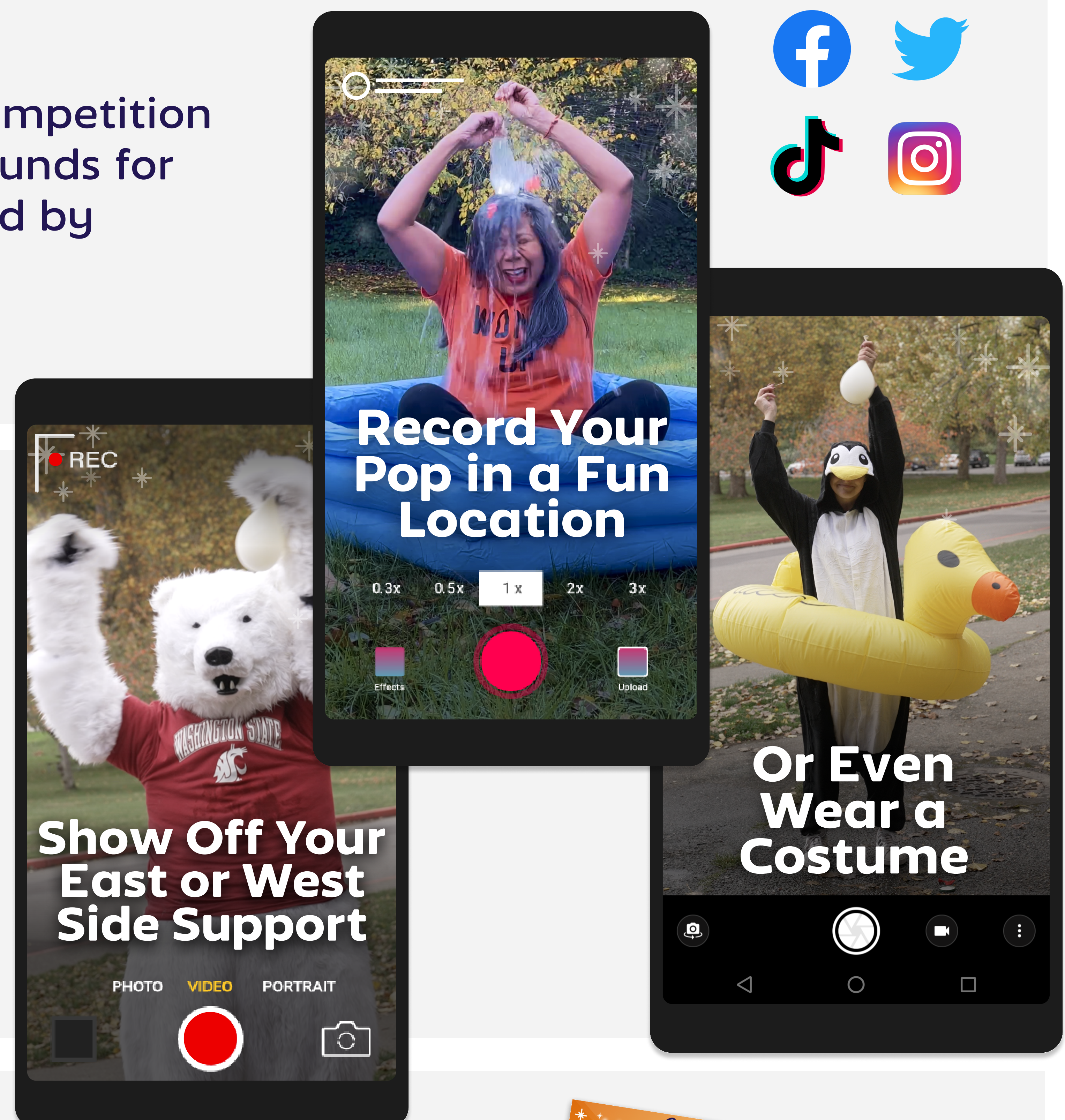
[PolarPlungeWA.com](https://PolarPlungeWA.com)



## STEP 2 POP!

Begin raising funds by sharing your personal fundraising link with friends, family, and colleagues! For every donation you receive, record a Polar Pop video thanking the donor before getting drenched with a water balloon.

 **Use Official Water Balloons & Pin from Your Plunge Kit**



## STEP 3 POST!

Encourage others to keep the fun going and "Send a Splash" your way by sharing your Polar Pop video on social media! Don't forget to use the official hashtag:

**#PolarPlungeWA**

## Graphics & Videos to Post

Use these post graphics to make fundraising a breeze! Just share the sample images we've included and use **#PolarPlungeWA** to gather support from your followers. Don't forget to include the link to your personal fundraising page!

[DOWNLOAD](#)



## Facebook Profile Photo Frame

Show your Facebook friends that you're fundraising for the Polar Plunge by updating your profile picture with our event frame!

[OPEN FACEBOOK FRAME](#)



## Quick Links

Mail Checks and  
Donations to:

Special Olympics Washington  
2815 Second Ave., Ste. 370, Seattle, WA 98121

[Follow TikTok](#)

[Follow Instagram](#)

[Follow Facebook](#)

[Follow Twitter](#)

[PolarPlungeWA.com](https://PolarPlungeWA.com)

[Register Online](#)

[Register by Mail](#)

[FAQ](#)

[Download Graphics](#)





# EAST VS WEST POP PREP 101




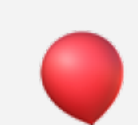

## How to Successfully Fundraise Online

### Know your “WHY”

Always remember to tell people why you're participating in the 2022 Polar Plunge and how the money raised provides athletic training, competition, and health services for more than 19,500 Special Olympics athletes across Washington.

### Be Prepared

There are many ways to ask for donations- so try to keep it fun and creative! Need some inspiration? We've got you covered!

-  Donor chooses your costume
-  Every \$10 donated = 1 balloon you pop in your video
-  Offer your time! For example, "The first person to donate \$25 gets their car washed or homemade cookies."

### Build your List

Create a list of family and friends you want to reach out to. Then, include colleagues, neighbors, acquaintances and even clients. Once you have a list of your dream team members, make sure to think about what form of contact would make sense for each individual.

### Follow Up Regularly

If you only send out one email, put one post on your profile, or call once, people will forget that you've asked them to support you. Follow up with people every 4-5 days and make sure they know how much you value their support.

## Your Fundraising TOOLBOX



Face-to-Face Video Chat



Emailing



DM's on Instagram



Facebook Messages



Texting or Calling

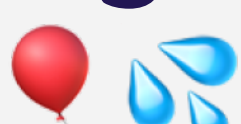


Posting to social media



Writing a Letter

### Example Social Post: (Copy & Paste this text)

I'm taking one for the team to support over 19,500 Special Olympics athletes in Washington!  
 For every donation made to my Polar Plunge fundraising page, I'll post a Polar Pop video thanking the donor before getting drenched with a water balloon! #PolarPlungeWA



## IDEAS for Social Posts:

(Don't forget to include your personal fundraising page link at the end)

If you've plunged before, post a throwback picture of your past plunge! Make sure to include WHY you are plunging again and request donations.

Make your Polar Pops memorable: Go above and beyond in your Polar Pop videos. The more unique they are, the more likely it is that people will donate!

Share the story of WHY you are plunging and be specific about what your goal is; don't forget to include your donation link!

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