



PLUNGE WEEK: FEB 22-26

PLUNGE PREP 101

Everything you need to participate
in the Polar Plunge Challenge!

Event Overview

1 SIGN UP

Register at
PolarPlungeWA.com

2 SPLASH

Capture your perfect
plunge on video!

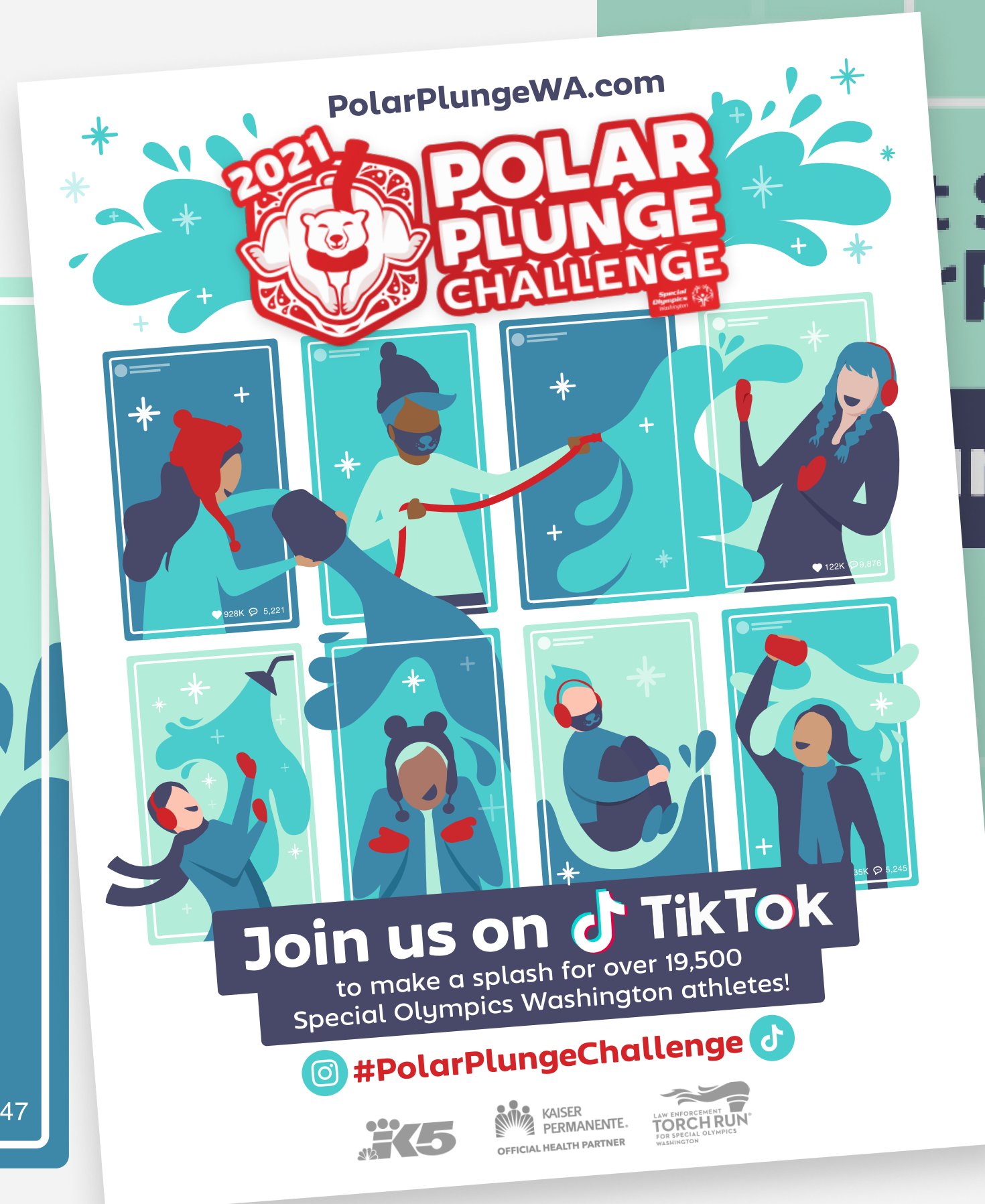
3 SHARE

Submit at
PolarPlungeWA.com
and Share on
TikTok or Instagram
using the hashtag:
#PolarPlungeChallenge

Graphics & Videos to Post

Use these official graphics
and videos to make
fundraising a breeze! Just
post them along with the
link to your fundraising
profile page to gather
support from your followers!

DOWNLOAD



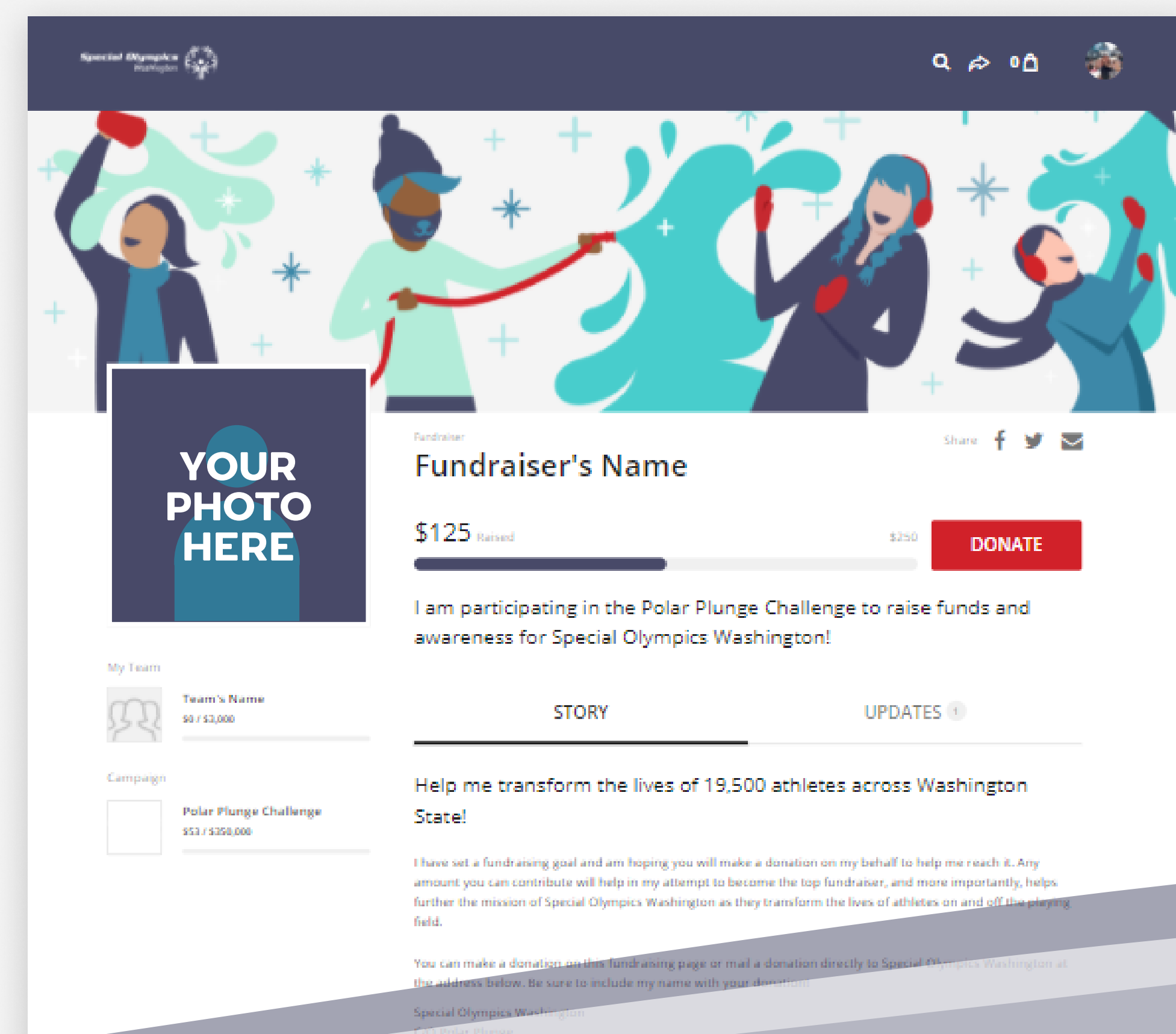
USE OUR OFFICIAL “COLD AS ICE” SOUND ON TIKTOK

Not on TikTok?
Download the audio file [here](#) and
use it to create a plunge video
that you can post on any other
social media platform!

Your Personal Fundraising Profile Page

Post this link for online
donations, track your
personal fundraising
progress and see where you
rank on the leaderboard!

LOGIN NOW



Mail Checks/Donations to:

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

Quick Links

Register Online

Follow TikTok

Download Graphics

PolarPlungeWA.com

Register by Mail

Follow Instagram

FAQ



PLUNGE WEEK: FEB 22-26

PLUNGE PREP 101

Everything you need to participate
in the Polar Plunge Challenge!



How to Successfully Fundraise Online

Know your “WHY”

Always remember to tell people why you’re participating in the 2021 Polar Plunge Challenge and how the money raised provides athletic training, competition, and health services for more than 19,500 Special Olympics participants across Washington.

Be Prepared

There are many ways to ask for donations- so try to keep it fun and creative! You can even offer to give your time or expertise to your first big donor! 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 am participating in the **#PolarPlungeChallenge** for Special Olympics Washington! I have set a fundraising goal and am hoping you will make a donation to help transform the lives of 19,500 athletes across our state! ❄️

Don’t forget to include your fundraising profile page link!



IDEAS for Social Posts:

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.

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

Shout outs: Post a shout out to your donors when they support or donate. Always remember to thank your donors!

**THANK YOU
TO OUR SPONSORS:**

