2020 Tool Kit



POLAR PLUNGE®

FOR SPECIAL OLYMPICS NORTH DAKOTA
Presented in part by:

AE2S
Think Big. Go Beyond.

WELCOME PLUNGER!

Thank you for signing up to take the Plunge for Special Olympics North Dakota! All funds raised will help support our mission of providing year-round sports training and athletic competition for children and adults with intellectual disabilities, giving them continuing opportunities to develop physical fitness, demonstrate courage, experience joy and participate in a sharing of gifts, skills and friendship with their families, other Special Olympics athletes and the community.

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2020 POLAR PLUNGE

Plunger Tool Kit

Freezin' for a Reason! You may have heard about the Polar Plunge from a friend, seen it on TV or even read about it online, but what exactly is this "Plunge" everyone is talking about?

The Polar Plunge, presented by community volunteers and North Dakota Law Enforcement, is a unique opportunity for individuals, organizations and businesses to support Special Olympics North Dakota athletes by jumping into frigid North Dakota waters.

Beginning in February, there will be six opportunities to take the Plunge across the state. The participants, also known as Plungers, raise a minimum of $75 dollars to jump to frozen glory in North Dakota waters. Plungers can raise additional funds, earning themselves extra incentives along the way! Each Plunge is different and has an exciting atmosphere that you can become involved in.

Events like the Polar Plunge help support thousands of Special Olympics North Dakota athletes. Special Olympics athletes around the world follow the oath: "Let me win. But if I cannot win, let me be brave in the attempt."

Polar Plungers can follow this example by bravely taking a chilly dip! Visit **specialolympicsnd.org** for more information. You can also contact **SOND** by emailing info@specialolympicsnd.org. You can call us at **701-746-0331.**

2020 Polar Plunges

Grand Forks	February 22	Dickinson	March 7
Minot	March 15	Bismarck	October 24
Fargo	TBD	Jamestown	Fall 2020

Steps to Becoming a Successful Plunger

Step 1:
Pre-register for the Plunge! Visit https://www.firstgiving.com/sond and click the link for the Plunge you are looking for, then register! Each individual will need to register for the Plunge, whether on a team or as an individual. You can also mail in registration forms to Special Olympics North Dakota. Registration form can be found in this packet (page 17) or at www.specialolympicsnd.org. You may register on the day of the event at the Plunge location, but a correctly sized t-shirt is not guaranteed at that time.

Step 2:
Create your online Fundraising Page on FirstGiving and begin soliciting and collecting pledges! Ask family, friends, classmates and co-workers to donate so you can be "Freezin for a Reason". Each Plunger will need to collect a minimum of $75 in order to Plunge as an individual or on a team. So, if you have four (4) Plungers on your team, you must raise $300 in order for the entire team to be able to Plunge.

All pledges will need to be collected beforehand and brought to the Plunge location.

Step 3:
Read and sign the Waiver and Release form. All Plungers MUST read and sign the form before they will be allowed to Plunge. Participants under 18 years of age must have a parent/guardian sign the waiver. The waiver form can be found in this packet (page 18) or at www.specialolympicsnd.org. Make sure to print and bring the signed waiver with you on the day of the Plunge to help speed up the registration process!

Step 4:
Bring the signed waiver, pledge form and pledges with you to the Plunge. All Plungers will need to check-in at the registration area. There you will receive instructions and your official Plunge t-shirt. Come early to give yourself enough time to check-in and prepare for the Plunge!

Step 5:
Have FUN!! Form a team and Plunge with friends, family or co-workers. Create a crazy team name or theme and wear costumes - make the most out of this unique, fun event!

Plunge Tips

Things to Do

- Wear your Plunge costume right under the outfit you wear to the event. This way, you don't have to worry about changing and can stay warm longer!
- Wear a costume that's appropriate and non-discriminatory. Anyone wearing an offensive costume will not be allowed to Plunge.
- Bring shoes, towels, plastic bag (for wet clothes) and a change of clothes. All Plungers must wear shoes, so make sure to bring a dry pair to slip into after you Plunge!
- Bring along warm clothes to wear after you Plunge that are easy to put on. The last thing you want to deal with when you're cold and wet are zippers and buttons!
- Leave valuables at home or with a friend. Special Olympics North Dakota is not responsible for items that are lost or stolen.
- Give yourself plenty of time to make it to the Plunge location. You will need time to register, change and get ready.
- Remember to bring registration form, waiver, pledge form and pledges with you to the Plunge. All money must be collected beforehand and all participants MUST fill out a registration form and a waiver.

Things NOT to Do

- Do NOT dive or flip into the water. This is a safety precaution for all Plungers that is strictly enforced by the Dive Team.
- Do not Plunge after drinking alcohol. Intoxicated people will not be permitted to Plunge.
- Do not run out of the water after you Plunge. Everything is wet and slippery, so be careful as you make your way to the changing tents and hot tubs.

Fundraising Tips and Ideas

Here are some helpful tips and hints to help you successfully fundraise for your plunge:

- Mail a fundraising letter to friends, family, and neighbors with a self-addressed stamped envelope early enough to allow them to send their donation back to you in time for the plunge.
- Create a personal fundraising page through FirstGiving.com. Email those you know out-of-state/town to support your cause by donating through your webpage. Visit www.firstgiving.com/sond to create your personal fundraising webpage.
- Form a team at work with friends. Select a team captain, choose a team name and make matching costumes to make a big splash at the Plunge!
- Track your pledges. Use the Pledge Tracker sheet (page 15), or the version on the event brochure, to track your cash and check donations.
- All on-line donations made will be tracked on your personal fundraising page. Add off-line cash and check donations to see your total amount.
- Share your plunge experience through social media. Blog, video, photos – share for everyone to enjoy!
- Follow up with all your donors. Send thank you letters, call, or e-mail. Include a crazy photo so they can remember you for next year.

FUNDRAISING TIPS

How to Raise $150 in 7 Days

DAY	WHO TO ASK	TOTAL PER DAY	GRAND TOTAL
1	Send an email to three friends asking for a $10 pledge (or challenge them to take the Plunge with you).	$30	$30
2	Send an email to your three favorite relatives asking for a $10 pledge.	$30	$60
3	Ask one parent and one sibling for $10 each. Your birthday and/or holiday is right around the corner!	$20	$80
4	Ask two neighbors for $10	$20	$100
5	Ask five people at your favorite restaurant, coffee shop, tavern, etc. for $5.	$25	$125
6	Ask your best friend of significant other for a $15 donation (don't forget to recruit them to Plunge with you).	$15	$140
7	Add a personal contribution of $10	$10	$150

How to Raise $500 in 10 Days

DAY	WHO TO ASK	TOTAL PER DAY	GRAND TOTAL
1	Add a personal contribution of $25.	$25	$25
2	Ask three family members to match your personal donation of $25.	$75	$100
3	Ask your best friend to sponsor you for $25.	$25	$125
4	Ask your boss for a $25 contribution; better yet, ask if they will match the entire amount you raise!	$25	$150
5	Ask five friends to sponsor you for $10 each.	$50	$200
6	Ask five additional friend to sponsor you for $10 each.	$50	$250
7	Ask five businesses that you frequent to sponsor you for $10 each.	$50	$300
8	Ask five co0workers to sponsor you for $10 each.	$50	$350
9	Ask five neighbors to sponsor you for $10 each.	$50	$400
10	Ask 10 people from your social circle to sponsor you for $10 each.	$100	$500

EMAIL OUTREACH

Email is an incredibly effective fundraising tool, reaching people all over the world with the click of a button. It is a great way to spread the word about your Plunge participation, and to ask others to join your team or pledge your cause.

Tips & Tricks

- Make it personal: Tell your story. Share with others why you participate, whether it's because you are Plunging for fun, you want an extreme sport experience, or because you love Special Olympics North Dakota.
- If you've Plunged before, share a picture of your previous jump to frozen glory.
- If it's your first time, share your nerves and excitement!
- Have fun with it! Make a contest or game out of it - 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 with the results from the event.

Sample Text

It's gonna be frigid! This winter I will be taking the Plunge to support Special Olympics North Dakota. You might be asking yourself what is this Plunge? Well, I will be raising money so I can jump into freezing North Dakota waters. The Plunge into the water may be a little frigid, but I don't mind because I am supporting the amazing athletes of Special Olympics North Dakota.
To jump into the frigid waters, I have set a personal fundraising goal of $(amount), and I need your help to reach it. I'm hoping you'll make a donation to Special Olympics North Dakota on my behalf and support my Polar Plunge. Don't you want to see me be freezin' for a reason?
You can support my Plunge several ways. The best and easiest is to visit First Giving and pledge online. My personal page can be found at www.firstgiving.com(personal url). You can check this page to see my goal, pledges raised and a photo of me after the Plunge!
If you prefer not to donate online, you can also give your donation directly to me, or mail it in to Special Olympics North Dakota at the address below. Please make sure to include my name with your donation so I receive credit for the pledge.

Special Olympics North Dakota
2616 S 26th St
Grand Forks, ND 58201

If you can't support my Plunge through a donation, why not consider being bold in the cold and join me in taking the Plunge? You can join my team online now! To learn more about the Polar Plunge and Special Olympics North Dakota, visit www.specialolympicsnorthdakota.org.

Email Tag

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

SOCIAL MEDIA

Facebook and Twitter are incredibly powerful tools for fundraising. It has become common practice for Plunge participants to do all of their fundraising entirely through social media. They are easy tools to use and a personal way to connect with friends and family all over the world with a minimal effort.

Facebook

- Easily create a Facebook fundraiser for Special Olympics North Dakota, or,
- Like us: Facebook.com/SpecialOlympicsND
- Share a post from Facebook.com/SpecialOlympicsND
- Add a link to your online Plunge page to send people directly to your Facebook profile.
- Make your Plunge an event on Facebook. Invite friends to support your fundraising effort. That way they will have a reminder before your Plunge!
- Update your status:
- Share why you are Plunging and what your goal is.
- Update you fundraising progress each time you get a pledge continuously until you take your Plunge.
- Don't forget to share your "training" (i.e. how you are preparing for your jump).
- Let your pictures do the talking:
  - If you've Plunged before, post a picture of your jump along with your donation request.
  - Set your profile picture and timeline photo to a picture of you taking the Plunge, or the costume you'll be wearing to Plunge.
- Shout outs: post a shout out to your donors when they pledge! You can even tag them in your post - just type @ + their name.
- Use hashtags like #PlungeND on Facebook
- Don't forget to thank your friends after your Plunge!
- Be sure to bring a print off, or your mobile device to show how much you have raised at registration!

Twitter

- Follow us on twitter: @SONorthDakota
- Retweet a tweet from SONorthDakota and/or your followers
- Use the hashtag #PlungeND to follow the chatter about the Plunge.
- Upload Photos: Tweet a photo of you taking the Plunge, if you've done so before. If you're a rookie, tweet a photo of your costume. Don't forget to ask for support!
- Create an engaging 140 character message that shares why you are taking the Plunge.
- Shout outs: Tweet each time you receive a new pledge. Don't forget to mention them in your status, just type @ + their name.
- Set your profile picture and twitter header image to a photo of you Plunging.
- Don't forget to thank your followers after your Plunge!

ADDITIONAL WAYS TO FUNDRAISE

You've sent out emails to friends, called your Grandma asking for her support, and inundated your social media accounts with all things "Plunge!" You've raised the $75 minimum, but you still want to do more. Great! There are several other great ways to get the word out about your Plunge efforts and fundraise for your cause. Most of all, have fun with it!

Hold your own fundraiser

Whether the fundraiser is for your personal efforts or a team fundraiser, it's a great way to get people together and raise funds AND awareness for the Polar Plunge and Special Olympics North Dakota. Some ideas for fundraisers are below, you can use these models and make them your own! Be sure to send any fundraisers you are hosting in to Plunge Headquarters at info@specialolympicsnd.org and we will post the details to our upcoming events calendar.

- Host a bake sale at your office, in your neighborhood, or posts your items for sale on Facebook!
- Hold a garage sale with proceeds going to your Plunge team.

Workplace Giving

- Before hitting up your coworkers for a donation, see if you can form a company team instead. It's a fun team building opportunity for companies, and wearing your company t-shirts is a great way to maximize exposure at the event too!
- Find out about matching gift policies at your company. Some companies match employee fundraising, while others match donations made by employees. This is an easy way to double your donations!
- Have your donors find out about their companies matching gift policy to see if their donation will be matched. If so, let SOND know so proper documentation can be provided.
- To check if a company offers matching gifts, visit www.matchinggifts.com/specialolympics/
- Host a Casual for a Cause day at work. Employees can donate a set amount to wear jeans (or better yet, Plunge gear from previous participation) and funds raised goes to support your Plunge.
- Additional workplace fundraising ideas include:
    - Set out a candy jar and ask for change each time they take a piece; purchase bottles of water and pop at wholesale and put in the company lunchroom. Charge $1 for drinks and any profit can go to your fundraising efforts.
    - Ask your boss if they'll get in on the fun! If your company raises X amount, they'll take the Plunge with you!

Questions? Comments? Concerns? Let us know! We want you to help make this year our best year ever! Give us a call, e-mail, or stop by the office – we are here to help you with anything you may need.

Contacts

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Special Olympics North Dakota
2616 s 26TH St
Grand Forks, ND 58201
Office: 701-746-0331
Fax: 701-772-1265
info@specialolympicsnd.org
www.specialolympicsnd.org



Please Support
My Plunge!

To make a donation visit:
FIRSTGIVING.COM/SOND

Thank you for helping me support the athletes of Special Olympics North Dakota.

_____
(Plunger Name)

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_____
(Plunger Name)

2020 Polar Plunge **Donor Receipt**

Name: _____
Address: _____
_____
Donation amount: _____ Date: _____
Plunger Name: _____
Circle Form of Payment: Cash Check

Thank you for your donation. Special Olympics North Dakota is a 501(c)(3) nonprofit organization. Your donation is tax deductible to the extent allowed by law.

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* Use the donor receipts for cash or check donations. Online donors will automatically receive a receipt via email. If you have questions, contact us at **info@specialolympicsnd.org** or 701-746-0331.

This page intentionally left blank.

Pledge Tracker Use this section to keep track of your own records.

Plunger Name:

Sponsor's Name	Address, City, State, Zip	Phone Number	Pledge Amount

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Polar Plunge Registration

NAME

ADDRESS

CITY/ST/ZIP

PHONE

EMAIL

SHIRT SIZE (Adult Sm, Med, Lg, XL, 2XL, 3XL)

DATE OF BIRTH

I HOPE TO EARN THE FOLLOWING:

- ☐ $75 PLUNGE T-SHIRT
- ☐ $250 T-SHIRT & to be announced
- ☐ $500 T-SHIRT & to be announced
- ☐ $1,000 T-SHIRT & to be announced
- ☐ CHECK HERE IF YOU WOULD LIKE TO FUTHER SUPPORT SOND BY DECLINING YOUR INCENTIVES

EACH PLUNGER IS REQUIRED TO RAISE A MINIMUM OF $75 TO PLUNGE AND RECEIVE THE OFFICIAL POLAR PLUNGE LONG SLEEVE T-SHIRT

TOTAL ENCLOSED: $_____

PAYMENT TYPE:

- ☐ CASH
- ☐ CHECK (MAKE PAYABLE TO SOND)
- ☐ VISA
- ☐ MASTERCARD

_____ _____

NAME ON CREDIT CARD CREDIT CARD NUMBER

_____ _____ _____

EXPIRATION DATE SECURITY CODE BILLING ZIP CODE

_____

SIGNATURE

Special Olympics North Dakota

Polar Plunge for Special Olympics North Dakota

RELEASE AND WAIVER OF LIABILITY, CERTIFICATION, ASSUMPTION OF RISK, INDEMNITY AGREEMENT, AND PARENTAL CONSENT

In exchange for permission for me and/or my minor child to participate in the **Special Olympics North Dakota Law Enforcement Torch Run Polar Plunge**, I represent that:

*I UNDERSTAND THE NATURE OF THE ACTIVITY, and that the Activity involves risks of serious bodily injury, including permanent disability, paralysis and death, which may be caused by my own actions, or inactions, those of other Activity participants, the conditions in which the Activity takes place, or the negligence of the "RELEASEES" named below; and that there may be other risks either not know to me or not readily foreseeable at this time. I acknowledge that if I and/or my minor child believe event conditions are unsafe, I and /or my minor child will immediately discontinue participation in the Activity.

*I CONSENT TO THE PARTICIPATION OF MY MINOR CHILD. (This applies only if my minor child's name is shown below as a participant.)

*I CERTIFY THAT I AND/OR MY MINOR CHILD am qualified, in good health, and in proper physical condition to participate in this Activity.

*I FULLY ACCEPT AND ASSUME ALL SUCH RISKS AND ALL RESPONSIBILITY for losses, costs, and damages I and/or my minor child incur as a result of my and/or my child's participation in the Activity.

*I HEREBY RELEASE, DISCHARGE AND PROMISE NOT TO SUE Special Olympics North Dakota, Special Olympics, Inc., its respective administrators, directors, agents, officers, volunteers, and employees, other participants, any sponsors, advertisers, and, if applicable, owners and landlords of premises on which the Polar Plunge takes place (each considered one of the "RELEASEES" herein), from all liability, claims, demands, losses, or damages that I and/or my minor child suffer which are caused or alleged to be caused in whole or in part by the negligence of the RELEASES or otherwise, including negligent rescue operations.

*I WILL INDEMNIFY, SAVE, AND HOLD HARMLESS EACH RELEASEE from any loss, liability, damage, or cost which may occur, if, despite this release and waiver of liability, and assumption of risk, I or anyone on my and/or my minor child's behalf, makes a claim against any RELEASEE.

*I HAVE READ THIS RELEASE AND WAIVER OF LIABILITY, CERTIFICATION, ASSUMPTION OF RISK, INDEMNITY AGREEMENT, AND PARENTAL CONSENT collectively "Agreement"), UNDERSTAND THESE TERMS AND UNDERSTAND THAT I HAVE GIVEN UP SUBSTANTIAL RIGHTS BY SIGNING THIS AGREEMENT, and have signed it freely and without any inducement or assurance of any nature. No Releasee or person on behalf of any Releasee has told me anything that is inconsistent with or contrary to the terms of this Agreement. I understand that, in reliance upon my signature on this form, voluntarily give, I may be permitted to participate in the Activity noted above. I intend it to be a complete and unconditional release of all liability to the greatest extent allowed by law. If any portion of this Agreement is held to be invalid, the balance shall continue in full force and effect.

_____	_____
Print name of Participant here	Signature of Parent/Legal Guardian (if Participant is under age 18)
_____	_____
Signature of Participant (if age 18 or over)	Date