



**POLAR  
PLUNGE.**

Freezin' For A Reason

**PLUNGER  
TOOL - KIT**

Law Enforcement Torch Run®  
to benefit Special Olympics Montana



## **Plunger Tool-Kit**

So you've decided to take the plunge! Now what? The Plunger Tool-Kit will provide you with the steps you need to take to prepare for the plunge, as well as aid you in your fundraising campaign. The kit also contains the necessary forms you will need for the polar plunge.

Items in this kit include:

### **1) Steps to take to become a successful plunger**

- \* Pre-Register
- \* Collect pledges
- \* Sign waiver
- \* Check-in at plunge registration
- \* Have fun!

### **2) Tools to help you in your fundraising campaign**

- \* Fundraising Tips
- \* How to Raise \$100 in One week!
- \* Donation Request Letter
- \* Challenge Letter
- \* FirstGiving.com. Create a personal fundraising webpage to help collect more pledges.

### **3) First timer tips**

- \* The do's and don'ts for a successful plunge experience.

*A Cool Way  
for people with  
Warm Hearts  
to support  
Special Olympics Montana*

## Steps to become a successful plunger

### STEP #1

**Pre-Register for the plunge!** Visit [www.firstgiving.com/somt](http://www.firstgiving.com/somt) to register online. Each individual will need to register for the plunge, whether on a team or an individual plunger. You can also mail in the Registration Form to Special Olympics Montana. Registration Forms can also be found online at [www.somt.org](http://www.somt.org). You may also register the day of at the plunge site, but official plunge incentive is not guaranteed at time of plunge.

### STEP #2

**Solicit and collect pledges!** Ask family, friends and co-workers to pledge you as you are “Freezin’ for a Reason”! Each plunger will need to collect the minimum amount in pledges. For example, if the minimum is \$100 and you have 5 plungers on your team, you will need a minimum of \$500. You can collect pledges online or offline. Visit [www.firstgiving.com/somt](http://www.firstgiving.com/somt) to create a personal fundraising webpage and reach out to friends who you do not see face to face. Pledge Forms can also be found online at [www.somt.org](http://www.somt.org). All pledges will need to be collected beforehand and brought to the plunge. Receipts will automatically be issued for pledges over \$250, if the contact name and address is provided.

### STEP #3

Read and sign the **Waiver and Release Form**. All plungers are required to read and sign the waiver. Participants under 18 must have a parent/guardian sign the waiver. The Waiver and Release Form can also be found online at [www.somt.org](http://www.somt.org).

### STEP #4

Bring the signed waiver, pledge form and pledges with you to the plunge. All plungers will need to **check in at the Plunge Registration area**. You will receive additional instructions and your official plunge incentive. Be sure to check in early as you will need time to register 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 and crazy costumes (within reason)!

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## Plunge Teams

Create a plunge team with family, friends or co-workers.

- \* Assign a Team Captain
- \* All plungers on the team must pre-register. You will be able to assign each plunger to a team online.
- \* Create a team name
- \* Design a crazy team costume – remember costumes cannot be heavy or bulky.
- \* Challenge similar organizations to see who can raise more pledges or create a larger team.
- \* You can collect pledges as a team online or offline. The team will need to collect the minimum amount for each plunger. For example, if the minimum is \$100 and you have 5 plungers on your team, you will need a minimum of \$500.
- \* The team captain can bring the pledge forms, pledges and a waiver for each team member to the plunge check in. The team captain will then receive further instructions for their team and an official plunge incentive for each team member.



**LAW ENFORCEMENT TORCH RUN®  
POLAR PLUNGE  
REGISTRATION FORM**

Please complete this form and mail to:  
Special Olympics Montana  
PO Box 3507  
Great Falls, MT 59403

or REGISTER ONLINE AT  
[www.somt.org/plunge](http://www.somt.org/plunge)

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Polar Plunge

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Participant's Name

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Business, School, Agency or Team Name

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Street Address

City

State Zip

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Email

Phone

Circle Shirt Size:

S M L XL XXL

Adult Plunger

Youth Plunger (under 18)

Too Chicken to Plunge

By registering for this event you are agreeing to allow Special Olympics use of all event-related photography and video for marketing needs.

Thank you for your support of Special Olympics Montana!



**Special Olympics**  
*Montana*

# Law Enforcement Torch Run® Polar Plunge Pledge Form

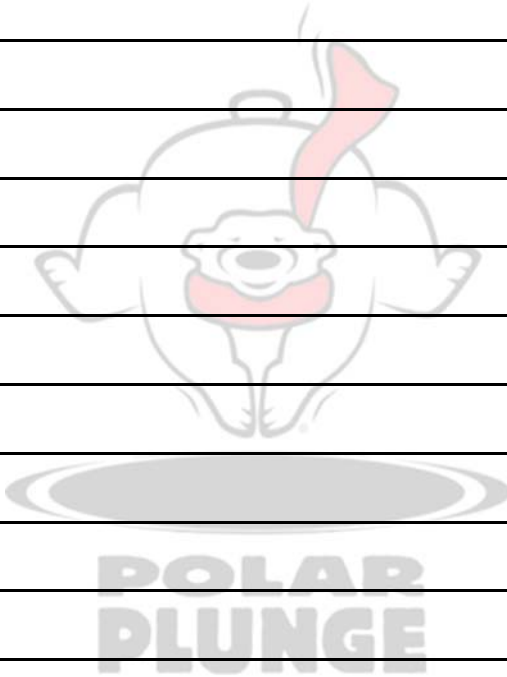
Name \_\_\_\_\_ Team (agency, business, organization) \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ E-mail \_\_\_\_\_

**IMPORTANT:** Please bring this completed form and pledges to the Plunge Registration Area. Pledges must be collected before plunge in order to be calculated for incentives. A waiver **MUST** be signed prior to plunging by all plungers or a parent/guardian for those under 18. Waivers available online or at plunge registration site.

Name/Address	Pledge Amount
1) _____	\$ _____
2) _____	\$ _____
3) _____	\$ _____
4) _____	\$ _____
5) _____	\$ _____
6) _____	\$ _____
7) _____	\$ _____
8) _____	\$ _____
9) _____	\$ _____
10) _____	\$ _____



Subtotal \$ \_\_\_\_\_

Online Amount \$ \_\_\_\_\_

Matching Amount \$ \_\_\_\_\_

**TOTAL AMOUNT RAISED** \$ \_\_\_\_\_

(office use only) \$ \_\_\_\_\_

*Make checks payable to Special Olympics Montana. Receipts will be automatically issued for amounts \$250 and over, otherwise, your check will serve as a receipt.*



Special Olympics Montana  
PO Box 3507  
Great Falls, MT 59403  
(800) 242-6876 / (406) 216-5327

**LAW ENFORCEMENT TORCH RUN®**  
**WAIVER & RELEASE FORM**

Name: \_\_\_\_\_ Organization: \_\_\_\_\_  
Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_ Email: \_\_\_\_\_

**Waiver & Release of Liability, Assumption of Risk and Indemnification Agreement.**

In consideration of participation in the Law Enforcement Torch Run® (“Event”) to benefit Special Olympics Montana, I represent that I understand the nature of the Event and that I and/or my minor child am qualified, in good health, and in proper physical condition to participate in such Event. 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 Event.

I fully understand that Event involves risk of serious bodily injury, including permanent disability, paralysis and death, which may be caused by my own actions, or inactions, those of others participating in the Event, the conditions in which the Event takes place, or the negligence of the “releasees” named below; and that there may be other risks either not known to me or not readily foreseeable at this time; and 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 minor child’s participation in the Event.

I hereby release, discharge, and covenant not to sue Special Olympics Montana, Law Enforcement Torch Run®, Special Olympics, Inc., host city and their respective administrators, directors, agents, officers, volunteers, and employees, other participants, any sponsors, advertisers, and if applicable, owners and lessors of premises on which the Activity takes place, (each considered one of the “RELEASES” herein) from all liability, claims, demands, losses, or damages on my account caused or alleged to be caused in whole or in part by the negligence of the “releasees” or otherwise, including negligent rescue operations; and I further agree that if, despite this release, waiver of liability, and assumption of risk, I, or anyone on my and/or my minor child’s behalf, makes a claim against any of the Releasees, I will indemnify, save, and hold harmless each of the Releasees from any loss, liability, damage, or cost which any may incur as the result of such claim.

I have read this RELEASE AND WAIVER OF LIABILITY, ASSUMPTION OF RISK, AND INDEMNITY AGREEMENT, AND PARENTAL CONSENT AGREEMENT, understand that I have given up substantial rights by signing it and have signed it freely and without any inducement or assurance of any nature and intend it be a complete and unconditional release of all liability to the greatest extent allowed by law and agree that if any portion of this agreement is held to be invalid the balance, notwithstanding, shall continue in full force and effect.

\_\_\_\_\_  
Printed Name of Participant                      Date

\_\_\_\_\_  
Signature of Participant  
OR Signature of Parent or Legal Guardian  
(if participant under 18)

# Fundraising Ideas and Hints

**#1 Most Successful Idea.** Mail a fundraising letter to your friends, family and neighbors with a self-addressed stamped envelope. See our sample letter.

**#2 Create a Personal Fundraising Webpage through FirstGiving.** Email those you know out-of-state/town to support your cause by donating through your webpage. Visit [www.firstgiving.com/somt](http://www.firstgiving.com/somt) to create your personal fundraising webpage.

**#3 Add the Plunge logo to your email signature.** Be sure to include the link to your personal fundraising webpage to encourage everyone to visit and donate.

**#4 Form a team at work or with friends.** Select a captain, choose a team theme...like "Super Plungers" and dress up like superhero's - wear matching shirts and make a statement or showcase your business.

**#5 Double your fun.** Challenge a friend or colleague to Plunge! See our sample challenge letter.

**#6 Track your pledges.** Use the Plunge Pledge Sheet to track your off-line donations. All donations made on-line through FirstGiving will be tracked on your personal fundraising webpage. Add your off-line donations to see your total amount.

**#7 Double your pledges with matching funds.** Ask your supporters about matching funds from their employers.

**#8 Share your plunge experience on Facebook.** Blog, video, photos - share for everyone to enjoy.

**#9 Always follow up via phone and/or email.** People will appreciate the reminder.

**#10 Send thank you letters to all sponsors** and include a crazy photo so they will remember you for next year.

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## How to Raise \$100 in One Week

<b>SUNDAY</b>	Your personal contribution	\$10
<b>MONDAY</b>	Ask your significant other & best friend for \$10	\$10
<b>TUESDAY</b>	Ask two relatives for \$10 each	\$20
<b>WEDNESDAY</b>	Ask two friends for \$10 each	\$20
<b>THURSDAY</b>	Ask two co-workers for \$10 each	\$20
<b>FRIDAY</b>	Ask two neighbors for \$10 each	\$20
<b>SATURDAY</b>	Celebrate your Accomplishment!!	

**TOTAL = \$100**

*Remember to mention that all donations are tax deductible.  
All proceeds benefit Special Olympics Montana athletes.*



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**Special Olympics**  
*Montana*

<date>

## Sample Donation Request Letter

Dear <name>

I am writing to ask for your help. On <date>, I have committed to "Freezin' for a Reason" for the athletes of Special Olympics Montana by taking a chilly dip during the <Polar Plunge>. I have set a personal fundraising goal of \$<insert amount>, and I need your help to reach it! So no, I'm not asking you to take the Plunge alongside, but instead, I am asking if you will make a donation to Special Olympics Montana on my behalf. Any amount would be appreciated - it all goes to a wonderful cause and every little bit gets me that much closer to my goal.

In order to support my Plunge, please visit [www.firstgiving.com/somt](http://www.firstgiving.com/somt) and type in my name. It will take you to my personal fundraising page where you can make a donation and see my progress. You can also make a donation directly to Special Olympics Montana at PO Box 3507, Great Falls MT 59403. Please include my name and the name of the Polar Plunge so that Special Olympics will know where to credit the contribution. If you want to learn more about this wacky winter event, visit [www.somt.org/plunge](http://www.somt.org/plunge) to find out all the chilly details. Think warm thoughts for me and I will do my best to make my supporters proud!

Thank you!!!

<Plunger Name>



Be a fan.

710 First Ave North • PO Box 3507 • Great Falls, MT 59403 • (406) 216-5327 • 1-800-242-6876 (MT only) • Fax (406) 454-9043 • Email:  
info@somt.org  
Visit our website @ [www.somt.org](http://www.somt.org)

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*Created by the Joseph P. Kennedy, Jr. Foundation  
Authorized and Accredited by Special Olympics Inc. for the Benefit of Persons with Intellectual Disabilities*



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**Special Olympics**  
*Montana*

<date>

## Sample Challenge Letter

<name>

<address>

<city, state, zip>

Hello <name>,

On behalf of this year's Polar Plunge, I have a proposal for you. But first, I'll provide a brief overview of the event.

The Polar Plunge is an icy dip into freezing water on <date> to raise money to benefit Special Olympics Montana athletes. In order to participate, plungers must raise at least \$100 in order to have the "privilege and honor" of taking the plunge.

With that said, we are in the process of recruiting plungers to participate, help raise money and raise excitement about this year's plunge. And we are in fact hoping that you and some of its employees will participate, but with a twist of competition.

Our proposal is this: <you and \_\_\_\_\_> will both create teams. Each team will compete to see which group is able to raise the most money. The team that raises the most money wins and the prize for winning being the pleasure of seeing the losing team take the plunge into the pool of cold water.

Not only will your business and teams be participating in a friendly competition, but your efforts will directly benefit Special Olympics athletes.

If you are interested in participating in this year's "Polar Plunge Challenge," please let me know. We would love to have your businesses participation. For more information, please feel free to call me at <phone> or email me at <email>.

I look forward to hearing from you and I will be in touch.

Talk with you soon,

<name>

On behalf of the Polar Plunge





Special Olympics Montana and the Montana Law Enforcement Torch Run have joined with FirstGiving.com to **provide plungers another way to raise more pledges to benefit Special Olympics Montana athletes!**

## ***WHAT CAN YOU DO? IT'S EASY!***

Just create your own **personal Law Enforcement Torch Run fundraising page** on-line. It takes less than five minutes to set up and you'll be on your way to raising more money for Special Olympics Montana!

To create your own page, go to the Montana Law Enforcement Torch Run page at [www.firstgiving.com/somt](http://www.firstgiving.com/somt) and click.

**Start Fundraising**

Just add a personal message, your fundraising goal and a picture or clip-art of your choice. We recommend a personal picture of you at a LETR event for best results. Then send an **email to your friends, family and colleagues** asking them to go to your personal fundraising page and make a donation on a secure site - *that's it!* All donations will be mailed to Special Olympics Montana under your name. Donors will automatically receive a thank you and a receipt for their donation. You can update your personal fundraising page at anytime.

# Plunger First Timer Tips



## DO

- \* Do wear your plunge 'attire' under your clothes - then you don't have to change into them at the plunge.
- \* Do choose your plunge 'attire' knowing that you will be cold and your fingers will possibly be numb, so loose-fitting and easy off clothes are best.
- \* Do remember that you will be exiting the water quickly, so do not wear anything that may be heavy when wet. You may not be allowed to plunge.
- \* Do bring a robe, blankets, towels or jacket to wear while waiting to plunge.
- \* Do wear tennis or water shoes - the ground is freezing.
- \* Do bring extra towels to dry off with and to stand on.
- \* Do bring loose fitting clothing and shoes to change into after the plunge.
- \* Do bring your pledge sheet and all pledges with you to the plunge. All money must be collected beforehand.
- \* Do have a parent or guardian sign the waiver if you are under 18.
- \* Do bring a plastic bag for wet clothes.
- \* Do PLUNGE WITH FRIENDS - it is more FUN!

\*

## DON'T

- \* DO NOT plunge if you have any heart conditions or serious medical conditions. If unsure, consult with your doctor before taking the plunge.
- \* ABSOLUTLY NO DIVING, CANNONBALLS OR SOMMERSUALTS!!!! The water is shallow. This is a safety regulation that will be enforced.
- \* No wet suits or dry suits are allowed - that would be cheating! Only the divers in the water may wear dry suits.
- \* Only get wet up to your neck. There is no pressure to fully submerge yourself.
- \* Do not show up at the plunge right before the start time. You will need time to check-in and prepare for the plunge.
- \* DON'T forget to SMILE - photographers are on hand to capture your moment of fame. All photos will be posted at [www.somt.smugmug.com](http://www.somt.smugmug.com).