POLAR PLUNGE
Special Olympics
Plunge Team
Tool Kit
Why Should Your Team Plunge?

As a local program, you are always looking for EASY ways to raise money for all of your needs throughout the year. The cost of uniforms, hotels, buses and equipment keep rising but by taking advantage of your local Polar Plunge you can help raise money to offset these cost. After expenses, 60% of the funds you raise will go straight into your team budget.

Polar Plunge Montana

The Polar Plunge® is a Law Enforcement Torch Run® signature event. It is a unique opportunity for athletes, teams, community members, schools and organizations raise money for Special Olympics Montana local programs.

What to Expect at the Plunge

**Warmth**- We provide heated tents throughout the event and hot tubs for our Plungers! Tent monitors will be inside the tent for anyone needing help getting changed.

**Safety**- Plunger safety is our priority! We pride ourselves on a professional event atmosphere and experienced event staff to guide you through the event. We have divers in the water at all times and local EMTs and Law Enforcement in attendance.

**Fun**- The Plunges offer a fun and family friendly atmosphere for all plungers.

**Plunging**- Your team will get in line to plunge after registration. The water is between 4ft to 5ft deep and you are in the water for about 10 seconds.
How to get started?

First start by emailing your team, coaches, volunteers and fans asking if they would be interested in joining a Plunge team. If they would like to plunge they will need to provide you with their first and last name and email.

Once you have received responses from your group you will need to go to www.somt.org/plunge to register your team.

Step by step registration materials are available at www.somt.org/plunge.

Notes:

Those interested in Plunging for your team can create their own fundraising page either by registering themselves on your team or by going to Firstgiving after being registered by the captain. Instructions can be found at www.somt.org/plunge.

Plunger must raise $125 to plunge but teams can fundraise together. If a team raises $500 combined then they can send 4 plungers even if one of those plungers was unable to raise anything individually.

If you raise money as a group please divide it up per person before you check in at the Plunge.

Registration Types

<table>
<thead>
<tr>
<th>Polar Plunger</th>
<th>Raise a minimum of $125 and take the Plunge and be a below zero hero!</th>
</tr>
</thead>
<tbody>
<tr>
<td>Too Chicken to Plunge</td>
<td>No cold water for you! Be a part of your Plunge team but stay on dry land all while helping to raise funds for your team!</td>
</tr>
</tbody>
</table>

ATTENTION!!
If plunger is under 18 a parent/guardian must be present at registration to sign a waiver!
Fundraising Tips

Fundraising 101

• Turn in all donations when you check-in.
• Donations can be raised online or in cash and check.
• Checks should be made payable to Special Olympics Montana.
• Each Plunger must raise a minimum of $125.
• If you raise money as a group please divide it up per person before you check in at the Plunge.
• If you receive donations after the event you can still mail them in.
• Plungers will earn great prizes for reaching fundraising levels.

How to Raise $150 in a Week!

<table>
<thead>
<tr>
<th>Day</th>
<th>Who to Ask</th>
<th>Total Per Day</th>
<th>Grand Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Make a $20 donation to yourself to get started!</td>
<td>$20</td>
<td>$20</td>
</tr>
<tr>
<td>2</td>
<td>Put a post on social media asking for donations to support your crazy idea to Plunge!</td>
<td>$30</td>
<td>$50</td>
</tr>
<tr>
<td>3</td>
<td>Ask one parent and one sibling for a $10 contribution to your Plunge.</td>
<td>$20</td>
<td>$70</td>
</tr>
<tr>
<td>4</td>
<td>Bring your pledge sheet to work and ask two coworkers for $10 to support your Plunge.</td>
<td>$20</td>
<td>$90</td>
</tr>
<tr>
<td>5</td>
<td>Email 4 family friends and relatives asking for a $10 donation.</td>
<td>$40</td>
<td>$130</td>
</tr>
<tr>
<td>6</td>
<td>Ask your favorite neighbor to support you with a $10 donation.</td>
<td>$10</td>
<td>$140</td>
</tr>
<tr>
<td>7</td>
<td>Post a reminder to donate on social media with an update on how close you are to reaching your goal.</td>
<td>$10</td>
<td>$150</td>
</tr>
</tbody>
</table>
Fundraising Ideas

Request Paper Polar Bears
Request a set of Paper Polar Bear Icons from Special Olympics Montana. The paper polar bears are free to our plungers and can be a great tool to help you increase your pledgers. You can request sets of 50 or 100 polar bears which you can take to local businesses and ask them to sell them on your behalf.

Polar Plunge Business Cards
These cards are available to print for athletes to help them to ask for donations to the plunge. These cards will direct donors to the plunge site to donate online. Customized cards can be made by request. Cards are found in this packet on the next page.

Corporate Support Proposals
Asking local businesses/donors to donate can help your team raise money. Many businesses will support the idea of donating $125 to sponsor a plunger. Make sure to send them pictures after the plunge. A generic plunge proposal can be found on page 6.
Your polar bears have arrived! They will help you reach your fundraising goal, support Special Olympics Montana and help you earn some great prizes at this year’s Polar Plunge. Each participant must raise $125 to take the Polar Plunge, but don’t stop there! The more you raise the better incentive prizes you will receive!

**Getting Started**

- Let each of the businesses you approach know that you are registered to take the Polar Plunge and by selling the polar bear icons their business is helping to raise money for Special Olympics Montana and their area programs!
- The polar bear icons can be sold for $1.00 or more at businesses, schools, etc.
- Work with the business to determine a time frame for selling the bears, about 3-5 weeks is average.
- Set a date that you will return to pick up the money raised and remaining bears.

**Turning in your Money**

- If the business will be issuing a check for the money raised from the polar bear icons sale, check should be made payable to Special Olympics Montana.
- You must have all money raised and all remaining polar bear icons picked up BEFORE the Polar Plunge.
- Make a notation on your pledge sheet with each business name and the total amount that was raised and turn it in with your pledges.
- All the money raised through the polar bear icon sale will count directly toward you pledges and your Polar Plunge incentive prize!

**Questions**

If you have any questions please contact Mandy at apatriarche@somt.org or (406)589-6005.
Please Support my Plunge!
To make a donation visit:
www.somt.org/plunge
and click on “Donate to a Plunger”.  
Thank you for helping me raise money for Special Olympics Montana.

(Plunger Name)
SPONSOR OUR TEAM

EVENT: 

WHEN: 

WHERE: 

Event Overview

The Plunge is a unique event that raises funds and awareness for Special Olympics Montana. It is primarily organized, promoted and conducted by law enforcement through their affiliation with the Law Enforcement Torch Run® to benefit Special Olympics Montana.

In order to participate, Plungers must raise at least $125 in order to have the “privilege and honor” of taking the plunge. We invite you to partner with the Torch Run by becoming a sponsor of our team. Your donation will allow a Special Olympics athlete to take the plunge and raise money for their team.

Proposal to

As a business leader in Montana we hope you’ll consider supporting the athletes of Special Olympics Montana by sponsoring our team for the Polar Plunge.

We respectfully request you consider the donating $125 to allow us to send an athlete to the Polar Plunge.

For your donation we will provide you with a picture of our team at the Plunge.