

POLAR PLUNGE



Special Olympics
Washington

2010

FREEZIN' FOR A REASON

Plunger Handbook



Plunger Tool-Kit

So you've decided to take the Plunge! Now what? The Plunger Handbook will provide you with the steps you need to take to prepare for the Plunge, as well as aid you in your fundraising efforts. 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
- Forming a plunge team
- Plunge forms are included

2) Tools to help you in your fundraising efforts

- Who do you know? The key to building a successful plunge team or fundraising campaign both depend on asking people you know for support.
- Personal Business Cards. Hand out to let everyone know you are going to take the plunge and invite them to visit your fundraising webpage.
- Donor Receipts. Give this receipt instantly to your donor for their records.
- How to Raise \$250 in one week! See how easy it is to raise at least \$250.
- Firstgiving.org. Easy steps to create a personal fundraising webpage to help collect more pledges.

3) Other helpful tools and hints



Steps to Become a Successful Plunger

STEP #1

Pre-Register for the Plunge! Visit www.firstgiving.org/sowa 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 Washington. Registration Forms can also be found online at www.sowa.org. You may also register on the day of the event at the Plunge site, but a t-shirt 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.org/sowa 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.sowa.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.sowa.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 Polar Plunge t-shirt. 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)!



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
- 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 total amount raised will be divided among each plunger on the team. 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 Polar Plunge t-shirt for each team member.



Polar Plunge Waiver Form

(All Plungers must sign this waiver form or have a parent/guardian signature to participate.)

- If you are under the age of 18 – a parent or guardian must sign this form; then bring it with you to registration in order to plunge.
- If you are 18 years or age or older – you will be asked to sign this Waiver Form on Plunge Day at registration.

Special Olympics Washington release and waiver of liability, assumption of risk and indemnity, and parental consent agreement (“agreement”)

In consideration of participating in the Washington Law Enforcement Torch Run Polar Plunge, 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 Activity. 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 fully understand that the Polar Plunge event involves risks of serious bodily injury, including 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 and this time; and I fully accept and assume all such risks and all responsibility for losses, costs, and damages and I and/or my minor child incur as a result of my and/or my minor child’s participation in the Activity.

I hereby release, discharge, and covenant not to sue Special Olympics Washington, Special Olympics North America, SOI, their respective administrators, director, 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 “RELEASEES” herein) from all liability, claims, demands, losses, or damages on my account and/or that of my minor child 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 and 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 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.

PRINT PLUNGER’S FULL NAME

Signature of Participant
(only if participant is age 18 or over)

DATE

Signature of Parent/Guardian
(if participant is under age 18)

DATE



Tools to Help You in Your Fundraising Efforts

The key to building a Plunge team and successful fundraising campaign both depend on asking people you know for support. Think about everyone whose lives you touch and ask them to join your team or make a donation.

Your list can be overwhelming, so use this chart to help you identify people that you know and organize them into categories. Start with the easiest people to reach - your family and friends. Next ask acquaintances and service providers.

Before you know it, you will have a complete list of people that you know!

High School / College Alum

Community / Social Clubs

Colleagues / Competitors

Religious

Fraternity / Sorority

Children's Sports Teams

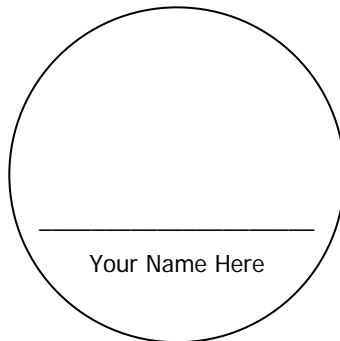
Family

Vendors / Suppliers

Child's School

Neighbors

Friends




Your Name Here

Your Company




Polar Plunge "Ask" Cards

 **I'M TAKING THE PLUNGE!**

To make a donation, visit www.firstgiving.com/sowa

Click on "**view all fundraisers**" and search for my name. Your donation will help make a difference in the lives of Special Olympics Washington athletes.


Thanks, _____
(plunger name)

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Thanks, _____
(plunger name)



Special Olympics Washington Polar Plunge Receipts

(Please give a receipt to each person who sponsors you. SOWA will automatically issue an official receipt for amounts over \$250, if contact information is provided)

Special Olympics Washington Polar Plunge Receipt

Name: _____

Address: _____

Amount: \$ _____ Date: _____

Plunger Name: _____

Paid by: Cash Check

Thank you for your donation. SOWA is a 501(c)(3) non-profit organization. Your donation is 100% tax deductible. Fed Tax ID 91-0962383

Special Olympics Washington Polar Plunge Receipt

Name: _____

Address: _____

Amount: \$ _____ Date: _____

Plunger Name: _____

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Other Helpful Tools

Spread the Word

Be a part of bringing the Plunge to the next level. Post signs around your neighborhood, workplace and school. Anywhere you can think of!

Letter Campaign

This is one way to raise a lot of money in a short amount of time! Set aside about four hours one day and you can have it all done. Write personal letters to your family, friends, co-workers and let them know you are plunging. You can also send out an email.

Create an Online Fundraising Page

Create a team or individual page through www.firstgiving.org/sowa to promote your team or individual fundraising goal. Ask for donations from friends, family and co-workers through email. Automated thank you letters will be sent to everyone that donates to your page.

Promote the Plunge on Other Websites

Take advantage of free publicity by posting the Plunge information on Facebook, Myspace, Twitter or other personal online profiles. Keep friends and family updated through blogs and bulletins and get them to promote the event too!



How to Raise \$250 in ONE WEEK

DAY 1: Your personal contribution.....	\$30
DAY 2: Ask your partner or a friend.....	\$20
DAY 3: Ask four relatives for \$15 each.....	\$60
DAY 4: Ask four friends for \$15 each.....	\$60
DAY 5: Ask four co-workers for \$10 each...	\$40
DAY 6: Ask neighbors for \$10 each.....	\$40
DAY 7: You've done it!	
<i>Total raised...\$250</i>	

Other Fundraising Ideas and Hints:

1. **Most Successful Idea:** Mail a fundraising letter to your friends, family and neighbors with a self-addressed stamped envelope.
2. **Add the Plunge Logo to your email signature.** Be sure to also include the link to your fundraising page to encourage everyone to visit and donate!
3. **Form a team at work or with friends.** Select a captain, choose a team theme, like "Super Plungers" and dress up like super heroes, wear matching shirts/hats and make a statement!
4. **Double your fun:** Challenge a friend or colleague to Plunge
5. **Matching Funds:** Ask your supporters if their employers will match their contribution.
6. **Always follow up,** via phone and/or email. People will appreciate the reminder.
7. **Send thank you letters** to all sponsors and include pictures and total dollars raised!



How to Create an Online Fundraising Page

Create your own **personal Polar Plunge** online fundraising page today. It takes less than five minutes to set up and you'll be on your way to raising more money for Special Olympics Washington!

To create your own page, go to www.firstgiving.com/sowa and click.

GET STARTED →

Just add a personal message, your fundraising goal and a picture or clip-art of your choice. 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 Washington 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.