

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 or because you love Special Olympics Wisconsin.
- 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 Wisconsin. You might be asking yourself what this Plunge is? Well, I will be raising money so I can jump into a frozen body of water. 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 Wisconsin.

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 Wisconsin 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 PlungeWI.org and pledge online. My personal page can be found at (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 Wisconsin at the address below. Please make sure to include my name with your donation so I receive credit for the pledge.

*Special Olympics Wisconsin
2310 Crossroads Dr, Ste 1000
Madison, WI 53718*

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 Wisconsin, visit PlungeWI.org.