

FUNDRAISING

Whole School Fundraising

Miracle Minute at a Sporting Event

Set the clock for 1 minute. Have students run through the crowds with buckets collecting change and bills! Announce to the crowd how much money was raised after counting.

50/50 Raffle

Join in with a sports boosters club or do it on your own! 50/50 raffles are a great way to collect money and the winner gets money back, too!

Free Throw Contest at Halftime

\$5 to enter - winner gets a gift card

Concession Stands

Offer to run the concession stand for 10% of profit for the night.

Teacher Sponsors

Teachers agree to plunge at certain dollar amounts. Put teachers' faces on the thermometer in your lobby so students can see how they can raise funds to plunge their favorite teachers!

Principal and/or superintendent

If you reach your goal, plunge your Principal and/or Superintendent!

Penny Wars

Have grades and/or clubs compete against each other!

Social Media Fundraising

Facebook

Create a blurb stating your reason for freezin' and pictures from last year. Message this to your contacts in messenger! To be strategic, make the message personal by saying their name at the top instead of just doing a mass message. Try to make it as personal as possible.

Instagram

Live stories counting down to the plunge.

Or updating your money earned. Shoutouts to donors (especially students that follow the page) .

Community Fundraising

Culver's Night

Ask to serve tables and drive thru for 10% of profits. Advertise!

Yardwork (raking/shoveling)

Advertise on community facebook pages and paper signage around town.

On snow days, students can shovel for community members! Ask for a \$10 suggested donation-many give you much more!

Door -to-door

Create a platform to talk to community members about the plunge or hand out a pamphlet. If they aren't ready to donate on the spot, the pamphlet helps explain the plunge better! Split community into zones and cover each zone with a different group.

Business Sponsors

Ask businesses to sponsor the team! Some businesses do a money match for a limited amount of time. Feature these businesses in the paper and/or social media!

Family & Friends Fundraising

Family

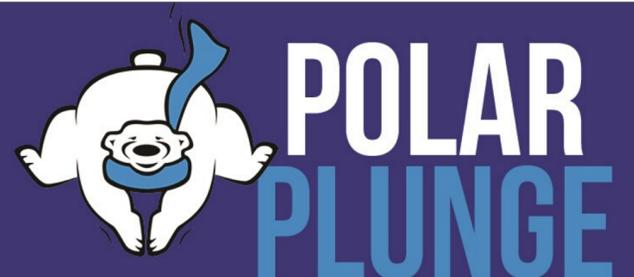
Call family members individually. A phone call goes a long way!

Ask them to plunge with your team!

Friends

Contact individually and ask them to promote your group and/or donation. Ask for small amounts from students "Hey, do you have \$1?".

Ask them to plunge with your team!



Promotion

1. Make a HUGE thermometer with various amounts leading up to your goal amount at the top. Shade in red for each money milestone earned! Put this thermometer in the school lobby where all can see!
2. Use social media and use it for all plunge/members!
3. Use school announcements/TVs, etc.
4. Hang posters, bulletins, etc.
5. If you are a Unified Champion School, wear your club's shirts on a specific day of the week
6. Ask SOWI for Polar Plunge stickers and locker signs

Recruiting Plungers

1. Previous plungers share experiences with new plungers
2. Cater to clubs/organizations/teams to compete against each other. Clubs sign up under your team with a note on which club they're fundraising for. For UCS, clubs get 10% back of what they earned as a club (out of your rebate).

Motivating Plungers

1. Challenge another UCS school or a school in your conference to raise more money
2. Buy gift cards and give away to plunger with most earnings in a week (do these periodically)
3. Give away UCS/SOWI swag for most earnings in two weeks
4. Decorate outfits together

Rewarding Plungers

1. Top 10 plunge earners get a free dinner at restaurant of choice (this is a VERY big motivator for students!)
2. Top 10 plunge earners get to plan and emcee the school-wide Polar Plunge pep rally (once met goal)
3. Shout out to "plunger of the week" nominated by peers and hyped up on social media. Ex. "Here's the plunger of the week! Chloe signed on 10 business sponsors this week!"
4. "Pass the plunger": The top earner (#1) gets an actual toilet plunger that they sign and keep until the next year to pass on to the next top earner. This is hilarious and something fun for everyone!

Rebate Ideas

1. Grants to clubs/organizations/teams/classrooms to promote inclusion
2. Art for around the school (art by people with disabilities)
3. School improvements
4. Community based inclusion efforts