



PLUNGER TOOLKIT

The Polar Plunge for Special Olympics Alberta is the coolest event of the winter! Polar Plunge is a unique opportunity to support Special Olympics Alberta athletes by taking a dip into a chilly body of water or, for 2021, virtually! This year, we're celebrating 10 YEARS of plunging in Alberta so 2021's theme is #plungeX to represent this milestone!

Each year, the Polar Plunge challenges hundreds of brave jumpers at numerous locations around the province. It's a great way for everyone - individuals, organizations, and teams - to get involved in supporting Special Olympics Alberta. All funds raised go towards programming and events for more than 3,300 athletes across the province.

Think you have what it takes? The concept is simple: **each participant registers for \$50**, raises donations, and either takes a dip into one of Alberta's frozen lakes or virtually in a safe and creative way. But the Plunges are so much more than that: they're the kind of fun and thrilling events that you really have to experience to understand. Grab some friends, get pumped, and register today!

Looking for a team-building activity? Why not put a team together with the cohort you are already a part of! Whether classmates, coworkers, or any other cohort, the team that dives together, thrives together.

Visit www.specialolympics.ca/albertapolarplunge for event information.
For more details, please contact info@specialolympics.ab.ca or 1.800.444.2883.

2021 POLAR PLUNGES

EDMONTON JANUARY 31	LETHBRIDGE FEBRUARY 6	CALGARY FEBRUARY 20
RED DEER MARCH 6	MEDICINE HAT MARCH 13	

FUNDRAISING TIPS

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 Alberta.
- 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 Alberta. You might be asking yourself what this Plunge is? Well, I will be raising money so I can jump into a frozen Alberta lake! It may be freezing, but there is a reason: I want to support the amazing athletes of Special Olympics Alberta.

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 Alberta on my behalf and support my Polar Plunge.

Don't you want to see me freezin' for a reason? You can support my Plunge in several ways. The best and easiest is to visit www.specialolympics.ca/albertapolarplunge and pledge online. My personal page can be found at (link to fundraising page). You can check out this page to see the goal and pledges raised.

If you prefer not to donate online, you can also give your donation directly to me. 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 Alberta, visit www.specialolympics.ca/albertapolarplunge.

SOCIAL MEDIA

Get the snowball rolling by following us on Facebook, Twitter, and Instagram (@PlungeAlberta) to like, share, repost, or retweet our posts to engage others on social media.

- Add your personal plunge link to your social media page or share it on your profile to direct people to donate to you online.
- Challenge friends, family, colleagues, etc. to take the plunge and use #PolarPlungeAB, #plungeX, or tag @plungealberta to get us to share your post.
- Make your Plunge an event on Facebook. Invite friends to support your fundraising effort. That way they will have a reminder before your Plunge!
- Share why you are Plunging and what your goal is and updates about your progress.
- If you've Plunged before, post a picture of your jump along with your donation request.
- Shout outs: post a shout out to your donors when they pledge! You can even tag them in your post - just type @ + their name. Be sure to thank them afterwards, too!





How to Raise \$150 in Seven Days

Day	WHO TO ASK	TOTAL PER DAY	GRAND TOTAL
1	Send an email to three friends asking for a \$10 pledge (or challenge them to take the Plunge with you).	\$30	\$30
2	Send an email to your three favorite relatives asking for a \$10 pledge.	\$30	\$60
3	Ask one parent and one sibling for \$10 each. Your birthday and/or a holiday is right around the corner!	\$20	\$80
4	Ask two neighbors for \$10.	\$20	\$100
5	Ask five people at your favorite restaurant, coffee shop, tavern, etc. for \$5.	\$25	\$125
6	Ask your best friend or significant other for a \$15 donation (don't forget to recruit them to Plunge with you).	\$15	\$140
7	Add a personal contribution of \$10	\$10	\$150

WHAT TO EXPECT AT THE PLUNGE

(Specifics may vary slightly at each plunge site. Plungers will be sent a plunge prep notice specific to their site in advance of their Plunge).

- We do our best to keep our Plungers warm as long as possible. This means staying inside our heated changing/staging areas until it's time to Plunge as there are a limited number of people we can accommodate at heated sites.
- We do our best to keep the hole at a comfortable depth so that you don't have to go under unless you want to. Ice and water conditions are never a guarantee but know that we are trying to make it as painless and as fun as possible!
- Trained Dive Team and EMTs are at the Plunge hole for assistance.
- Plungers are responsible for bringing all offline donations (cash, cheques) to check-in, so that they can receive credit for those funds.
- Wave times will be assigned and strictly enforced for each team and individual. Wave times will be emailed out the week before your Plunge. If any team or individual misses their wave time, unfortunately we are unable to reschedule due to current restrictions and procedures.
- Team/cohorts and individuals will be assigned their own tents, which are fully sanitized between waves. All belongings should remain in your tent while you are plunging and should be fully removed at the completion of your Plunge.
- On your way out of the event space after your Plunge, there will be hot chocolate and/or coffee to help warm you up. Yum!





COVID-19 Specifics

Safety has always been our highest priority with these events, and this year is no different. Ahead of deciding whether we'd go ahead this year, our Organizing Committees put together a COVID-19 Safety Plan, which was then submitted to and approved by Alberta Health Services, our Provincial LETR Executive Committee, and our Provincial LETR Operations Committee. No surprise here though – if regulations change with AHS, we'll be pivoting to a "virtual only" event. No fear though, as that just means we can all participate from the comfort of our homes!

Here are some precautions we'll have in place for all in-person events:

- COVID-19 screening will need to be completed ahead of arriving at the plunge location, as well as verbal confirmation prior to entering the Plunge site
- One-way directional signage throughout the event space
- Mandatory face masks
- Hand sanitizer available throughout the event space
- Full sanitization of the high touch points between each and every wave
- Change spaces restricted to one team/cohort or individual, fully sanitized between waves
- Information about who should be in your team or cohort can be found here: https://www.alberta.ca/restrictions-on-gatherings.aspx#Cohort_groups

If you have any questions about safety precautions, please contact info@specialolympics.ab.ca.

What to Bring

- A face mask to be worn at all times during the event, except when you are plunging.
- A towel to dry off and warm up with, and dry clothes for after plunging!
- Old shoes, aquatic shoes, etc. All Plungers must wear shoes to Plunge. You'll have to walk out on the ice and sometimes wait a moment for others to jump, so please wear a pair of shoes that you don't mind getting wet.
- Don't forget to bring a pair of dry shoes to wear afterwards!
- It's a good idea to bring a bag for dry clothes and your Plunge incentive as well as a plastic bag for your wet clothes after you've plunged.
- Another Plunger. Recruit a friend, family member, co-worker or acquaintance and get them to take the Plunge with you. It's always more fun with friends!

Please note: each Plunger is only allowed one spectator to watch their Plunge to help keep event attendees at approved numbers (subject to change).





Check-In Tips

- The week leading up to their Plunge, participants will receive an email indicating their specified wave and registration time. You should arrive no more than 5 minutes early.
- All participants must check-in prior to plunging to turn in funds, receive their incentives, and receive information for their assigned wave time.
- Only one spectator will be allowed to attend with each Plunger. Spectators will need to provide their full contact information for contact tracing purposes only.
- Wave times will be strictly enforced and managed to ensure a smooth transition between waves, allowing for sanitization of the event area. Plungers and spectators will be asked to exit the event site promptly following the completion of their plunge.
- All cheque donations can be made payable to Special Olympics Alberta.

Safety Tips

- **All Plungers must wear shoes and a mask to the plunge site.**
- Only one Plunger will be allowed to plunge at a time, even for teams/cohorts.
- Try not to run out of the water after your Plunge. Keep in mind that everything is wet and slippery. Be careful as you make your way to the changing tents.
- DO NOT dive or flip into the water. This is a safety precaution for all Plungers that is strictly enforced by the Dive Team.
- Intoxicated people will not be permitted to Plunge.
- Wear a costume that's appropriate and non-discriminatory. Anyone wearing an offensive costume won't be allowed to Plunge.
- Leave valuables at home or with a spectator. Special Olympics Alberta is not responsible for items that are lost or stolen.

Miscellaneous Tips

- Wear your Plunge costume right under the outfit you wear to the event. This way, you don't have to worry about changing and can stay warm longer!
- Bring along warm clothes to wear after you Plunge that are easy to put on. The last thing you want to deal with when you're cold and wet are clumsy zippers and buttons!
- Carpool with your cohort if possible and safe to do so. Parking can be crowded, so plan accordingly.

About the Law Enforcement Torch Run

The Law Enforcement Torch Run consists of members from across the province who raise funds and awareness for Special Olympics Alberta. Without them, there would be no Polar Plunge!

Plunges are a big part of the year-round fundraising that they do all across the province, in so many cool and creative ways! These dedicated men and women are the energy and effort behind many of our events and programs. Be sure to give them a big THANK YOU when you see them at your plunge or other events. We couldn't do it without them! For more information, visit www.specialolympics.ca/albertatorchrun.

