



Tips to maximize fundraising for your Polar Plunge

Use your online fundraising page:

- Personalize your page. Add a picture, write a brief paragraph on what you're doing, if you're plunging in honor of someone, and include information about Special Olympics Saskatchewan.
- Be sure to note that donations over \$10 are 100% tax deductible.
- Post your fundraising goal! The more you raise, the more you are helping SOS athletes and the more incentives you will earn.
- Add an incentive for people to donate. Make donating to your page a contest for your friends and family. For example, let people know that for every \$25 they pledge, they could be entered into a drawing for a great prize from you. Be creative and offer to bake cookies, raffle off tickets to a game you can't attend, or give away a bottle of wine you've been saving.
- Link your fundraising page to your social network sites.

Make sure you spread the word:

Once your website is set up, you want to share that link with everyone you know! The fastest and easiest way to start is to send out an email to everyone in your address book. You may also consider sending snail mail letters to your holiday card list.

How to write a good Email or Letter:

To ensure that your friends and family know what a great cause you're supporting, follow these simple steps:

- Introduction - let people know that you're planning on "Freezin' for a Reason" to support the mission of Special Olympics Saskatchewan.
- Be sure to include information about Special Olympics Saskatchewan and where the money goes.
- Include why you are supporting Special Olympics Saskatchewan ... are you plunging in honor of anyone?
- "The Ask" or request for a donation is really important. Make sure you specifically ASK for help reaching your goal by ASKING for a donation.
- Let people know how to donate (either through your webpage or include a self-addressed envelope and donation reply card if you're mailing letters).
- Tell them donations over \$10 are 100% tax deductible.
- Include a personal fundraising deadline so people don't put off donating. Remember, funds must be raised by the day of the event.
- Closing and thank you.



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Use Facebook, Twitter, Flickr and Blogging:

Social media is a great way to self-promote! Connect with people who you would normally not be in regular contact with and let them know you are fundraising.

- Use your Facebook status update with your website link.
- Tweet your web link to let people know what you are doing.
- Start a fan page on Facebook and invite all of your “friends” to be a fan. Be sure to include your fundraising page link on your fan page and send out periodic updates.
- You can also start a blog that chronicles your journey to plunge – including your thoughts, what you are going to wear, how you are preparing to take on the cold etc.

How to raise \$500 in 10 days:

Day 1: Put in your own \$25

Day 2: Ask three family members to sponsor you for \$25

Day 3: Ask five friends to sponsor you for \$10

Day 4: Ask five teachers or coworkers to sponsor you for \$10

Day 5: Ask five neighbors to sponsor you for \$10

Day 6: Ask three more family members to sponsor you for \$25

Day 7: Ask your boss, babysitting client or coach to sponsor you for \$25

Day 8: Ask five local businesses you frequent to sponsor you for \$20

Day 9: Ask two friends to sponsor you for \$25

Day 10: Celebrate! ***You reached your goal of \$500!***