

**Special Olympics**  
Pennsylvania



# POLAR PLUNGE



## COOL SCHOOLS

FUNDRAISING PACKET



[www.PlungePA.org](http://www.PlungePA.org)



**Dear Cool School,**

The Special Olympics Polar Bear Polar Plunge is the coolest event of the winter. It is a unique opportunity to support Special Olympics Pennsylvania athletes by having students and staff take a dip into a cold body of water, either a dip into a river, a lake or into an icy pool (based on location).

Since its inception, the Polar Plunge has raised millions of dollars for Special Olympics, an organization devoted to year-round sports and competition for children and adults with intellectual disabilities. Becoming a part of the Plunge experience means you are helping thousands of these individuals experience a brighter tomorrow.

This year there are nine Plunges statewide to choose from. We realize, jumping into icy cold water is not for every student. For these students, we have a "Too Chicken" to plunge, where students can still join their school in this event, while staying on dry, "warmer" land.

In the following pages, you will find information about our Cool Schools Challenge as well as resources to help your students and school rally behind this event.

We look forward to seeing you at one of our plunges.

Sincerely,  
**Special Olympics PA Plunge Team**



# Polar Plunge Fast Facts

**Who:** You and your fellow school members – students and staff!  
\*Students under the age of 18 must have a consent form signed by a parent.

**How:** Each Plunger must raise a minimum of \$50 to earn the privilege of jumping into the icy winter waters!

**Why:** The Polar Plunge is a great team-building experience, strengthening your school community while also teaching students the responsibility of citizenship. Plus it's a ton of fun and benefits one cool organization – Special Olympics Pennsylvania!

## 2015 – 2016 Plunge Dates

**Erie County Plunge:**  
Saturday, November 21, 2015

**Philadelphia Plunge**  
Friday, December 4, 2015  
Drexel University

**Pittsburgh Plunge**  
Saturday, December 12, 2015  
Heinz Field

**Beaver County Plunge**  
Saturday, January 9  
Bridgewater Landings Marina

**Capitol Area Plunge**  
Saturday, January 16, 2016  
Gifford Pinchot State Park

**Eastern Plunge**  
Saturday, January 30, 2016  
Neshaminy State Park

**Winter Games Plunge**  
Saturday, February 6, 2016  
Canoe Creek State Park

**York County Plunge**  
Saturday, February 6, 2016  
John Wright Building

**Lehigh Valley Plunge**  
Saturday, February 20, 2016  
Scott Park

## Cool School Challenge...

The Cool School Challenge is a friendly competition between local schools. Students and staff are encouraged to create a team of “Plungers” and join the coolest event around! Your school’s team should work together to recruit as many participants as possible, while raising money and awareness for Special Olympic athletes – including those in **your own school!**



To be officially entered into the Cool School Challenge, your group must commit to the following:

- ❖ Appoint a designated faculty member as Team Captain, who will serve as the point of contact between the school and Plunge committee member.
- ❖ Register students and staff from your school that are committed to raising a minimum of \$50 per Plunger via [www.PlungePa.org](http://www.PlungePa.org) – Sign up for the **Eastern Polar Plunge** – then select “**Cool Schools**” as your “**Participant Type**”
- ❖ Agree to “Challenge” rival schools to participate in **the** Plunge.

**The school team that raises the most money at each Polar Plunge will be named the Cool School for that area, receiving ULTIMATE bragging rights!**

**Participation in the Polar Plunge as a Cool School also leads to these meaningful benefits:**

- ❖ Strengthens your school by uniting students and faculty for a great cause.
- ❖ Students can earn community service hours.
- ❖ Raises awareness for athletes with intellectual disabilities in your school.

# Are you ready to take the Plunge?

Now that you are ready to take the the Plunge, you must:

- ❖ Designate a Team Captain – this *cool* teacher, coach, advisor or other faculty member will help organize the team and be the point person with your Special Olympics contact.
- ❖ Pick a team name.
- ❖ Register your school's group online at [www.PlungePA.org](http://www.PlungePA.org). (Create one team name for your school and be sure to **include your school name in your team name**)
- ❖ Recruit and motivate others to be part of the fun!
- ❖ Team Captain is responsible for collecting and submitting funds to SOPA during on-site registration the day of the event [or in advance if preferred]
- ❖ Don't forget to check out our [Plunge Resources](#). Vist [www.PlungePa.org](http://www.PlungePa.org)

**Roles & Responsibilities for the Team Captain:**

- ❖ Set a fundraising goal and monitor your team's progress.
- ❖ Organize team fundraising events.
- ❖ Communicate regularly with the team, providing updates and reminders.
- ❖ Lead the charge into the water on Plunge Day and HAVE FUN!!!



Like us on [Facebook](https://www.facebook.com/PolarPlungePA!) -<https://www.facebook.com/PolarPlungePA!>

# How Your School Can Make a Splash!

## Generate buzz for your Cool School:

- ❖ Promote your school's Plunge Team by hanging flyers, posters, sign-up sheets and other kinds of eye-catching materials throughout the school.
- ❖ Further promote your team in the school newspaper, with PA announcements and through the school's Facebook page.

- ❖ Besides challenging other schools, have a friendly internal competition between classes, clubs, sports teams, etc., to see who can recruit the most Plungers. Reward the winning group with a prize.



## Host a team fundraising event:

- ❖ Approach school staff with a dress down/jean day, where employees make a donation for the opportunity to wear jeans for the day.
- ❖ Provided a donation jar for each class.
- ❖ Do you have prime parking spots reserved in your school's lot? Consider putting them up for auction each week, with proceeds benefiting your Plunge team.

Remember you will be **"FREEZIN"** for a **"REASON"**



# Polar Bear Plungers

## First Timers' Tips

*So you've finally decided to take the Plunge?! Congratulations – you are a plunge away from a very rewarding and unique experience, both in and out of the water!*

*Here a few tips to help you successfully navigate your very first Plunge*

### **DO**

- Wear your plunge gear under the clothes you wear to the event – then you don't have to change into it just to change right back out of it!
- Choose your "Plunge Day" outfit (or post-Plunge gear) with this in mind – you will be cold and possibly numb, so loose-fitting, easy-on clothes without a lot of snaps, zippers or buttons are best. When your fingers and toes don't work so well, it's not so easy to get some of that stuff back on!
- Bring a loose pair of shoes to wear after the Plunge – something that will slip easily on and doesn't have tricky laces (think Crocs)
- Carpool, or even better, charter a bus with a whole group of friends. Help actual polar bears by reducing the number of cars used to get to and from the event, reducing carbon and other gasses that pollute the air!
- If you are a veteran offer up some help to the Plunge rookies

### **DO NOT**

- Do NOT dive in – this is a safety regulation and will be enforced by the safety team!!! Beyond that, remember that a Plunge is whatever you want it to be, so there is no pressure to fully submerge yourself. We recommend you do not go into the water above your abdomen. The water is cold and will take your breath away

#### If your plunge is into a river:

- Do NOT run into the water, there might be things in the water you cannot see. You might step on them or kick them and trip
- Do not be the first to go into the water if it is your first time. Remember there will be many people behind you and if you get in there and decide you do need out immediately, it will be very difficult to do so quickly

## Plunge Day Checklist



- Costumes if you wish.
- Extra clothing to keep warm.
- A plastic bag for wet clothes.
- A backpack to hold street clothes and your new sweatshirt!
- Two medium size towels; One to dry with and one to stand on.
- A dry partner to hold your valuables while you are in the water.
- Clean, dry under garments to wear after Plunging.
- A disposable, waterproof camera that you can carry into the Plunge Zone with you...even if your 'handlers' can't get a close-up of you in the water, feel free to ask a fellow Plunger to capture your big moment on film.

If your local plunge takes place in a river:

- Tent(s) for your gathering area.
- Folding chairs and tables.
- Grill, food and drinks
- Tent decorations or banners to show your team spirit!
- River shoes or something other type of footwear for going into the water. We **DO NOT** recommend wearing flip flops (**plunging barefooted is NOT permitted**).



# Tools to Help You in Your Fundraising Efforts



# ***Fundraising Event Ideas***

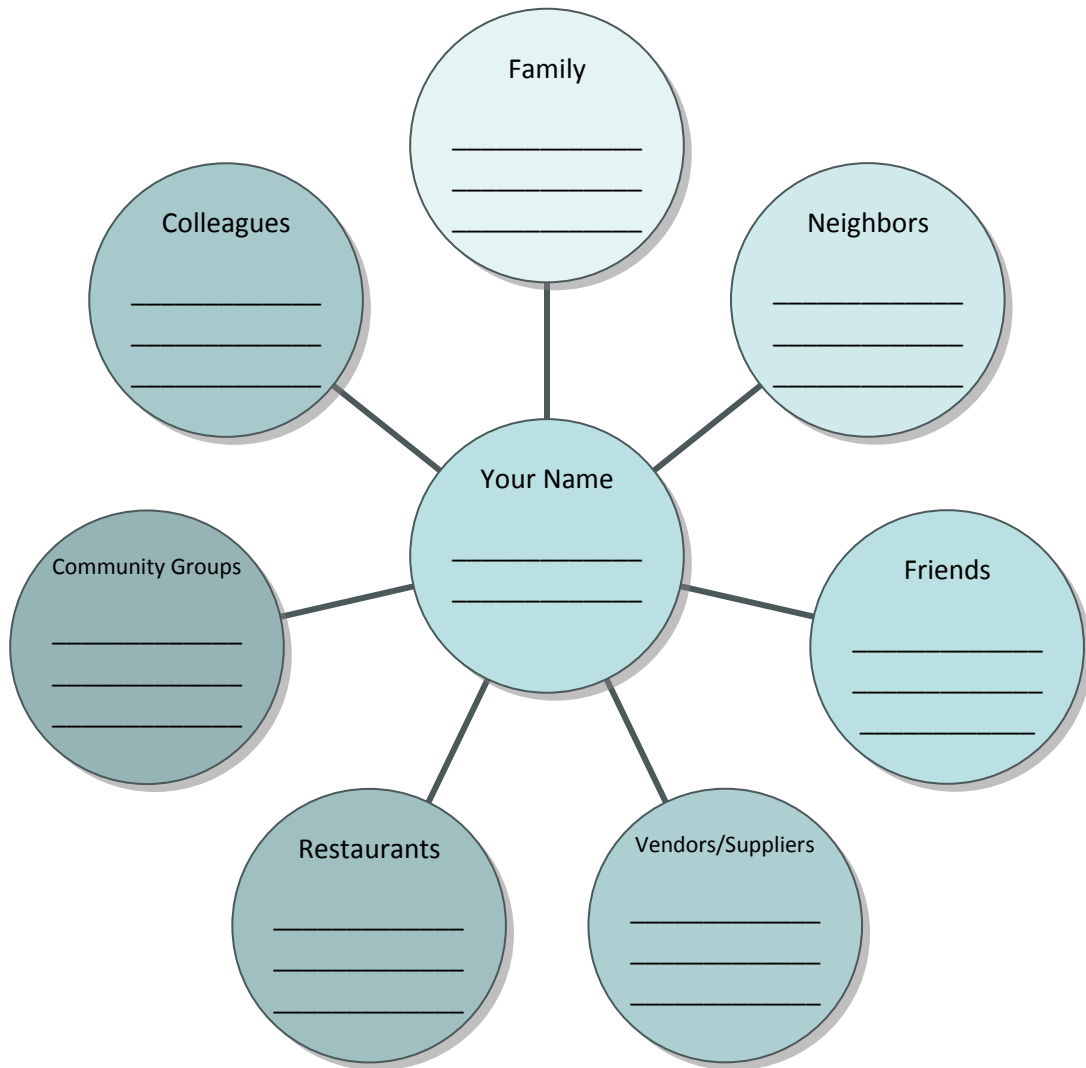
Organize and hold fund raisers to bring in the donations!

- ❖ **Dress Down Days** – have coworkers donate and in turn they can wear jeans to work for a day!
- ❖ **Matching Gifts** – check with human resources at your company to see if they have a matching gifts program, this is an effective way to double your fundraising efforts!
- ❖ **Penny Wars** – Set up a challenge for your work to collect the most points (pennies). Points are given for pennies and negative points for silver coins and cash. Others can sabotage by placing money other than pennies in the jars. The worker, office, floor, etc. with the most points wins lunch at the loser's expense. All money in the jars is donated for the Plunge.
- ❖ **Company Contribution** – Solicit a specific donation from your organization above and beyond that raised by your team, apply the credit evenly to all team members.
- ❖ **Pizza Party** – This is a twist on the usual fundraiser dinner. Decide if you would like to make this a pizza buffet, set a limit on the number of slices per person, or actually sell the pizza "by the slice."
- ❖ **Dessert Auction** – Ask for donations of baked goods. Label each dessert with the name of the dessert and the cook. Ask your team's most humorous and charismatic person to be the auctioneer who can entertain the crowd and boost the auction prices.
- ❖ **Trivia Night** – Find a location to host your team and guests. See if a local restaurant will host a trivia night with your group. Guests split into several small teams to answer trivia asked by a host and the winners are the team which, at the end of the night, has correctly answered the most questions. Funds are raised through entry tickets, food sales, etc.
- ❖ **Auction (Silent or Live)** – Hold the event at your business, in your neighborhood, or church. Ask for contributions of unique items such as homemade toys, art, quilts, knitting, etc. Display items prior to event with description.
- ❖ **Bake Sale** – Hold a Friday bake sale at work so employees will have treats for the weekend. Make sure to individually wrap items for individual sale.
- ❖ **Restaurant to the Rescue** – Ask a local restaurant or café to contribute a portion of the proceeds for a day. It could even be a special menu item. Create a sign letting patrons know that the owner will donate half the money if purchased.
- ❖ **Pennies from Heaven** – did you know that one milk jug full of pennies weighs 35 lbs? And did you know that 30 lbs of pennies is equal to \$50? Collect pennies – sit out jars, ask neighbors, etc.
- ❖ **Bowl-A-Thon** - Bowlers get pledges for each pin they knock down, or you can just get a flat Donation.

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!



# Ask Cards



## Please support my Pledge!

To make a donation to my fundraising efforts, visit:  
[www.plungepa.org](http://www.plungepa.org) and click "Sponsor a Plunger"  
Thank you for helping me support the athletes of  
Special Olympics Pennsylvania!

---

Plunger Name



## Please support my Pledge!

To make a donation to my fundraising efforts, visit:  
[www.plungepa.org](http://www.plungepa.org) and click "Sponsor a Plunger"  
Thank you for helping me support the athletes of  
Special Olympics Pennsylvania!

---

Plunger Name



## Please support my Pledge!

To make a donation to my fundraising efforts, visit:  
[www.plungepa.org](http://www.plungepa.org) and click "Sponsor a Plunger"  
Thank you for helping me support the athletes of  
Special Olympics Pennsylvania!

---

Plunger Name



## Please support my Pledge!

To make a donation to my fundraising efforts, visit:  
[www.plungepa.org](http://www.plungepa.org) and click "Sponsor a Plunger"  
Thank you for helping me support the athletes of  
Special Olympics Pennsylvania!

---

Plunger Name



## Please support my Pledge!

To make a donation to my fundraising efforts, visit:  
[www.plungepa.org](http://www.plungepa.org) and click "Sponsor a Plunger"  
Thank you for helping me support the athletes of  
Special Olympics Pennsylvania!

---

Plunger Name



## Please support my Pledge!

To make a donation to my fundraising efforts, visit:  
[www.plungepa.org](http://www.plungepa.org) and click "Sponsor a Plunger"  
Thank you for helping me support the athletes of  
Special Olympics Pennsylvania!

---

Plunger Name



## Please support my Pledge!

To make a donation to my fundraising efforts, visit:  
[www.plungepa.org](http://www.plungepa.org) and click "Sponsor a Plunger"  
Thank you for helping me support the athletes of  
Special Olympics Pennsylvania!

---

Plunger Name



## Please support my Pledge!

To make a donation to my fundraising efforts, visit:  
[www.plungepa.org](http://www.plungepa.org) and click "Sponsor a Plunger"  
Thank you for helping me support the athletes of  
Special Olympics Pennsylvania!

---

Plunger Name

# Special Olympics PA Polar Plunge Receipts

**Special Olympics Pennsylvania Polar Plunge Receipt**  
Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
\_\_\_\_\_  
Amount: \$ \_\_\_\_\_ Date: \_\_\_\_\_  
Plunger Name: \_\_\_\_\_  
Paid by: \_\_\_ Cash \_\_\_ Check  
Thank you for your donation. SOPA is a 501(c)(3) tax-exempt public charity. Your donation is 100% tax deductible.

**Special Olympics Pennsylvania Polar Plunge Receipt**  
Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
\_\_\_\_\_  
Amount: \$ \_\_\_\_\_ Date: \_\_\_\_\_  
Plunger Name: \_\_\_\_\_  
Paid by: \_\_\_ Cash \_\_\_ Check  
Thank you for your donation. SOPA is a 501(c)(3) tax-exempt public charity. Your donation is 100% tax deductible.

**Special Olympics Pennsylvania Polar Plunge Receipt**  
Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
\_\_\_\_\_  
Amount: \$ \_\_\_\_\_ Date: \_\_\_\_\_  
Plunger Name: \_\_\_\_\_  
Paid by: \_\_\_ Cash \_\_\_ Check  
Thank you for your donation. SOPA is a 501(c)(3) tax-exempt public charity. Your donation is 100% tax deductible.

**Special Olympics Pennsylvania Polar Plunge Receipt**  
Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
\_\_\_\_\_  
Amount: \$ \_\_\_\_\_ Date: \_\_\_\_\_  
Plunger Name: \_\_\_\_\_  
Paid by: \_\_\_ Cash \_\_\_ Check  
Thank you for your donation. SOPA is a 501(c)(3) tax-exempt public charity. Your donation is 100% tax deductible.

**Special Olympics Pennsylvania Polar Plunge Receipt**  
Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
\_\_\_\_\_  
Amount: \$ \_\_\_\_\_ Date: \_\_\_\_\_  
Plunger Name: \_\_\_\_\_  
Paid by: \_\_\_ Cash \_\_\_ Check  
Thank you for your donation. SOPA is a 501(c)(3) tax-exempt public charity. Your donation is 100% tax deductible.

**Special Olympics Pennsylvania Polar Plunge Receipt**  
Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
\_\_\_\_\_  
Amount: \$ \_\_\_\_\_ Date: \_\_\_\_\_  
Plunger Name: \_\_\_\_\_  
Paid by: \_\_\_ Cash \_\_\_ Check  
Thank you for your donation. SOPA is a 501(c)(3) tax-exempt public charity. Your donation is 100% tax deductible.

**Special Olympics Pennsylvania Polar Plunge Receipt**  
Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
\_\_\_\_\_  
Amount: \$ \_\_\_\_\_ Date: \_\_\_\_\_  
Plunger Name: \_\_\_\_\_  
Paid by: \_\_\_ Cash \_\_\_ Check  
Thank you for your donation. SOPA is a 501(c)(3) tax-exempt public charity. Your donation is 100% tax deductible.

**Special Olympics Pennsylvania Polar Plunge Receipt**  
Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
\_\_\_\_\_  
Amount: \$ \_\_\_\_\_ Date: \_\_\_\_\_  
Plunger Name: \_\_\_\_\_  
Paid by: \_\_\_ Cash \_\_\_ Check  
Thank you for your donation. SOPA is a 501(c)(3) tax-exempt public charity. Your donation is 100% tax deductible.

**SAMPLE DONATION REQUEST LETTER/E-MAIL (This sample letter is customizable and available in your “participant center”)**

Dear (Insert Name),

I am writing to ask for your help. On Saturday, January 30th, I have committed to take the Plunge for the athletes of Special Olympics Pennsylvania by taking a chilly dip into the Delaware River alongside hundreds of other warm-hearted people and **students from XYZ School**.

I know – you’re probably getting cold just thinking about it! But the cold that I will feel is temporary...the positive impact this will have on the lives of thousands of citizens with intellectual disabilities will last a lifetime.

My school has committed to take the “Cool Schools Challenge” and we need your help to reach our team goal! I am asking if you will make a donation to Special Olympics Pennsylvania on behalf of me taking the 2016 Eastern Polar Plunge. Any amount would be appreciated – it all goes to a wonderful cause, and every little bit gets me that much closer to my personal and team fundraising goal.

If you want to learn more about this spectacular winter event, visit <http://www.plungepa.org> to find out all the chilly details. Think warm thoughts for me as January 30th approaches. I will do my best to honor my “Pledge to Freeze” and make my supporters proud!

Thank you in advance for your support!



**Special Olympics**  
Pennsylvania



# HOW TO RAISE \$500 IN 10 DAYS

REMEMBER: A TEAM OF 10 PEOPLE RAISING \$500 EACH WOULD MAKE A TEAM TOTAL OF \$5000!!!!

	Who to Ask	Total Per Day	Grand Total
Day 1	Sponsor yourself for \$25	\$25	\$25
Day 2	Ask 3 family members to each match your personal donation of \$25	\$75	\$100
Day 3	Ask your best friend to sponsor you for \$25	\$25	\$125
Day 4	Ask your boss for a company contribution of \$25 or to match the entire amount you raise.	\$25	\$150
Day 5	Ask 5 local friends to sponsor you for \$10 each	\$50	\$200
Day 6	Ask 5 out of town friends to sponsor you for \$10 each (see enclosed sample letter)	\$50	\$250
Day 7	Ask 5 businesses your frequent (barber, salon, dry cleaner, dentist, lunchtime restaurant) to sponsor you for \$10 each	\$50	\$300
Day 8	Ask 5 co-workers to sponsor you for \$10 each	\$50	\$350
Day 9	Ask 5 neighbors to sponsor you for \$10 each	\$50	\$400
Day 10	Ask 10 people from your church/temple/social club etc. to sponsor you for \$10 each	\$100	\$500

## 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. See our sample letter.
- #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 hero's, wear matching shirts or hats and make a statement!
- #4: Double your fun:** Challenge a friend or colleague to Plunge!
- #5:** Ask your supporters about **Matching funds from their employers.**
- #6: Always follow up, via phone and/or email.** People will appreciate the reminder.
- #7: Send thank you letters** to all Sponsors (and include a crazy picture, so they remember you next year!)



**Special Olympics**  
Pennsylvania



## Waiver and Release

In consideration of participating in the Special Olympics Pennsylvania (SOPA) Polar Bear Plunge ("a plunge into the Delaware River") at Neshaminy State Park). I represent that I understand the nature of the event. I represent that I am, and my minor children participating are, qualified to participate in the event. I acknowledge that I have been advised by SOPA to consult with a physician prior to participation. I acknowledge that if I believe the event conditions are unsafe for me or my minor children I will immediately discontinue participation in the event. I fully understand that the Polar Bear Plunge involves risks of serious bodily injury, including permanent 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. I also understand that there may be other risks either not known to me or not readily foreseeable at this time. I give my permission for photographs taken at the event in which my image, or the image of any of my minor children appears, to be used for promotional and/or advertising purposes by Special Olympics Pennsylvania without compensation to me or my minor children. I agree to release Special Olympics Pennsylvania from all claims and liability relating to the use of my name, likeness, photograph, or statement. I fully accept and assume all risks and all responsibility for losses, costs and damages that I incur in connection with my participation, or the participation of my minor children, in the event. I hereby release from all liability, discharge and covenant not to sue: Special Olympics Pennsylvania and its administrators, directors, agents, volunteers, and employees; other participants; sponsors; advertisers; and the owners and lessors of the premises on which the event takes place, The Union Fire Company and Rescue Squad, The City of Bensalem and/or The Pennsylvania Department of Conservation and Natural Resources and the Commonwealth of Pennsylvania's Department of Transportation (all and each of the foregoing are "Releasees"). I understand that I am releasing all claims, demands, losses or damages or any kind, whether sustained by me or my minor children, whether caused in whole or part by the negligence of Releasees or otherwise, including negligent rescue operations. I further agree that if, despite this release, waiver of liability and assumption of risk, anyone makes a claim against the Releasees on behalf of me or my minor children, I will indemnify, save and hold harmless each of the Releasees from any loss, liability, damage or cost which may result from 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 a 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.

---

Signature of Participant or Parent/Guardian Signature

---

Date