



## **#TakeThePlunge and make a difference!**

The Polar Plunge is a thrilling series of events where participants brave icy waters to support Special Olympics Kansas (SOKS). This exciting fundraiser fuels a global movement to foster inclusion, acceptance, and community through the power of sports. Through athletic, health, and leadership programs, SOKS empowers over 5,000 athletes of all abilities across Kansas.

Make an impact beyond sports! Every dollar raised from the Polar Plunge helps fund impactful programs such as Young Athletes, Unified Sports, Healthy Athletes, and Athlete Leadership Programs—paving the way for a more inclusive future.

### **For Organizations:**

The Polar Plunge is more than a charity event—it's an opportunity to bring your team together in an unforgettable way. Whether jumping into a frozen lake or gathering at a Plunge Trailer in your city, this unique experience fosters teamwork, builds camaraderie, and strengthens connections. And let's be honest—it might just be the best work party ever!

### **Get Started!**

Designate a Team Captain who will be the main point of contact for your Plunge. Have them register and create the team at [PlungeKS.org](https://PlungeKS.org). You can also have separate teams for each department. Whatever works best for your organization! Begin recruiting your coworkers to take the Plunge and encourage fundraising!

## **Internal Engagement Ideas for the Polar Plunge**

### *Marketing Materials*

SOKS provides a comprehensive suite of marketing tools, including posters, email signatures, and customizable social media & email toolkits. These resources are designed to help you create a campaign tailored to your organization. Incorporating your company's branding and team-specific details makes it simple to spread the word and generate enthusiasm.

### *Special Olympics Kansas Athlete Speaker*

Kick off your Polar Plunge team with inspiration! SOKS can arrange for one of our athletes to share their story with your staff. These motivational sessions highlight the life-changing impact of the Polar Plunge and the programs it supports. Available both in-person and virtually, these talks are a powerful way to connect your team to the mission and inspire participation.

### *Internal Contests and Competitions*

Add some excitement to your fundraising efforts by organizing friendly competitions within your organization. Consider challenges like:

- **Fundraising Contests:** Departments or individuals compete to see who can raise the most money.
- **Team Recruitment Contests:** See who can recruit the largest number of plungers.



To boost participation, SOKS provides prizes for categories like highest fundraiser and best costume. These contests create a sense of camaraderie, foster friendly rivalries, and generate momentum as your team rallies behind a shared goal.

## **Additional Tips**

### *Social Media Sharing*

Harness the power of social platforms like Facebook, Twitter, LinkedIn, and Instagram to rally your network for donations. Be sure to link your Polar Plunge fundraising account directly to your posts, making it easy for supporters to donate with just a click! **Important Tip:** Avoid creating a Facebook Fundraiser—funds raised there won't count towards your Plunge total.

### *Sponsor the Plunge*

Too chicken to plunge? You can still support! Partnering with the Polar Plunge offers a unique opportunity to combine measurable media exposure, the goodwill of cause marketing, and community engagement. From individual event sponsorships to statewide activations, sponsorship packages are customizable to fit your goals. To explore partnership opportunities, contact [lamunyonj@soks.org](mailto:lamunyonj@soks.org).

### *Printable Flyers*

Customize our flyers to spread the word! Post them in high-traffic areas like break rooms, hallways, or bathrooms to encourage coworkers to register or donate.

### *Email Templates and Signatures*

Turn your email into a recruitment tool! Update your signature to include a Polar Plunge banner provided by SOKS linked to your individual or team Plunge page for easy sign-ups. Use our customizable email templates to send regular updates and calls to action to your team.

### *Engaging Remote Workers*

Remote employees can dive in too! Encourage them to participate in all pre-Plunge festivities and help fundraise. Pro tip: Use Polar Plunge-themed Zoom backgrounds to spark conversations and spread awareness in virtual meetings.

### *Pre-Plunge Activities*

Keep the excitement alive with fun activities leading up to the Plunge!

- **Polar Plunge Spirit Day:** Encourage coworkers to wear their favorite winter gear, Plunge merch, or preview their Plunge costumes at the office.
- **Fundraising Competitions:** Offer prizes to the top fundraising individual or department to foster some friendly rivalry.
- **Volunteer and Connect:** Plan a team volunteering event or invite a Special Olympics athlete to share their story and inspire your coworkers with the incredible impact of the Plunge.

For additional marketing ideas or to arrange a visit from one of our inspiring athletes, contact Ashley Pippin at [pippina@soks.org](mailto:pippina@soks.org).