

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 donate to your cause.

tips & tricks

- Make it personal: Tell your story. Share with others why you participate, - maybe it's because it's crazy cool or because you love Special Olympics Virginia!
- If you've plunged before, share a picture of your previous jump to frigid 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 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 Virginia. You might be asking yourself what is a plunge? Well, I will be raising money so I can jump into freezing cold water, but it's for a cool cause: Special Olympics Virginia.

To jump into the icy waters, 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 Virginia on my behalf. Don't you want to see me freezin' for a reason?!

*You can support my Plunge several ways. The best and easiest is to visit my personal page (**personal url**). If you prefer not to donate online, you can also give your donation directly to me, or mail it in to Special Olympics Virginia at the address below. Please make sure to include my name with your donation so I receive credit for the pledge.*

*Special Olympics Virginia
3212 Skipwith Road, Suite 100
Richmond, VA 23294*

*If you can't support my Plunge through a donation, why not consider being bold in the cold and join me? You can join my team online now (**choose Join Team button your page; copy link once page is launched here**)! To learn more about the Polar Plunge and Special Olympics Virginia, visit polarplunge.com.*

email tag

Include an email tag at the bottom of your email talking about your plunge participation. It can be a sentence or two about the plunge, or use our email graphic to show potential donors exactly what you'll be doing. You can even link the image to your personal plunge page. To use our tool, visit polarplunge.com, scroll down to the tools, right-click the image and choose "save image as."