



**POLAR 20  
PLUNGE 20**

# FUNDRAISING SOCIAL MEDIA



Utilize Facebook, Twitter, Instagram and LinkedIn to reach out to your friends and family when asking for donations. Make sure that you link your Plunge Account to your posts so it's super easy for people to donate right to you! Another important reminder: **don't create a Facebook Fundraiser – that money won't count towards your total for the Plunge!**

## TIPS

Get creative! Feel free to share pictures and videos to your posts.

Have a personal story? Share it with your followers and let them know why you Plunge.

Tag Polar Plunge and Special Olympics Virginia in your posts!



@PLUNGEVIRGINIA | @SPECIALOLYMPICSVIRGINIA



@POLARPLUNGEVA | @SPECIALOLYMPICSVA

## SAMPLE POSTS

Help me support the 25,000+ athletes who participate in Special Olympics Virginia. Please donate to my Polar Plunge page! #SupportTheColony <insert link to personal Plunge page>

You can make a difference! Help me reach my fundraising goal as I take the Polar Plunge for Special Olympics Virginia. #SupportTheColony <insert link to personal Plunge page>

'Tis the Plunge season! Help me support Special Olympics Virginia by donating to my Polar Plunge! #SupportTheColony <insert link to personal Plunge page>

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