PENGUIN PLUNGE

COOL SCHOOLS

Be Bold and Get Cold!
2020 Special Olympics Idaho Penguin Plunge

What is a Cool School?

A “Cool School” is a group of students, faculty and staff brave enough to take a dip into cold waters to support Special Olympics Idaho athletes in their schools and communities. Gather your friends, teammates, teachers, principals and create Penguin Plunge team together for your local plunge. Create memories and raise funds to support the mission of Special Olympics Idaho and the athletes we serve.

The Cool School competition is a section of the annual Penguin Plunge that allows students to be Freezin’ for a Reason. Students in local high schools, junior high, middle schools and elementary schools can raise awareness for Special Olympics Athletes and participate in the plunge by collecting money pledges.

Freezin’ for a Reason Pledges:

Students can pick a Reason (cause) that supports the mission of Special Olympics Idaho and hold pledge drives in their schools to raise awareness.

Freezin’ for Reason Causes Include:

- Erase the R-Word Campaigns
  - Raise awareness about the use of the R-Word and have students pledge to stop using the word.

- Pledge for Respect
  - Have students pledge how they are going to promote a more respectful and inclusive school environment.

Money Pledges:

The Penguin Plunge is one of Special Olympics Idaho’s largest and most exciting fundraisers of the year. Proceeds go directly to supporting the year-round sports training and athletic competition for children and adults with intellectual disabilities who participate in Special Olympics Idaho. All donations are tax deductible. This guide provides tools on how to fundraise. Each student has a fundraising goal of $50 to receive an Official Penguin Plunge Beach towel. Incentive prizes for those who raise more than $250 and up! Students should keep track of the number of pledges they receive as they will be announced the day of the plunge! Students can often find success collecting pledges and fundraising as a team. There can be multiple teams from the same school.
PLUNGE 101--REGISTER TO BE A COOL SCHOOL

REGISTRATION

It’s easy to sign up! You can register your plunge team with a click of the mouse at www.idso.org and create your own team webpage.

1. Go to www.idso.org
2. Click on the Penguin Plunge you would like to participate in located on the Upcoming Events section.
3. Click on the FirstGiving link to get started!

You can add pictures and manage your team’s donations from your own computer. You can also send out fundraising information from your fundraising website using Facebook, Twitter and email. Once a team name is registered, it is easy for anyone else to join the team at any time.

Teams can be made up of two or more people from your specific school. The Penguin Plunge is made up of teams of different shapes and sizes ranging from corporate teams, to college and high school teams, to groups of families and friends.

Cool School Plungers will receive an official Plunge Beach Towel. Incentive prizes for those who raise more than $250 plus are listed below.

Goosebumps Level: $50 Beach towel
Chilly Level: $250 Beach Towel and Beanie
Cold Level: $500 Beach Towel and Insulated Mug
Frostbite Level: $1000 Beach Towel and Hoodie
Frigid Level: $1500 All Prior Incentives
Artic Level: $2500 Beach Towel, JBL Waterproof Bluetooth Speaker
Glacial Level: $5000 Beach Towel and 52 qt Hard Side Igloo Cooler
Forming Your Team

Follow these tips and guidelines to build the best team to represent your school in competition to be the 2020 Cool School!

Designate a Team Captain (This could be you, a teacher, or a fellow classmate)

Responsibilities of the team captain include:

*Building the team!

*Setting a Freezin for Reason cause and fundraising goal for the team
  - The team’s webpage will reflect the total of all your individual goals. Figure out how much your team wants to raise and set your individual goals accordingly. Some individuals might have higher ambitions than others because of individual incentive prizes, so your team goal could grow!

*Providing team members with all necessary fundraising tools and information (contained in this packet)

*Organizing team pledge and fundraising events

*Staying connected with the team through personal, phone, e-mail or any other form of communication. Keep all members up-to-date on Plunge details and pledge/fundraising progress.

*Motivating and coaching the team to success. This can be done by generating buzz for your team, using differing forms of publicity including events, posters and social networking.

Building Your Team

It’s important to start early in building a successful Cool School team. Start by registering your new team online at www.idso.org. Generate buzz for your cause by talking to friends and peers and encouraging them to join. Also have your friends tell their friends, and so on, to create a widespread knowledge of the team’s plans. Post fliers, make announcement over the PA and bring the issue up in meetings or at school events to encourage fellow classmates to join. Also, once you have registered online as the team captain, you can send out e-mails for recruitment. Don’t forget to post on Facebook and Twitter!

Pick a theme for your team and dress the part! Part of the fun of the Penguin Plunge is seeing all the crazy costumes people come up with! Your team can come up with your own theme, costume, T-shirts or any other unique ideas to show your school pride! Special Olympics Idaho is here to guide you every step of the way and make sure your plunge is a success! If your team needs any assistance with Freezin for a Reason causes or with fundraising please contact the Special Olympics Idaho office at 1-800-915-6510.
PLANNING FOR THE PLUNGE--What to Bring

Once your team is set and everyone has raised pledges and donations, it’s time to plan for the Plunge itself.

- Registration forms, *Freezin for a Reason* pledges and donations.

- Waivers, for those under 18, signed by their parent/guardian (waivers can be found at www.idso.org or at the Plunge)

- Duffle bag or backpack to store dry clothes and other personal belongings. Also bring a plastic bag to put your wet clothing in after you take the plunge!

- Towel and any warm clothing you may need for when you are waiting to or have finished plunging.

- We encourage you to bring anything or anyone that could help promote your school’s spirit! Bring cheerleaders, the band or supporting teachers/staff. Banners, signs and other display items are also a key way to show school pride.

**Tips for Raising Money**

1) Use the Online First Giving Fundraising Tool which allows you to send out e-mails to family and friends asking for a donation! Plungers report a 43% increase per donation when the donation is made online versus by cash or check.

2) Plunger Favorite - Mail a fundraising letter to your friends, family and neighbors with a self-addressed stamped envelope. Be sure to put a deadline for them to send you their donation (10 days is good time frame). Send out a message on Facebook to all your friends and family with a link to your online fundraising page.

3) Ask your Company to support you! Have an after-school job? Ask your company if they would consider matching the money you raise for the Penguin Plunge.
Fundraising Ideas

People can’t donate if they don’t know you’re plunging! Use the following methods to generate buzz about your team’s Cool School participation.

*With school permission, post fliers, posters, sign-ups and all kinds of eye-catching material around your school (hallways, cafeteria, lockers). You can download and print off fliers and posters by clicking on the news and events tab on www.idso.org

*Post similar promotional material around your neighborhood and (with permission) place of work.

*Promote your team through your school paper, radio station, etc. Also, see if local news outlet will do a story about your team’s quest to be a 2020 Cool School for Special Olympics Idaho.

*Use online media such as Facebook to create fan pages. Explain what you’re doing, why you’re doing it and ask for donations. You can provide the link to your Plunge webpage for fans to make donations with a simple click of the mouse!

*Ask everyone you know for donations! This includes a wide net of people, including friends, classmates, teachers and local businesses or organizations.

An effective way to create buzz about your team while raising money is by hosting a fundraising event. A few event ideas are:

TOSS YOUR TEACHER or PLUNGE YOUR PRINCIPAL!
Raise a $1000 as a school to Toss Your Teacher or Plunge Your Principle. Up to 12 individuals can plunge alongside your teacher or principal for $1000.

Quarter Race
Create a challenge amongst grades, clubs or teams to donate their spare change or quarters for an entire month. Provide a donation jar for each grade/club/team. Put an article about the challenge in your school newspaper and give weekly updates on the progress and leader. Consider providing a treat to the group that raises the most.

Student Silent Auction
Have all students, or just members of your Penguin Plunge team, each put together a prize basket. Items could be a donated from local businesses or put together personally by each individual. Promote the auction in the month leading up to it and hold it in a big room (the gym, etc.) so you'll have plenty of room. Indicate a starting bid on each sheet and give people a set amount of time (two hours is usually enough) to place their bids.

Other Event Ideas include bake sales, car washes, etc. Use your imagination and tailor your event to what your fellow students, or whomever the target, will be interested in. Know your audience!

ATTENTION: If a Plunger is under 18 years old, a parent/guardian must sign a Liability Waiver, available on line at www.idso.org or use the form contained in this Tool Kit.
2020 PENGUIN PLUNGE WAIVER

In consideration of participating in the “Law Enforcement Torch Run® Penguin Plunge” (“the Plunge”), I represent that I understand the nature of the Event and that I and/or my minor child is qualified, in good health, and in proper physical condition to participate in such Event. I acknowledge that if I and/or my minor child believe Event conditions are unsafe, I and/or my minor child will immediately discontinue participation in the Event.

I fully understand that the Plunge involves risk 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; and that there may be other risks either not known to me or not readily foreseeable at this time; and I fully accept and assume all such risks and all responsibility for losses, costs, and damages I and /or my minor child incur as a result of my and/or my minor child’s participation in the Event. Additionally, I grant Special Olympics Idaho permission to use my likeness in any media form.

I hereby release, discharge, and covenant not to sue Special Olympics Idaho, Law Enforcement Torch Run®, and ALL OTHER SPONSORS of the event, including but not limited to, any event venues, food vendors, etc., and Special Olympics, Inc., their respective administrators, directors, agents, officers, volunteers, and employees, other participants, any sponsors, advertisers, and if applicable, owners and lessors of premises on which the Event takes place, (each considered one of the ‘RELEASEES’ herein) from all liability, claims, demands, losses, or damages on my account caused or alleged to be caused in whole or in part by the negligence of the Releasees or otherwise, including negligent rescue operations; and I further agree that if, despite this release, waiver of liability, and assumption of risk I, or anyone on my and/or my minor child’s behalf, makes a claim against any of the Releasees, I will indemnify, save, and hold harmless each of the Releasees from any loss, liability, damage, or cost which may incur as the result of 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 to 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_______________________________________________ Date_______________________

Print Name______________________________________________________________________________

Signature of Parent or Guardian_____________________________________________ Date_______________________

(If Participant is under the age of 18)
SAMPLE DONATION REQUEST LETTER

Dear [Insert Name]:

I am writing to ask for your help. I am “Freezin for a Reason” for the athletes of Special Olympics Idaho by taking a chilly dip into a body of cold water alongside many other warm-hearted people.

I am taking the plunge to raise awareness and raise funds for Special Olympics Idaho. All proceeds go directly to supporting the year-round sports training and athletic competition for children and adults with intellectual disabilities who participate in Special Olympics Idaho.

I have set a personal fundraising goal of $[insert amount] and I need your help to reach it! I am hoping you will make a tax-deductible donation to Special Olympics Idaho on behalf of me taking the Plunge! Any amount would be appreciated — it all goes to a wonderful cause, and every little bit gets me that much closer to my goal.

In order to support my Plunge, you can write a check payable to Special Olympics Idaho and return it to me in the envelope I have provided, or you can mail it directly to their office at Special Olympics Idaho / 199 E. 52nd Street/Garden City, ID 83714. If you do it this way, please be sure to include my name so that the staff will know where to credit the contribution.

Or, if you prefer to contribute via credit card online, visit www.idso.org and click on (Insert Plunge Name Here) under the news and events tab on the main page. Select Click Here to Register, Find Plungers and Donate! and find my name under fundraisers. You can even customize the donation message, which will appear in the “Honor Roll” scroll on my page.

If you want to learn more about this wacky event, visit www.idso.org to find out all the chilly details. Think warm thoughts for me as the Plunge approaches. I will do my best to make my supporters proud!

Sincerely,

[Name of Plunger]
# How to Raise $500 in Ten Days!

<table>
<thead>
<tr>
<th>Day</th>
<th>Who to Ask</th>
<th>Total Per Day</th>
<th>GRAND TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Make a personal contribution of $25</td>
<td>$25</td>
<td>$25</td>
</tr>
<tr>
<td>2</td>
<td>Ask 3 family members to match your personal donation of $25</td>
<td>$75</td>
<td>$100</td>
</tr>
<tr>
<td>3</td>
<td>Ask your best friend to sponsor you for $25</td>
<td>$25</td>
<td>$125</td>
</tr>
<tr>
<td>4</td>
<td>Ask your boss for a $25 contribution; better yet, ask if they will match the entire amount if you raise $25</td>
<td>$25</td>
<td>$150</td>
</tr>
<tr>
<td>5</td>
<td>Ask 5 friends to sponsor you for $10 each</td>
<td>$50</td>
<td>$200</td>
</tr>
<tr>
<td>6</td>
<td>Ask an additional 5 friends to sponsor you for $10 each</td>
<td>$50</td>
<td>$250</td>
</tr>
<tr>
<td>7</td>
<td>Ask 5 businesses that you frequent to sponsor you for $10 each</td>
<td>$50</td>
<td>$300</td>
</tr>
<tr>
<td>8</td>
<td>Ask 5 co-workers to sponsor you for $10 each</td>
<td>$50</td>
<td>$350</td>
</tr>
<tr>
<td>9</td>
<td>Ask 5 neighbors to sponsor you for $10 each</td>
<td>$50</td>
<td>$400</td>
</tr>
<tr>
<td>10</td>
<td>Ask 10 people from your social circle to sponsor you for $10 each</td>
<td>$100</td>
<td>$500</td>
</tr>
</tbody>
</table>