



Penguin Plunge Survival Guide



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What is the Penguin Plunge	3
What to Expect at the Plunge	3
Are you “Too Chicken” to Plunge?	4
Plunge Day Checklist	4
Plunging as a Team	5
Team Captains	6
Fundraising Event Ideas	7
Sample Donation Request Letter/Email	8
Special Olympics Idaho Fact Sheet	9
Special Olympics Idaho Penguin Plunge Donor Receipts	10
Who Do You Know?	11
Fundraising Worksheet	12
How to Raise \$500 in 10 Days	13
Waiver	14
Penguin Plunge Pledge Form	15



What is the Special Olympics Idaho Penguin Plunge?

"Be a Fan" of Special Olympics Idaho (SOID) and take the Plunge! Participants set a fundraising goal then get pledges from family, friends and colleagues for their commitment to be "freezin for a reason" for over 2,900 SOID athletes. Special Olympics Idaho provides year-round sports training and competition for children and adults with intellectual disabilities. By being a part of the Plunge experience, you are allowing thousands of children and adults with intellectual disabilities to experience a brighter tomorrow.

WHAT TO EXPECT AT THE PLUNGE

Early registration at www.idso.org is strongly encouraged!

CHECKING-IN ON THE DAY OF THE PLUNGE

Everyone, including team members, must check-in at registration when arriving at the Penguin Plunge! Plungers UNDER 18 must bring their waiver signed by a parent or guardian. Please plan for approximately 20-30 minutes to go through registration.

IMPORTANT THINGS TO REMEMBER FOR THE BIG DAY!

There will be no lockers to keep your belongings in while you plunge, so bring a backpack or duffle bag to keep your things with you. Bring plastic bags along to put your wet clothing in after you plunge. All participants must wear footwear while plunging!

NEED HELP RAISING MONEY?

Included in this packet are tons of ideas to help you raise money. Use the pledge sheet in this packet (also available online) to keep track of pledges. Members can also check their personal Penguin Plunge webpage to view and keep track of on-line pledges. Be sure to check with those pledging to you to see if their employer has a matching gift program.



ARE YOU “TOO CHICKEN” TO PLUNGE?

Jumping into freezing water isn’t for everyone so participants can choose to register for the event as either a “Plunger” or “Too Chicken” to Plunge. “Too Chickens” can still be a part of any Penguin Plunge Team or you can form a separate “Too Chicken” to Plunge Team. Chickens are eligible to earn all of the other Penguin Plunge incentive items. Chickens can dress in costume with their team.

PLUNGE DAY CHECKLIST

- ☐ Folding chairs and tables
- ☐ Best Plunge Costume (if you wish)
- ☐ Extra clothing to keep warm
- ☐ A plastic bag for wet clothes
- ☐ A back pack to hold street clothes.
- ☐ A dry partner to hold your valuables while you are in the water
- ☐ River shoes or something other type of foot wear for going into the water. We DO NOT recommend wearing flip flops. (Plunging barefooted is NOT permitted.)
- ☐ 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.



PLUNGING AS A TEAM

A team consists of a group of people such as, your friends, family or co-workers who get together to raise money for the plunge.

Teams must register at www.idso.org.

Why a Team?

Show your company's community support, hang out with friends and family, receive community service credits and feel good. Plunging and fundraising is more fun in groups! Have a great time with friends and family while supporting a good cause. It feels good to do good, especially in a group!

How Do I Form a Team?

Grab your friends, neighbors and colleagues for a fun day in support of Special Olympics Idaho athletes! Go online to www.idso.org and find the Penguin Plunge happening near you under events. Click on the link in the event that says "Register / Donate Here." Follow the directions. If you register as a team, pick a team captain and decide on a TEAM NAME. Team members must be sure to enter the TEAM NAME when prompted to ensure that everyone's individual donations are added together for a combined team total. From this point, each team member can create their personal fundraising pages (adding pictures,) send out e-mails to family, friends and co-workers by giving them a site link, and sit back and watch their donations grow! Team totals will be tallied after the event for accuracy. On-line pledges, cash, checks and matching corporate gifts will all count toward your team total. All team members **MUST** use the exact team name and list the name on the website, all pledge sheets and registration forms. Any team members who fail to do so will **NOT** be included in the team pledges total.



TEAM CAPTAINS

A team captain serves as the liaison between the plunge and the team members.

The Role of a Team Captain:

- Build a team
- Make sure that all of your team members pre-register at www.idso.org
- Set a fundraising goal for your team.
 - Work with team members to set their individual fundraising goals
- Provide team members with fundraising tools (provided in this package.)
- Coach and motivate your team to success.
 - Generate enthusiasm for the event via email, voicemail, newsletters, etc.
- Organize and delegate team fundraising events.
- Stay connected and update the team's progress by:
 - Making phone calls / texts
 - Holding meetings
 - Stay organized and track both individual and team progress.

How to Be a Successful Team Captain:

- Ask people you like and trust to be on your team.
- Have a team kickoff to get things going.
- Select a Co-Captain to help you.
- Organize your team by forming committees:
 - Layout team fundraisers on a calendar and discuss responsibilities.
 - Delegate responsibilities.
 - Trust and support team members.
- Communicate:
 - Have regular team meetings.
 - Make phone calls or send emails with updates, reminders, schedules, etc.
 - Keep your team informed.
- Motivate, excite, and enthuse your team!
 - Consider developing a team theme with t-shirts and costumes.



FUNDRAISING EVENT IDEAS

Organize and hold fund raisers to bring in the donations!

- **Dress Down Days** – Have co-workers 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. *Great for schools!
- **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.
- **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.



SAMPLE DONATION REQUEST LETTER/E-MAIL

Dear [Insert Name]:

As you know, oftentimes waves of change begin with a single splash. I'm asking for your help as I commit myself to make a splash in Penguin Plunge on [enter date] at [enter Plunge location]. The money I raise to take this Plunge will support the athletes of Special Olympics Idaho who train and compete year-round.

Several hundred people statewide will join me and take a chilly dip in the middle of winter! I know it sounds crazy... and cold, but the warm feeling of knowing that we've made a positive impact on the lives of hundreds of individuals with intellectual disabilities will last a lifetime.

I've set a personal fundraising goal of \$[insert amount]. Would you please help me reach my goal by making a tax deductible donation to Special Olympics Idaho on behalf of my 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, please make your 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 St
Garden City, ID 83714

Please be sure to include my name in the memo area of your check so that the staff will know to whom the contribution should be credited.

Or, if you prefer the web, visit [enter personal FirstGiving website]

For more information on Special Olympics Idaho, you can visit www.idso.org.

Thank you for your support as I honor my pledge to take the Plunge! Thank you!!!

[Plunger Name]



Special Olympics Idaho Fact Sheet

Mission: The mission of Special Olympics is to provide year-round sports training and athletic competition in a variety of Olympic-type sports for all children and adults with intellectual disabilities, giving them continuing opportunities to develop physical fitness, demonstrate courage, experience joy and participate in a sharing of gifts, skills and friendship with their families, other Special Olympics athletes and the community.

Athletes: Nearly 3,000 children and adults with intellectual disabilities or closely related developmental disability participate. Athletes range in age from 2 to 92 and are of all ability levels.

Volunteers: Approximately 9,000 volunteers provide the manpower for Special Olympics Idaho. Volunteers of all ages serve as coaches, athlete escorts, organizers, fund-raisers, entertainers, Unified Partners, or sports officials. Volunteers are always needed!

Competitions: Special Olympics Idaho competitions are offered year-round in 130 local programs across Idaho. Special Olympics Idaho conducts 12 regional competitions and two State competitions each year.

Sports: Special Olympics Idaho offers training and sports competition in the following sports:

Floor Hockey	Nordic Skiing	Alpine Skiing
Snowboarding	Athletics (track and field)	Basketball
Powerlifting	Aquatics	Golf
Bocee	Bowling	Softball
Soccer	Snowshoeing	Cycling

Benefits: A 1995 study by Yale University confirmed that Special Olympics contribute to the physical, social and psychological development of people with intellectual disabilities. Through successful experiences in sports, they gain confidence and build a positive self-image that carries over into the classroom, the home, the job, and the community.

Total Staffing: 5 Full time, 3 part time

Funding: Special Olympics Idaho is a nonprofit, tax exempt organization that raises funds through the generosity of individuals, businesses, corporations, and public and private foundations.



Special Olympics Idaho Penguin Plunge Donor Receipts

(Please print out and cut the receipts to give to people who sponsor your plunge)

Special Olympics Idaho Penguin Plunge Donor Receipt

Name: _____

Address: _____

Amount: \$ _____ Date: _____

Plunger Name: _____

Paid by (circle one): Cash Check

Thank you for your donation.

Special Olympics Pennsylvania is a
501(c)(3) Your donation is tax deductible to the
extent allowed by law.

Special Olympics Idaho Penguin Plunge Donor Receipt

Name: _____

Address: _____

Amount: \$ _____ Date: _____

Plunger Name: _____

Paid by (circle one): Cash Check

Thank you for your donation.

Special Olympics Pennsylvania is a
501(c)(3) Your donation is tax deductible to the
extent allowed by law.

Special Olympics Idaho Penguin Plunge Donor Receipt

Name: _____

Address: _____

Amount: \$ _____ Date: _____

Plunger Name: _____

Paid by (circle one): Cash Check

Thank you for your donation.

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Special Olympics Idaho Penguin Plunge Donor Receipt

Name: _____

Address: _____

Amount: \$ _____ Date: _____

Plunger Name: _____

Paid by (circle one): Cash Check

Thank you for your donation.

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501(c)(3) Your donation is tax deductible to the
extent allowed by law.



Who do you know?

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 him or her 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!

High School / College Alum.

Children's Sports Teams

Community / Social Clubs

Family

Friends

Colleagues/Competitors

Vendors /Suppliers

Your Name
Here

Religious

Child's School

Fraternity / Sorority

Your Company

Neighbor



Fundraising Worksheet

This worksheet is a tool to help you keep track of your requests for support.
Thanks for your support and “Being a Fan” of Special Olympics Idaho!

Name	Asked For	How	Received	Thanked
John Doe	\$20	e-mail	\$20	Yes



Special Olympics

Idaho

Be a fan™

How to Raise \$500 in 10 Days!

	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!)



2016 PENGUIN PLUNGE WAIVER

In consideration of participating in the “**Law Enforcement Torch Run® Penguin 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 Penguin 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 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 under the age of 18 years old)



Penguin Plunge Pledge Form

- To pre-register visit www.idso.org
- To register day of, simply bring this pledge form to the event.
- Feel free to copy this form to add additional donors.
- Please print clearly!

Name: _____ Phone: _____

Address: _____

City: _____

State: _____ Zip: _____ email: _____

Team Name: _____ Team Captain: _____

Total Raised: _____

Donor's Name	Address	Phone	Email	Amount

