

2015 Special Olympics Idaho Penguin Plunge

Cool School Survival Kit



**Everything your school will need to
make a splash at the 2015 Penguin
Plunge!**

May 16, 2015

Mountain Home Swimming Pool

Registration at 7:30 a.m.

Plunge Begins at 8:00 a.m.

Special Olympics
Idaho



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2015 Special Olympics Idaho Penguin Plunge

Is your school **cool** enough?

This **cool** event is like no other! The Penguin Plunge is a unique opportunity for individuals, teams and organizations to support local Special Olympics athletes by jumping, diving or leaping into frigid winter water!

The **Cool School** competition is a section of the 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 "Freezin for a Reason" and money pledges.



Freezin for a Reason Pledges:

Students can pick a cause that supports the mission of Special Olympics 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.
- Volunteer Pledges
 - Provide information about upcoming Special Olympics events and have students pledge to volunteer at the events. Volunteer time can be pledged in hours or by event.
- Pledge to **Be a Fan™** of Special Olympics
 - Provide information about Special Olympics and have students like Special Olympics Idaho on Facebook and follow in Twitter.
- Pledge for Respect
 - Have students pledge how they are going to promote a more respectful school environment.
- Pledge to be a **Fan in the Stands™**
 - Provide dates of upcoming Special Olympics Sports Competitions and have students pledge to attend the events to cheer on the athletes!

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 a 2015 Penguin Plunge Beach towel.

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.

2015 Special Olympics Idaho Penguin Plunge

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. Got to www.idso.org
2. Click on the **2015 Mountain Home Plunge** under the news and events tab.
3. Select **register here** 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.

To compete for the **Cool School** awards, your team name must include your school name so everyone can find it easily and to qualify for **Cool School** prizes.

Too Afraid to Plunge?

If you're too afraid or unable to plunge into freezing water, have no fear, you can still help raise awareness and funds as a Cyber Plunger! Register online, just as a traditional plunger and share your plunge information with friends and family. The best part is you are still eligible to receive all the cool prizes that a traditional plunger would get!

PRIZES

Three awards will be given out to the **Cool School** Teams:

Cool School Top Pledges

Cool School Top Fundraiser

Cool School Most School Spirit

The teams who receive these awards will receive the exciting MYSTERY prize!

Cool School Plungers will also be eligible to receive the below prizes based on fundraising amounts.

PLEDGES

\$50

\$250+

\$500+

\$1000+

Prize

Beach Towel

Special Olympics sweatshirt

Fleece Blanket

Winter Coat



FORMING YOUR TEAM

Follow these tips and guidelines to build the best team to represent your school in competition to be the 2015 **Cool School!**

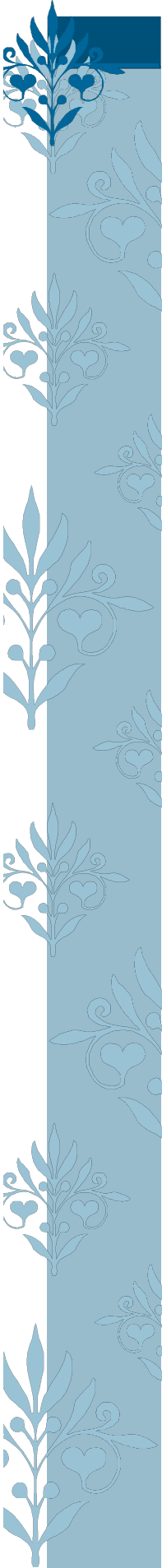
Designate a Team Captain (This could be you, a teacher, or a fellow classmate)

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 idea to show your *Freezin* pride and win the **Most School Spirit Prize!**

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 Shannon White

Shannon Reese

(208) 590-1097

shannon@idso.org

TAKING THE PLUNGE

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

Prepare what to bring

- Registration forms, *Freezin for a Reason* pledges and donations.
- Waivers, for those under 18, signed by their parent/guardian
- 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 specific school's superiority! 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

Spread the Word!

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. Your friends, classmates and teachers will want to help bring the **Cool School** trophy home to your school!

*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 and then click on Mountain Home Plunge.

*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 outlets will do a story about your team's quest to be the 2015 **Cool School**.

*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 that could help you towards the **Cool School** trophy are:

The Prime Parking Spots

Get permission to set aside one or two of the school's "prime" parking spots. Sell the parking spots at \$10 per week or auction them off week-by-week to the highest bidder, and then donate the proceeds.

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 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.

Turkey Bowling

This can be a lot of fun! Set up a bowling lane in your cafeteria and have students bowl a frozen turkey. Line the floor with heavy plastic or a tarp and grease it down. Students and staff could donate \$1 to bowl, or set up a tournament. Also, always have students try it out for a dollar even if they aren't in the tournament. Consider a prize for the tournament winner. Suggestion: Have someone good with wood build steady lanes so that turkey doesn't get too out of control.

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!



Special Olympics

Idaho

Be a fan™

How to Raise \$500

	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!)

SAMPLE DONATION REQUEST LETTER



Dear [Insert Name]:

I am writing to ask for your help. On May 16, 2015, I have committed to be “Freezin for a Reason” for the athletes of Special Olympics Idaho by taking a chilly dip into an ice cold pool of water alongside many other warm-hearted people.

I am taking the plunge to raise awareness for [insert Freezin for a Reason cause] and to 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 know – you’re probably getting cold just thinking about it! But the cold that I will feel is temporary...the positive impact this will have on the lives of thousands of citizens with intellectual disabilities will last a lifetime.

I have set a personal fundraising goal of \$[insert amount], and I need your help to reach it! So no, I’m not asking you to take the Plunge with me, but instead, I am asking if you will make a tax deductible donation to Special Olympics Idaho on behalf of me taking the 2012 Penguin 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 Mountain Home Idaho Penguin Plunge 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 winter event, visit www.idso.org to find out all the chilly details. Think warm thoughts for me as May approaches. I will do my best to make my supporters proud!

Thank you!!!

[Plunger Name]

2015 PENGUIN PLUNGE WAIVER

In consideration of participating in the **Law Enforcement Torch Run® Penguin Plunge (“Event”)**, 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 Event 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 City of Mountain Home, Mountain Home Parks and Recreation, 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)