

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 pledge your cause.

TIPS & TRICKS

- Make it personal: Tell your story. Share with others why you participate, share a story from volunteering or an athlete you have made a personal connection with.
- If you've Plunged before, share your pictures of the plunge!
- 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 take the Plunge. Send them a picture of you Plunging with the results from the event.

SAMPLE TEXT

It's gonna be frigid! Soon I will be taking the Plunge to support Special Olympics Iowa. You might be asking yourself what this Plunge is? Well, I will be raising money so I can jump into water and raise awareness and money for Special Olympics Iowa! The Plunge into the water may be a little frigid, but I don't mind because I am supporting the amazing athletes of Special Olympics Iowa. To jump into the frigid 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 Iowa on my behalf and support my Polar Plunge. Don't you want to see me be freezin' for a reason? You can support my Plunge several ways. The best and easiest is to visit soiowa.org/plunge and pledge online. You can check this page to see my goal, bio, and how much I've raised! If you prefer not to donate online, you can also give your donation directly to me, or mail it in to Special Olympics Iowa at the address below. Please make sure to include my name with your donation so I receive credit for the pledge.

Special Olympics Iowa
551 SE Dovetail Rd.
Grimes, IA 50111

If you can't support my Plunge through a donation, why not consider being bold in the cold and join me in taking the Plunge? You can join my team online now! To learn more about the Polar Plunge and Special Olympics Iowa, visit www.soiowa.org/plunge.

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 the Plunge photo icon to show potential donors exactly what you'll be doing!

**Special
Olympics**
Iowa

