

# WHOA! THAT'S COLD!

*plungesd.org*



## 2016 All-in-One Plunger and Team Toolkit



*Special Olympics*  
South Dakota



LAW ENFORCEMENT  
**TORCH RUN**  
FOR SPECIAL OLYMPICS  
SOUTH DAKOTA

*Presented by the Law Enforcement Torch Run for Special Olympics South Dakota*



**POLAR  
PLUNGE**  
*Freezin' For A Reason*

[www.plungesd.org](http://www.plungesd.org)

## Welcome Plungers and Teams!

Thanks for signing up to take the Plunge for Special Olympics South Dakota! All funds raised will help support our mission of providing year-round sports training and athletic competition for 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.

### Your Tool Kit includes:

Polar Plunge Information .....	3
Steps to Becoming a Successful Plunger .....	4
Plunge Tips .....	5
Fundraising Tips and Ideas .....	6
Sample Letter and Email .....	7
Plunger Incentives .....	8
Team Captain Tips .....	9
Who Can Join My Team?.....	10
2016 Polar Plunge Locations .....	10
Plunge Teambuilding Timeline .....	11
Contact Information .....	12
Sample Business Cards .....	13
Sample Donor Receipts .....	15
Pledge Tracker Form .....	17
Team Member Tracker Form .....	18
Polar Plunge Registration Form .....	19





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## The Polar Plunge

Special Olympics South Dakota has been hosting Polar Plunges across the state for more than 15 years. Each year, Polar Plunges keep getting bigger and better, with 2014 being our best year to date - over 1,700 participants Plunged at 15 locations to raise more than \$470,000 for our 2,000 Special Olympics South Dakota athletes!

The Polar Plunge is an annual fundraiser presented by South Dakota Law Enforcement as part of the year-round Law Enforcement Torch Run® events to benefit Special Olympics. Polar Plunges offer a unique opportunity for individuals, organizations and businesses to support Special Olympics South Dakota athletes by raising money and jumping into frigid waters.



The 2016 Polar Plunge presented by Law Enforcement for Special Olympics South Dakota will consist of 13 different Plunges that take place across South Dakota during the coldest months of the year. Our Plunge crew will be traveling across the state to different communities with one goal in mind – raise funds for Special Olympics South Dakota!

Here's how it works: Participants raise a minimum of \$100 and take a dip into the frigid waters at one of our event locations. Sounds simple, but Polar Plunges are so much more than that. They are fun and exciting events that you really have to experience to understand.

### ***Too Chicken to Plunge?***



No problem... You can still participate in all the fun!

Simply register as "Too Chicken to Plunge" and raise pledges just like a regular Plunger.

You will still get a t-shirt and incentive prizes— you just don't have to jump into the icy water!



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## Steps to Becoming A Successful Plunger

### Step 1:

Pre-register for the Plunge! Visit [www.plungesd.org](http://www.plungesd.org) to register online. Each individual will need to register for the Plunge, whether on a team or as an individual. You can also mail in registration forms to Special Olympics South Dakota. Registration forms can be found in this packet (page 7) or at [www.plungesd.org](http://www.plungesd.org). You may also register on the day of the event at the Plunge location, but a t-shirt is not guaranteed at that time.

### Step 2:

Solicit and collect pledges! Ask family, friends, and co-workers to donate so you can be "Freezin' for a Reason". Each Plunger will need to collect a minimum of \$100 in order to Plunge as an individual or on a team. So, if you have four (4) Plungers on your team, you must raise \$400 in order for the entire team to be able to Plunge. Visit [www.plungesd.org](http://www.plungesd.org) to create your own individual fundraising page to help reach potential donors. All pledges will need to be collected beforehand and brought to the Plunge location.

### Step 3:

Fill out, read and sign the Registration/Waiver form. All Plungers MUST read and sign the form before they will be allowed to Plunge. Participants under 18 years of age must have a parent/guardian sign the waiver. Make sure to bring the signed waiver with you on the day of the Plunge to help speed up the registration process!

### Step 4:

Bring the signed waiver, pledge form and pledges with you to the Plunge. All Plungers will need to check-in at the registration area. There you will receive instructions and your official Plunge t-shirt. Come early to give yourself enough time to check-in and prepare for the Plunge!

### Step 5:

Have FUN!! Form a team and Plunge with friends, family or co-workers. Create a crazy team name or theme and wear costumes—make the most out of this unique, fun event!



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## Plunge Tips

### Things to Do

- Wear your Plunge costume right under the outfit you wear to the event. This way, you don't have to worry about changing and can stay warm longer!
- Wear a costume that's appropriate and non-discriminatory. Anyone wearing an offensive costume will not be allowed to Plunge.
- Bring shoes, towels, plastic bag (for wet clothes) and a change of clothes. All Plungers must wear shoes, so make sure to bring a dry pair to slip into after you Plunge!
- Bring along warm clothes to wear after you Plunge that are easy to put on. The last thing you want to deal with when you're cold and wet are zippers and buttons!
- Leave valuables at home or with a friend. Special Olympics South Dakota is not responsible for items that are lost or stolen.
- Give yourself plenty of time to make it to the Plunge location. You will need time to register, change and get ready.
- Remember to bring registration/waiver and all cash and check donations with you to the Plunge. All money must be collected beforehand and all participants **MUST** sign a waiver before taking the Plunge.



### Things NOT to Do

- Do NOT dive or flip into the water. This is a safety precaution for all Plungers that is strictly enforced by the Dive Team.
- Do not Plunge after drinking alcohol. Intoxicated people will not be permitted to Plunge.
- Do not run out of the water after you Plunge. Everything is wet and slippery, so be careful as you make your way to the changing areas.



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## Fundraising Tips and Ideas

Here are some helpful tips and hints to help you successfully fundraise for your Plunge:

- Mail a fundraising letter to your friends, family and neighbors with a self-addressed stamped envelope. See our sample letter (page 9).
- Create a personal fundraising page through Firstgiving. Email those you know out-of-state/town to support your cause by donating through your webpage. Visit [plungesd.org](http://plungesd.org) to create your personal fundraising webpage.
- Form a team at work or with friends. Select a team captain, choose a team theme and make matching costumes to make a big splash at the Plunge!
- Track your pledges. Use the Pledge Tracker sheet (page 8) to track your cash/check donations. All online donations made will be tracked on your personal fundraising page. Add online and cash/check donations to see your total amount.
- Share your Plunge experience through social media. Facebook, Twitter, Instagram, etc. are great resources to use to reach potential donors and to recruit more Plungers for your team. Blog, video, photos - share for everyone to learn more about your Plunge and enjoy!
- Follow up with all your donors. Send thank you letters, call or email. Include a crazy photo so they can remember you for next year!

## How to Raise \$200 in Seven Days

Day	Who to Ask	Total Per Day	Grand Total
1	Send an email to three friends asking for a \$10 pledge (or challenge them to take the Plunge with you).	\$30	\$30
2	Ask three family members for a \$10 pledge.	\$30	\$60
3	Ask three extended family members for a \$10 pledge.	\$30	\$90
4	Ask two neighbors for \$10.	\$20	\$110
5	Ask two restaurants or hang-out spots for \$25 each.	\$50	\$160
6	Ask your best friend or significant other for \$20.	\$20	\$180
7	Add a personal contribution of \$20.	\$20	<b>\$200</b>



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January 15, 2016

Sample Letter or Email to family, friends, and co-workers!

Dear friend,

I am writing to ask for your help. On Saturday, March 5th, I have committed to be "Freezin' for a Reason" for the athletes of Special Olympics South Dakota by taking a chilly dip at the Rapid City Polar Plunge. I have set a personal goal of \$500, and I need your help to reach it! I'm hoping you would be willing to make a donation to Special Olympics South Dakota and support my Polar Plunge.

You can support my Plunge in many ways. Visit [plungesd.org](http://plungesd.org) and pledge online. There you can find me by selecting "Pledge a Plunger" and searching on my name. From here, you can see my goal, pledges raised and a photo of me after the Plunge!

You can also give your donation directly to me or mail it in to Special Olympics South Dakota at the address below. Make sure you include "Rapid City" and my name with your donation so I receive credit for the pledge.

Special Olympics South Dakota  
c/o Rapid City Polar Plunge  
800 E. I-90 Lane  
Sioux Falls, SD 57104

If you want to learn more about the Polar Plunge or want to become a Polar Plunger yourself, please visit [plungesd.org](http://plungesd.org) to find out all the chilly details. Think warm thoughts for me as I do my best to make my supporters proud!

Thank you!



**Special  
Olympics**  
South Dakota

# 2016 Polar Plunge Incentives



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**Special Olympics**  
South Dakota



**\$250** | Travel Coffee Mug  
OR  
Pair of Fleece Gloves



**\$500** | Towel



**\$750** | Quarter Zip



**\$1,000** | Rolling Cooler



**\$1,500** | ONE item from each  
incentive level!

Incentive prizes are awarded based on **INDIVIDUAL** amounts raised, not team amounts.  
Incentives are not cumulative. Participants will receive the incentive based on the highest level reached.  
Please contact the state office at 605-331-4117 if you have any questions regarding incentives.



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South Dakota





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## Team Captain Tips

You are the team leader, so it's your job to rally your Plungers to be "Freezin' for a Reason!" The following information will help you and your team have the best Plunge experience possible! Additional resources can be found at [www.plungesd.org](http://www.plungesd.org). Read through the tips below to help you get started.

- Recruit friends, family members and co-workers to join to your Plunge team. The bigger the team, the more pledges raised!
- Create a fundraising page for your Plunge team online by registering at [www.plungesd.org](http://www.plungesd.org).
- Take advantage of online fundraising tools. You'll find resources to help you start your own team webpage, personal webpage and send emails to begin collecting dollars.
- Use social media to spread the word about your Plunge. Facebook, Twitter, and Instagram are great sources to find donors, recruit Plungers, and share your Plunge experience!
- Encourage team members to register online, join your team and create their own personal webpages.
- Set your fundraising goals and encourage your team members to surpass them! Your team must raise an average of \$100 per team member to participate. Don't forget to track both your online and cash/check donations.
- Plan a team-building event and invite plenty of attendees. Food is always a great motivator! Show photos and share Plunge stories to show team members how much fun taking the Plunge really is!
- Create a friendly rivalry with another Plunge team. Challenge the team to see who can raise the most dollars!
- Wear Plunge costumes! This helps build team spirit and makes for a whole lot of fun!
- Ask for help. Special Olympics South Dakota is here to give you ideas. We're also here to send you brochures and posters for the Plunge.
- Be sure to keep your team members updated with all Plunge information—including day of Plunge information.



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## Who Can Join My Team?

Anyone can join your team—as long as they have a little guts and a big heart! In past years, Plungers have included children, grandparents, athletes, police chiefs, corporations, organizations, college students, families and more.

In 2015, over 1,100 people took the Plunge for Special Olympics South Dakota. There is still plenty of cold water for others to splash into in 2016! And don't forget, there is always the option of “Too Chicken to Plunge” if you prefer to keep your body as warm as your heart!

## 2016 Plunge Locations

<b>Location</b>	<b>Date</b>
Brandon	January 23
Chamberlain	February 6
Watertown	February 13
Vermillion	February 27
Mitchell	February 28
Spearfish	February 28
Rapid City	March 5
Pierre	March 11
Brookings	April 1
Parkston	April 9
Aberdeen	April 9
Yankton	April 10
Sioux Falls	TBD



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## Plunge Team Building Timeline

Timeline	What to Do
<b>2-4 Months Before</b>	<ul style="list-style-type: none"><li>• Register your team at <a href="http://www.plungesd.org">www.plungesd.org</a>.</li><li>• Set team goals and a plan to achieve them.</li><li>• Recruit team members.</li></ul>
<b>2-3 Months Before</b>	<ul style="list-style-type: none"><li>• Hold a team kick-off party.</li><li>• Continue recruiting team members.</li><li>• Begin collecting donations—it's never too early to start!</li></ul>
<b>1-2 Months Before</b>	<ul style="list-style-type: none"><li>• Hold a team fundraiser.</li><li>• Make sure your team members are registered online.</li><li>• Start planning your team's costumes.</li></ul>
<b>1-2 Weeks Before</b>	<ul style="list-style-type: none"><li>• Ensure you have the most current pre-registration and day of registration Plunge details. Make sure to communicate them to your team.</li><li>• Set a time and place for your team to meet on the day of the Plunge.</li><li>• Make sure all team members have filled out the registration/waiver form to bring on the day of the</li></ul>
<b>Day of Plunge</b>	<ul style="list-style-type: none"><li>• Meet your Plunge team at the planned location.</li><li>• Gather all your team registration forms and cash/check donations. The team captain will register the entire team the day of the Plunge.</li><li>• Take a team photo.</li><li>• Hold your breath, Plunge and have fun!</li></ul>
<b>After the Plunge</b>	<ul style="list-style-type: none"><li>• Collect any late plunges and mail them to Special Olympics South Dakota.</li><li>• Thank team members for their efforts!</li><li>• Host a wrap-up party to recognize your team members.</li><li>• Send us your Plunge photos, videos and stories.</li><li>• Start planning for next year!</li></ul>



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## Contacts

Questions? Comments? Concerns? Let us know! We want you to help us make 2016 our best year ever! Give us a call, email or stop by the office - we are here to help you with anything you may need.

**Todd Bradwisch**

*Torch Run Liaison*

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**Special Olympics South Dakota**

800 E. I-90 Lane

Sioux Falls, SD 57104

Office: 605-331-4117

Cell: 605-496-1177

[tbradwisch@sosd.org](mailto:tbradwisch@sosd.org)

**Kelsey Messerschmidt**

*Assistant Torch Run Liaison*

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**Special Olympics South Dakota**

800 E. I-90 Lane

Sioux Falls, SD 57104

Office: 605-331-4117

Cell: 402-990-3388

[kmesserschmidt@sosd.com](mailto:kmesserschmidt@sosd.com)





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## Plunger Business Cards



Please Support **My Plunge!**

To make a donation, please visit:  
**PLUNGESD.ORG**  
and click on "Pledge a Plunger."

Your donation helps support the  
athletes of Special Olympics South  
Dakota!

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Thanks, \_\_\_\_\_



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Thanks, \_\_\_\_\_

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## Donor Receipts

### 2016 Polar Plunge Donor Receipt

Name: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_

Donation Amount: \_\_\_\_\_ Date: \_\_\_\_\_

Plunger Name: \_\_\_\_\_

Circle Form of Payment:      Cash    Check

Thank you for your donation. Special Olympics South Dakota is 501(c)3 nonprofit organization. Your donation is tax deductible to the extent allowed by law.

### 2016 Polar Plunge Donor Receipt

Name: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_

Donation Amount: \_\_\_\_\_ Date: \_\_\_\_\_

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Address: \_\_\_\_\_  
\_\_\_\_\_

Donation Amount: \_\_\_\_\_ Date: \_\_\_\_\_

Plunger Name: \_\_\_\_\_

Circle Form of Payment:      Cash    Check

Thank you for your donation. Special Olympics South Dakota is 501(c)3 nonprofit organization. Your donation is tax deductible to the extent allowed by law.

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# Pledge Tracker

Use this section to keep track of your own records.

**Plunger Name:** \_\_\_\_\_

Sponsor's Name	Pledge Amount
<b>Total \$</b>	

Use the pledge tracker to keep your cash/check donations organized. All Plungers must register online or fill out a registration form on the day of the Plunge.

# Team Tracker

Use this form to help keep your team organized for Plunge registration.

Team Member	Online \$	Cash/Check	Total \$	Incentive Earned	Size

Use the team tracker to help keep your team organized. All team members must register online or fill out a registration form the day of the Plunge. Remember, incentives are awarded based on **individual** amount raised, NOT team total.



# POLAR PLUNGE REGISTRATION

**IMPORTANT:** Remember to sign this form and bring the pledge form and pledges along with you to registration on the day of the Plunge.

Please mark box if you are high school or college student.

Participant's Name

Team Name

Team Division (Corporate, School, Law Enforcement, Open)

### Amount Raised

Cash: \$ \_\_\_\_\_

Check: \$ \_\_\_\_\_

Online: \$ \_\_\_\_\_

Street Address

City

State

Zip

Phone Number

Age

E-mail Address

Plunge Location (City)

Shirt Size (S - 3X)

## Waiver and Release of Liability, Assumption of Risk and Indemnification Agreement

In consideration of participating in the Special Olympics South Dakota Law Enforcement "Polar Plunge 2016 Activity", I represent that I understand the nature of the Polar Plunge event and that I and/or my minor child am qualified, in good health, and in proper physical condition to participate in such Activity. 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 Activity.

I fully understand that the Polar Plunge event involves risks of serious bodily injury, including permanent disability, paralysis or 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 Activity.

I hereby release, discharge, and covenant not to sue Special Olympics Inc., Special Olympics South Dakota, 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 Activity 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 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 any may incur as the result of such a claim.

I have read this RELEASE AND WAIVER OF LIABILITY, ASSUMPTION OF RISK AND INDEMNIFICATION 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 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.

I hereby authorize Special Olympics South Dakota to use my name, likeness, statements and other identifying information worldwide, in perpetuity, including in photographs, video and recordings for the purposes of publicizing and promoting Special Olympics and Law Enforcement Torch Run activities, and to raise funds for Special Olympics. This authorization includes use in any media, including but not limited to print and on the Internet. I understand that I will not be compensated for such use and that Special Olympics South Dakota is not obligated to use my name, likeness, statements or other identifying information.

Printed Name of Participant

Date

Signature of Participant  
(age 18 & older)

Date

Signature of Parent / Legal Guardian  
(If participant under age 18)

Date