



Freezin' For A Reason

2009-2010
Polar Plunge
Captain Kit

What is a Team Captain?



- **Team Captains are the leaders of your Plunge Team. Teams are made up of 2-200 people who share a passion and commitment to raise money for the athletes of Special Olympics New York throughout the year.**
- **Fund-raising efforts are culminated and celebrated at the Polar Plunge! Team Captains lead their team by representing them at monthly update meetings in your community. Team Captains work closely with their Personal Plunge Coach to motivate their team members and their donors.**
- **Team Captains organize and delegate the team's fund-raising events throughout the year! Team captains are in charge of rallying their team fundraising initiatives as well as making sure their team is prepared for the fun of the Plunge by coordinating costumes, signage, etc.**
- **Teams can be composed of friends, families, co-workers, companies, churches, social clubs, offices, small businesses...and the list goes on. Any combination of 2-200 people can be a Plunge team.**

How to be a Great Plunge Team Captain



- Ask people you like (and who you trust) to be with you. Make people feel your enthusiasm.

- Have a team kickoff to recruit new members and get things going.

For example if you are recruiting team members from your place of employment have a lunch to interested team members to encourage and motivate.

- Set a team fundraising goal of at least \$100/person or \$1000 for the team. But don't stop there! Be creative with your fundraisers to increase your overall dollars raised. Make sure your teammates are utilizing their Personal Plunge Pages to encourage more donations.
- Select a Co-Captain to help you.
- Communicate, Communicate, Communicate - keep your team informed about incentive prizes, rules, games, contests, etc.
- Be their cheerleader and their biggest fan
 - Talk about any personal connections to Special Olympics*
 - Hang posters, banners, balloons in your office*
- Volunteer at a local competition or training club with your team to motivate!
- Have a Team Captain Wrap-Up Party
- **Have a BLAST!**

Fundraising Ideas...



Understand your target audience when planning a Team Fundraiser to maximize your potential.

*Make sure you are enthusiastic about your fundraiser and set a goal!
Spread the word! Let everyone you know what you are doing and why!*

Just a Few Examples of Team Fundraisers

- **Company Contribution** – solicit your company to match your dollars raised! Many companies already do this! Ask your human resources department.
- **Auction (Silent or Live)** - hold the event at your business, in your neighborhood, or at church. Ask for contributions of unique items. Display the items (or descriptions) prior to the event. Hold the auction over lunch or at a convenient time.
 - **Example** – Correction officers from Wyoming Correctional Facility hold an annual Chinese Raffle one day at the jail for all employees to participate. This year they raised nearly \$5,000!
- **Bake for the Gold** – Hold a bake sale once a month at your company, church, or club.
- **Car Wash**- Works great for high schools – don't forget to include local Special Olympics team to help out!
- **Quilt Making** – if you have a team that is interested in making a quilt (ladies auxiliaries, church groups, craft groups). Display the quilt at a public location with a raffle!
- **Change Jars**- Ask local business owners to set out a jar for contributions especially hit up community businesses that you have a relationship with. Pick a local Special Olympic athlete in your neighborhood to highlight with this!
- **Restaurants** - ask a local restaurant or cafe to contribute a portion of the proceeds for a day.
- **Poker Play\$ Pay** - Invite 10 people over for a round of charity poker. Send invitations explaining your Plunge participation and request everyone brings \$25-40 mad money. If you can recruit a few friends to help you, try this on a larger scale and hold it in your church basement or local school. Provide refreshments. This one is a hot one out there!
- **5 Cents At a Time**- Each team member runs a bottle drive in their area. Go door-to-door and collect bottles from your neighbors and friends.
- **Ask for Contributions for:**
 - Ask a local business for a donation and you will wear their logo shirts for the plunge! Remember shoot high, this is great advertising!
- **Auction a prime parking spot for a week**
- **Have an At-Home Happy Hour**- set aside a Friday night from 6-9 p.m. Invite your coworkers, friends, family and neighbors over for an evening of drinks and snacks. Charge a “cover” or have them buy a glass in order to generate funds for your Plunge Team!
- **Bowling** – Host a Bowl-A-Thon. Cut down on costs, do a Wii Bowl-A-Thon at someone's house!

What to know about Special Olympics New York

- Special Olympics New York provides year-round sports training and competition for children and adults with developmental disabilities, giving them continuing opportunities to develop physical fitness, demonstrate courage, experience joy and participate in the sharing of gifts, skills and friendship with their families, other Special Olympics athletes and the community.
- Special Olympics never charges its athletes, their families or caregivers to participate in any of our programs.
- Over 47,000 athletes statewide train and compete in 22 Olympic-style sports with the help and support of 25,000 volunteers.
- WWW.specialolympicsNY.org

What is the Law Enforcement Torch Run

- The Law Enforcement Torch Run® for Special Olympics is the movement's largest grass-roots fundraiser and public awareness vehicle.
- Internationally, in 2008 LETR raised more than \$34 million for Special Olympics. More than 85,000 law enforcement officers around the world carried the "Flame of Hope" across 35 nations, raising awareness and funds for Special Olympics.
- In New York there are thousands of Law Enforcement representatives from hundreds of agencies that carry the Torch and part take in fundraisers! More than \$1 million was raised through Torch Run fundraising initiatives last year! Our goal for 2009 is to raise \$1.4 million for the athletes of Special Olympics New York!
- The Torch Run is an actual running event in which officers and athletes run the "Flame of Hope" to the Opening Ceremonies of Special Olympics competitions.
- Common Torch Run fundraisers include Polar Plunges, "Pulls", T-Shirt Sales, Law & Orders, and Golf.