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WANTED



POLAR

PLUNGERS

PROCEEDS BENEFIT SPECIAL OLYMPICS SOUTH DAKOTA

**WESTERN-THEMED
POLAR PLUNGE
VISIT SOSD.ORG TO REGISTER**



WELCOME PLUNGERS!

Thank you for signing up to take this year's Western Theme Plunge for Special Olympics South Dakota! All funds raised will support our mission of providing year-round sports training and athletic competition for children and adults with intellectual disabilities. Special Olympics South Dakota provides athletes with possibilities to develop physical fitness, demonstrate courage, experience joy, participate/grow friendships, and strengthen communities.

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THE POLAR PLUNGE



Special Olympics South Dakota started hosting Polar Plunges across the state more than 20 years ago. Each year, Polar Plunges keep getting bigger and better. In the 2023 Polar Plunge season, all of our Plungers raised more than \$200,000 for the 2,750+ Special Olympics South Dakota athletes!

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

The 2024 Western-Themed Polar Plunge presented by Law Enforcement Torch Run for Special Olympics South Dakota will consist of 8 different Plunges across South Dakota during the coldest months of the year. Our Plunge crew will be traveling across the state to various 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. Yes, it's as simple as that! Be part of an enjoyable and inspiring event near you!

Too Chicken to Plunge?

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

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

You still get a long-sleeved hoodie and incentive prizes - you just don't have to jump into the icy waters!





HOW TO BECOME A SUCCESSFUL PLUNGER

Step 1:

Pre-register for the Plunge! Visit Special Olympics South Dakota Facebook for the Polar Plunge event page to register online or visit www.sosd.org. You can register as an individual or a team. Registration forms can be found in this packet (page 15). Registration is also available on the day of the event at the Plunge location, but long-sleeved hoodies are not guaranteed. Be sure to follow us on Facebook at Special Olympics South Dakota and Instagram @specialolympicssd for Plunge updates.

Step 2:

Collect donations! Ask family, friends, and co-workers to donate so you can be “Freezin’ for a Reason.” (You also can ask them to join you at the Plunge and create a team!) Each Plunger will need to collect a minimum of \$100 to Plunge as an individual or team member. If you have four Plungers on your team, you must raise \$400 for the entire team to take the jump. You can create an online donation page by visiting www.sosd.org, so you can reach potential donors through social media or email. All donations will need to be collected beforehand and brought to the Polar Plunge location.

Step 3:

Fill out, read, and sign the Registration/Waiver form. All Plungers MUST read and sign the form before they are 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!

Step 4:

Bring the signed waiver, pledge form, and donations with you to the Polar Plunge. All Plungers will need to check in at the registration area. There you will receive instructions and your official Plunge long-sleeved hoodie. 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 and make sure to wear your best Western wear! Make the most out of this unique, thrilling event!





DELEGATION TIPS

The Polar Plunge is the perfect opportunity for you and the rest of you Delegation to bring your competitive spirit out to be "Freezin' for a Reason!" Will you have the largest team? Will you raise the most money? There's only one way to find out... so we'll see you at the Plunge!

There's no need to fundraise alone - get your entire Delegation working together! Host a bake sale, garage sale, or raffle for your community and have all of the proceeds go to your Plunge team. Got a cool fundraising concept of your own? Let us know what you want to do and we will do whatever we can to help!

Do your parents, grandparents, aunts & uncles, the people you babysit for work at a company that does charitable gift matching? It's worth checking out! When you find someone to donate to your Delegation, make sure they find out if their company will match their donation - that could mean double the money for you! They can complete the matching process online when they donate to your Polar Plunge account online.

Special Olympics South Dakota is pleased to offer an opportunity for Delegations to get involved in Plunges and get a revenue share! The concept is simple: Participating in and raising money for your local Polar Plunge increases participation in and money raised for your Delegation! Your Delegation earns back 100% of all money raised by the Delegation (minus expenses)!





HOW TO RAISE \$150 IN SEVEN DAYS

DAY	THE ASK	TOTAL PER DAY	GRAND TOTAL
1	Kick start your fundraising by adding a personal contribution of \$10	\$10	\$10
2	Send an email to three friends asking for a \$10 donation.	\$30	\$40
3	Send an email to three of your favorite relatives asking for a \$10 donation.	\$30	\$70
4	Ask one parent and one sibling for \$10 each. Your birthday or a holiday is bound to be right around the corner!	\$20	\$90
5	Ask two neighbors for \$10.	\$20	\$110
6	Ask five people at your favorite restaurant, coffee shop, tavern, or local community hang out spot for \$5.	\$25	\$135
7	Ask your best friend or significant other for a \$15 donation. And (of course) ask them to join your Plunge team, too!	\$15	\$150





EMAIL OUTREACH

Email is an incredibly effective fundraising tool and is a great way to spread the word about your Plunge, ask others to join your team, and ask for donations to your cause.

Make it personal: Tell your story. Share with others why you participate, whether it's because Plunging is for fun or because you love Special Olympics South Dakota.

If you've Plunged before, share a picture of your previous jump!

Have fun with it! Make a contest or game out of it: maybe the first person to donate or the last 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 EMAIL:

Dear friend,

I am emailing you to ask for your help. On Saturday, January 27, I have decided to take a dip in the freezing waters for Special Olympics South Dakota athletes in Huron! I have set a personal goal of \$500, and I need your help to reach it!

You can support my Plunge in many ways. Visit [insert online fundraising page] and pledge online! There you can find me by searching my name or team name. From here, you can see my goal, funds raised, and a photo of me before, during, and after the Plunge!

You can also donate directly to me by mailing a donation to Special Olympics South Dakota at the address below. Be sure to include "Huron" and my name with your donation, so I receive credit for the donation.

Special Olympics South Dakota
Attn: Huron Polar Plunge
800 E I-90 Lane
Sioux Falls, SD 57104

If you are interested in learning more about the Polar Plunge or becoming a Polar Plunger yourself, please visit www.sosd.org. Think warm thoughts as I do my best to make my supporters proud!

Thank You!

2024 INCENTIVES

MOST WANTED



\$250
Stocking
Hat



\$100
Long-sleeve
T-shirt



\$500
Blanket



\$1,000
Stanley
Cup



\$2,000
YETI
Tote





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 lead your team to the best Plunge experience possible!

- Recruit friends, family members, and co-workers to join your Plunge team. The bigger the group, the more donations raised!
- Create a fundraising page for your Plunge team online by registering at www.sosd.org.
- Take advantage of online fundraising tools. You'll find resources to help you start your team webpage, a personal webpage, send emails, or post on social media to begin collecting donations.
- Use social media: Facebook, X (Twitter), Instagram to reach out to your friends and family to donate!
- Encourage team members to register online, join your team, and create their 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.
- Create a friendly rivalry with another Plunge team. Challenge the opposing team to see who can raise the most money!
- Get your Western gear out for the Plunge this year!
- 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. To get these marketing materials email Jill Kvanli at jkvanli@sosd.org.
- Be sure to keep your team members up to date with all Plunge information!
- Remember - shoes, towels, and fun ARE required! :)





Location	Date
Sioux Falls	January 18
Huron	January 27
Rapid City	February 10
Vermillion	February 17
Pierre	February 23
Brookings	February 24
Watertown	March 2

In 2023, more than 400 people took the leap for Special Olympics South Dakota. There is still plenty of cold water for others to splash into 2024! Never forget, there is always the “Too Chicken to Plunge” option if you prefer to keep your body as warm as your heart!





SOCIAL MEDIA TIPS

Social media is an awesome tool you can use to ask for support as you prepare for and take the Polar Plunge! Below you'll find tips, layouts, and graphics to make fundraising and recruitment easy on social media!

Best Practices

Make sure to put your personal Plunge link in all your posts so friends and family can easily click to donate directly to you or use your team's link so it's easier for friends to register.

Get creative! Use your own past Plunge photos or videos so more people are able to view your post.

Share your Plunge story or a story about what Special Olympics South Dakota means to you!

Make sure you're following Special Olympics South Dakota on all platforms and be sure to tag us when you post on social media!



@Special Olympics South Dakota



@specialolympicssd

Use hashtags when sharing!

#PonyUpForThePlungeSD

#LETRforSO

#UnifiedGeneration

Examples:

Take the Polar Plunge for Special Olympics South Dakota! I am taking the icy dip into freezing cold water on [date] to show my support for more than 2,750 athletes across the state of South Dakota! Please consider making a donation to my fundraising page: [insert donation link]

I'm so excited to share that I am Plunging for Special Olympics South Dakota on [date]! That's right, I am taking the Polar Plunge and I would love your support! Donate to [Facebook or Instagram handle] or reach out to me to see how you can donate to the cause!

Click the button below for social media graphics:



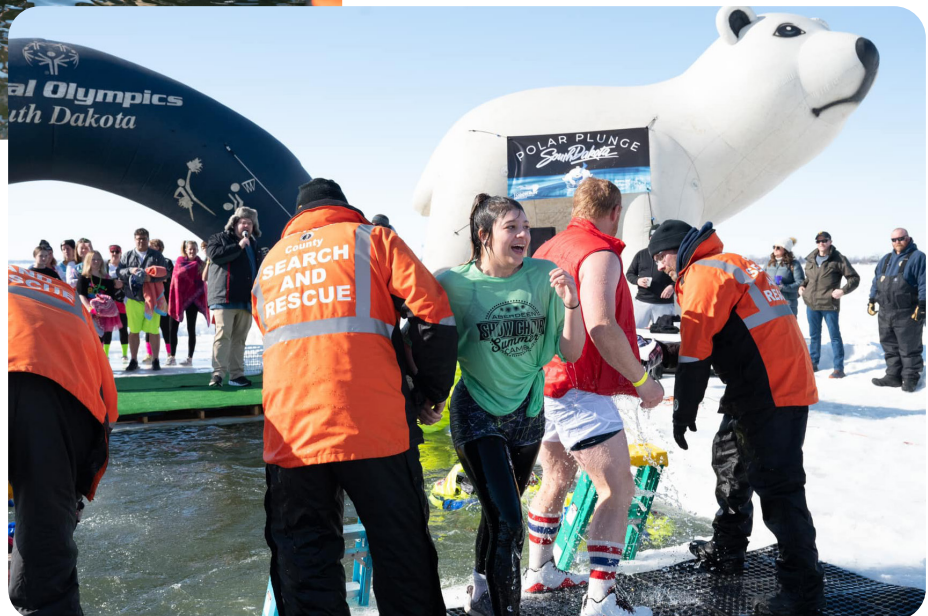


SCHOLARSHIP PROGRAM

For every 25 high school and college students who raise the minimum \$100 and participate as a Polar Plunge OR Too Chicken to Plunge, Special Olympics South Dakota will award a \$500 scholarship. Students, check the appropriate box when signing up to inform us that you are indeed a student!

If your Unified Champion Schools program creates a team of 25 or more students, who raise the minimum \$100, we will award a \$500 scholarship to one member of that team! Be sure to register with the Team Captain and list the team name on the registration form.

Unified Champion Schools are also able to raise money for their program. Each Unified Champion Schools team will keep 100% of what they raise, minus expenses!





CONTACT INFORMATION

WANTED

Michelle Paulsen
LETR Event Manager
Cell | 605-214-7762
Email | mpaulsen@sosd.org



WANTED

Jill Kvanli
Marketing Manager
Cell | 507-822-3875
Email | jkvanli@sosd.org



WANTED

Turner Gaines
Unified Champion City Schools
Cell | 402-650-0520
Email | tgaines@sosd.org



Use this section to keep track of your own records.

Plunger Name: _____

Sponsor's Name	Donation Amount
Total \$	

Use the donation 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.



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.



Team Name: _____

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

First Name: _____ Last Name: _____

Email: _____ Phone: _____

Street address: _____

City: _____ State: _____ Zip: _____

Shirt Size (S-3XL): _____ Age: _____

Are you a high school or college student?

Yes

No

INDIVIDUAL AMOUNT RAISED
Cash: \$ _____
Check: \$ _____
Online: \$ _____
www.classy.org
Total: \$ _____

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 2024 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. I also acknowledge that my email will be used for updates with Special Olympics South Dakota, but reserve the right to unsubscribe at any time.

Printed Name of Participant _____ Date _____

Signature of Participant _____ Date _____
(age 18 & older)

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