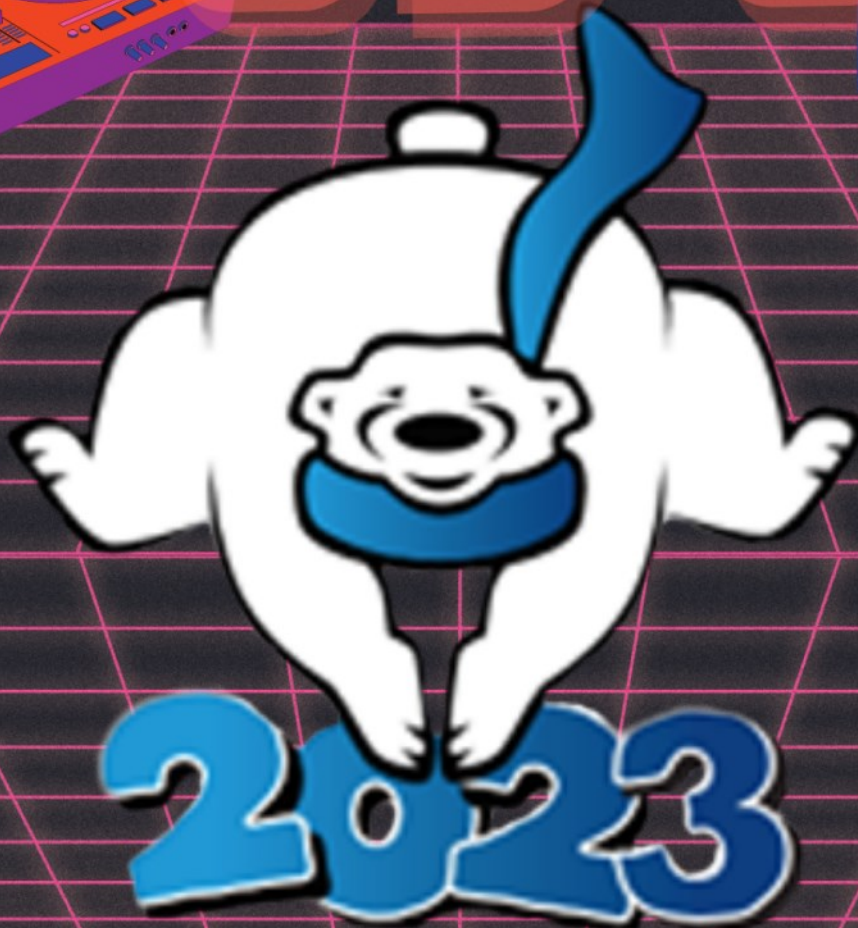


SOUTH DAKOTA LAW ENFORCEMENT TORCH RUN

presents

BACK *to*
80'S





www.plungesd.org

Welcome Plungers!

Thank you for signing up to take the 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.

Your Tool Kit includes:

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Freezin' For A Reason

www.plungesd.org

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. In 2022, our Plunges, raised over **\$150,000** for our 2,750+ Special Olympics South Dakota athletes!



The Polar Plunge

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 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 2023 Polar Plunge presented by Law Enforcement 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 is as simple as that! Be a 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 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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Become A Successful Plunger

Step 1:

Pre-register for the Plunge! Visit www.sosd.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 19) or at www.sosd.org. Registration is also available on the day of the event at the Plunge location, but t-shirt's aren't guaranteed through this avenue of registration. Be sure to follow us on Facebook at South Dakota Law Enforcement Torch Run, Twitter and Instagram @SDLETR for Plunge updates.

Step 2:

Collect donations! 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** to Plunge as an individual or team member. So, if you have four (4) Plungers on your team, you must raise \$400 for the entire team to be able to take the jump. Visit www.sosd.org/polar-plunge to create your own individual fundraising page to help reach potential donors. All pledges will need to be collected beforehand and brought to the Polar Plunge location. Make sure to use the **#plungesd2023** when posting on your social media pages!

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!

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 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, thrilling event!



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Plunge Tips

Things to Do

- Wear your Plunge costume right under the outfit you wear to the event. (limit changing and stay warm!)
- Wear a costume that's appropriate and non-discriminatory. Anyone wearing an offensive costume will not be allowed to Plunge.
- Bring shoes, towels, a 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 the Plunge.
- Bring along warm clothes to wear after you Plunge that are easy to put on (avoid buttons and zippers).
- 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. Partakers must collect money 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 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.



Fundraising Tips and Ideas

www.plungesd.org

Here are some valuable tips and hints to help you successfully fundraise for the Plunge:

- Mail a fundraising letter to friends, family, and neighbors with a self-addressed stamped envelope. See our sample letter (page 7).
- Create a personal fundraising page through Classy. Email or post on social media for those you know out-of-state/town to support your cause by donating through your webpage. Visit sosd.org to create your 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 18) to track your cash/check donations. All online donations made will be tracked on your fundraising page. Add online and cash/check donations to see your total amount.
- Share your Plunge adventure through social media with **#plungesd2023**. Facebook, Twitter, and Instagram are great resources to reach potential donors and recruit more Plungers for your team. Use videos or photos to share to everyone so they learn more about the Polar Plunge.
- Follow up with all donors. Send thank-you letters, call, or email. Include a memorable photo, so they look forward to 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	\$200



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

www.plungesd.org

January 15, 2023

Dear friend,

I am writing to ask for your help. On Saturday, February 4, I have committed to being “Freezin’ for a Reason” for Special Olympics South Dakota athletes by taking a chilly dip at the Huron Polar Plunge. 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 sosd.org and pledge online, and there you can find me by searching my name or team name. From here, you can see my goal, pledges raised, and a photo of me before, during, and after the Plunge!

You can also donate directly to me or via mail to Special Olympics South Dakota at the address below. Make sure you include “Huron” and my name with your donation, so I receive credit for the pledge.

Special Olympics South Dakota
c/o 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 sosd.org. Think warm thoughts as I do my best to make my supporters proud!

Thank you!





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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 lead your team to the best Plunge experience possible! Team leaders can find additional resources at www.sosd.org. Read through the tips below to get started.

- Recruit friends, family members, and co-workers to join your Plunge team. The bigger the group, the more pledges raised!
- Create a fundraising page for your Plunge team online by registering at www.sosd.org/polar-plunge.
- 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 funds.
- Use **#plungesd2023** on Facebook, Twitter, and Instagram to share your Plunge experience!
- 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!
- Wear Plunge costumes!
- 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. Contact us on our social media platforms: Facebook (South Dakota Law Enforcement Torch Run for Special Olympics), Twitter and Instagram (@SDLETR)
- Be sure to keep your team members up to date with all Plunge information
- Remember—shoes, towels, and fun are required!



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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! Plungers have included children, grandparents, athletes, police chiefs, corporations, organizations, college students, families, and more.

In 2022, over 400 people took the leap for Special Olympics South Dakota. There is still plenty of cold water for others to splash into in 2023! Never forget, there is always the "Too Chicken to Plunge" option if you prefer to keep your body as warm as your heart!



2023 Plunge Locations

Location	Date
Huron	February 4
Vermillion	February 25
Watertown	March 4
Sioux Falls	April 14
Brookings	April 22
Pierre	April 29
Northern Hills	October 21
Rapid City	TBD



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Plunge Team Building Timeline

Timeline	What to Do
3-4 Months Before	<ul style="list-style-type: none"> • Register your team at www.sosd.org. • Set team goals and create a plan to achieve them. • Recruit team members. • Share on social media pages and use #plungesd2023 throughout your journey!
2-3 Months Before	<ul style="list-style-type: none"> • Hold a team kick-off party. • Continue recruiting team members. • Begin collecting donations—it's never too early to start!
1-2 Months Before	<ul style="list-style-type: none"> • Hold a team fundraiser. • Make sure your team members are registered online. • Start planning your team's costumes.
1-2 Weeks Before	<ul style="list-style-type: none"> • Ensure you have up to date pre-registration and day of registration Plunge details. Make sure to communicate them to your team. • Set a time and place for your team to meet on the day of the Plunge. • Ensure all team members have filled out the registration/waiver form to bring on the day of the Plunge.
Day of Plunge	<ul style="list-style-type: none"> • Meet your Plunge team at the planned location. • Gather all your team registration forms and cash/check donations. The team captain will register the entire team the day of the Plunge. • Take a team photo and share on social media using #plungesd2023 • Hold your breath and Plunge!
After the Plunge	<ul style="list-style-type: none"> • Collect any late pledges and mail them to Special Olympics South Dakota. • Thank team members for their efforts! • Host a wrap-up party! • Send us your Plunge photos, videos, and stories. • Start planning for next year!



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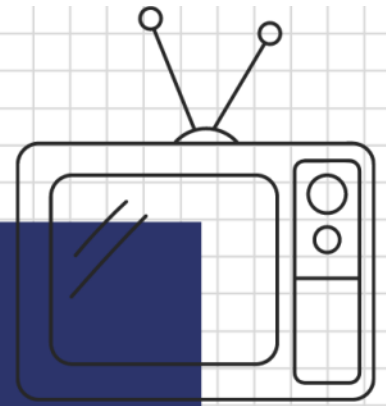
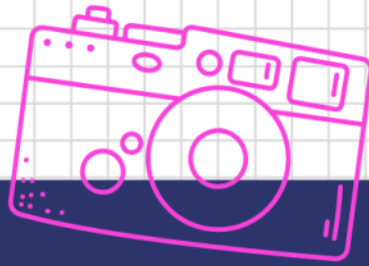
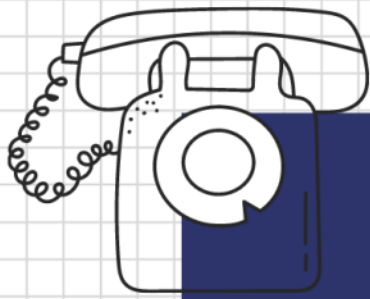
Scholarship Program—Win \$500



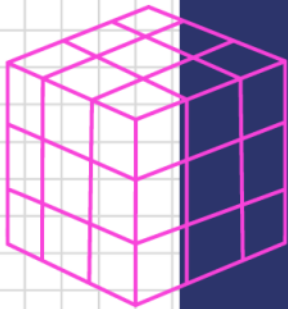
For every 25 high school and college students who raise the minimum \$100 and participate as a Polar Plunger or Chicken (Too Chicken To Plunge), South Dakota Law Enforcement Torch Run for Special Olympics will award a \$500 scholarship. Students, check the appropriate box when signing up to inform us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

If your school creates a team of 25 or more students, whom each raise the \$100 minimum, 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.

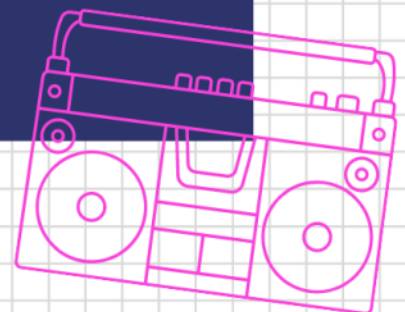
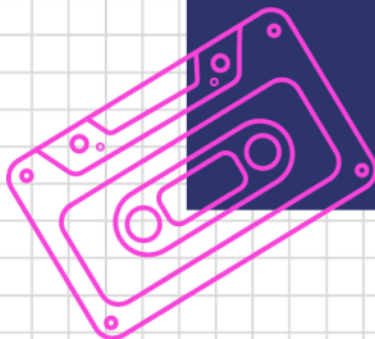
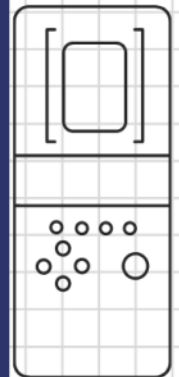




Turner Gaines
LETR Event Manager
Special Olympics South Dakota
Cell - (402) 650-0520
Email - tgaines@sosd.org



Jill Kvanli
Marketing Manager
Special Olympics South Dakota
Cell - (507) 822-3875
Email - jkvanli@sosd.org





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Plunger Business Cards



Please Support **My Plunge!**

To make a donation, please visit:
SOSD.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

2023 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.

2023 Polar Plunge Donor Receipt

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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 2023 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)