

Special Olympics
Connecticut



PENGUIN PLUNGE

Fundraising Kit

Special Olympics
Connecticut



MISSION

The mission of Special Olympics is to provide year-round sports training and athletic competition in a variety of Olympic-type sports 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.

- Special Olympics Connecticut provides **year-round** sports training and competitions for over 13,000 athletes (individuals with intellectual disabilities) and Unified Partners (individuals without intellectual disabilities who are the athletes' teammates).
- In addition to its traditional sports programs for individuals with intellectual disabilities, the **Special Olympics Unified Sports®** program brings athletes with and without intellectual disabilities together to play sports, gain physical fitness, and develop friendships. Special Olympics Unified Sports® is offered in communities across the state, for individuals of all ages.
- Special Olympics Unified Sports® is also offered in over **190 schools** across the state, through Special Olympics Connecticut's partnership with the Connecticut Interscholastic Athletic Conference. The program provides **students at every level** – from pre-school through high school - the opportunity to participate in sports together and helps to create a more positive and inclusive school climate.
- Special Olympics offers **26 Olympic-type sports** and hosts **four state games** annually, among other competitions. The state games include Summer Games, Winter Games, the Fall Sports Festival and the Holiday Sports Classic.
- Athletes also have opportunities to **compete globally** - at Special Olympics' USA and World Games. 76 athletes and Unified Partners and 22 coaches represented our state at the 2014 Special Olympics USA Games in New Jersey.
- Special Olympics is sports and so much more. It is **a movement that transforms lives** by inspiring inclusion, understanding and respect for people of all abilities, both on and off the playing field.
- Special Olympics also promotes a healthy lifestyle by providing **free health screenings** at events, and helping participants gain self-esteem and develop life-changing athletic and social skills.

FUNDRAISING

Fundraising for Special Olympics Connecticut will help support the vision and mission of the organization. The fundraising minimum for Penguin Plunge is \$100 but that does not mean that you have to stop there! Penguin Plunge is about creating as much funds and awareness for Special Olympics Connecticut as possible. We will captivate the attention of Connecticut by diving into icy waters, now let's stun them with the amount of money we can raise for a good cause!

GET STARTED NOW!

The biggest thing to remember with fundraising is that the sooner you get started, the sooner you will see donations come in!

Follow these easy steps to ensure you meet and exceed your goal:

1. Set up your website
2. Spread the word
3. Send out reminders
4. Throw a fundraiser; it's really an excuse to have a party!

1. WEBSITE

When you registered for Penguin Plunge, you were prompted to set up your website. To access your fundraising page, just log in to your Classy account at <https://give.classy.org>:

To find a listing of all Penguin Plunges, visit: <http://www.soct.org/ways-give/penguin-plunge/>

Some suggestions:

1. **Personalize your website.** Add a picture, a short paragraph on what you're doing, include information about Special Olympics Connecticut and if you are plunging in honor of someone.
2. Be sure to note that donations are **100% tax deductible**
3. **Put up a fundraising goal...**the minimum is \$100 but there is nothing stopping you from raising more money. Set your own goal and encourage people to help you reach it! You only need to raise \$100 but **Participants that exceed the fundraising minimum will be rewarded with incentives along the way!**
4. **Add an incentive for people to donate.** Make donating a contest for your friends and family.
 - Ex: Let people know that for every \$25 they donate, they will be entered

into a drawing for a great prize. Be creative, offer to bake cookies, raffle off tickets to a game you can't attend, give away a bottle of wine you've been holding onto...

5. **Link your fundraising page to your social networking sites.** Your fundraising page makes it really easy to share via email, Facebook, or Twitter! There are some really great tools to connect your page to everything you do!

2. SPREADING THE WORD

Once your fundraising page is set up, you are going to want to share that link with everyone you know! The fastest and easiest way to start is to send out an email to everyone in your address book. You may also consider sending snail mail letters to your holiday card list.

Write a good Email or Letter

To make sure that your friends and family know what a great cause you're supporting, follow these simple steps to write a great email or letter!

- Introduction-let people know what you're doing...that you're planning on participating in a Penguin Plunge to support the mission of Special Olympics Connecticut
- Be sure to include information about Special Olympics Connecticut and where the money goes
- Include your reason for supporting Special Olympics Connecticut and if you are plunging in honor of anyone
- "The Ask" or request for a donation is really important. Make sure you specifically ASK for help reaching your goal by ASKING for a donation
- Let people know how to donate (either through your webpage or include a self-addressed envelope & donation reply card if you're mailing letters)
- Tell them donations are 100% tax deductible
- Include a personal fundraising deadline so people don't put off donating
- Closing & Thank you

Add Donor Incentives!

Think about creating a donor incentive...

- If you reach your goal by a certain date you will plunge in a costume
- Your Top Donor gets to pick your costume
- For every donation of \$50 or more you will add their name to your event day shirt

The possibilities are endless. Remember, be creative and have fun!

Add your own event fundraisers

- Corporate donations
 - Don't forget you can even ask area businesses to support you
- Office campaigns & fundraisers
 - You can put together some mini-fundraisers to benefit your cause
 - Bake sale – sell cookies at your desk.
 - BBQ fundraiser (charge for lunch or ask for donations)

- Baskets – keep a donation plate on your desk or in a common area
- Challenge: have a peer in another department Plunge with you and see who can raise the most money, or whoever raises the most has to Plunge. For execs, challenge other departments or challenge an exec from another company

Don't Forget to Ask about Company Matches

- Ask all your donors if their company matches charitable donations. If they do, ask them to submit for their donation to be matched
- See if your own company will match your donations or the total funds you raise. If they only match employee giving, get as many of your co-workers to give as much as possible!

EMAILS OR LETTERS?

Email is the fastest way to get your online fundraising page information out to all your family and friends. It is also a great tool for sending event updates and reminder emails. Letters take a bit more time but can be really effective at letting people know how serious you are about reaching your goal.

Ideally, use both!

Some people you know will respond better to a letter, knowing you took the time to write and mail one. Others may prefer the ease of simply clicking on a link in an email to donate on line. Many people will need more than one request to donate, so it's okay to send your invitation to donate via both email and letter. **Special Olympics can mail your letters from our office if needed.**

Social media is a great way to self-promote! Connect with people who you would normally not be in regular contact with and let them know you are fundraising. You can link your fundraising page to Facebook, twitter and more.

- Use your FB status update with your website link
- Tweet your web link to let people know what you are doing.
- Start a fan page on FB and invite all of your "friends" to be a fan.
 - Be sure to include your fundraising page web link on your fan page and send out periodic updates.
- You can also start a blog that chronicles your journey to the Plunge!

Who do you know?

The key to building a successful fundraising campaign depends on asking everyone you know for support. Start with your rolodex, email contacts, address book, cell phone numbers, holiday card lists, wedding invitations, or party invite lists. Think about everyone that your life touches and ask him or her to make a donation. If you spend money someplace regularly like

the dry cleaner, salon, child care, dog walker...don't be afraid to let them know you're fundraising. They value your business!

The list of people you know just might surprise you! Use this helpful tool to remind yourself just how many people you know!

Who Is/Are My...	
Parents:	Electrolysis:
Grandparents:	Engineer:
Brothers:	Engraver:
Sisters:	Exterminator:
Aunts:	Financial Planner:
Uncles:	Funeral Director:
Cousins:	Interior Decorator:
Brothers-In-Law:	Notary:
Sisters-In-Law:	Nurse:
Accountant:	Nutritionist:
Aerobics Instructor:	Office Cleaner:
Alterations – Clothing:	Optometrist:
Antique Dealer:	Painter:
Appraiser:	Pharmacist:
Architect:	Photographer:
Attorney:	Physical Therapist:
Auctioneer:	Physician (Family):
Auditor:	Physician (Dermatologist):
Babysitter:	Physician (Ob-Gyn):
Baker:	Physician (etc.):
Bartender:	Piano Instructor:
Beautician:	Plumber:
Bookkeeper:	Police Officer:
Bus Driver:	Psychologist:
Butcher:	Psychotherapist:
Carpenter:	Publisher:
Chiropractor:	Recruiter:
Dentist:	Security Guard:
Electrician:	Veterinarian:

Who Sold Me My...	
Advertising:	Computer Supplies:
Auto:	Computer Software:
Antiques:	Condominium:
A/V Equipment:	Contact Lenses:

Auto Repairman:	Construction:
Auto Lessons:	Copier:
Awnings:	Cosmetics:
Balloons:	Dog:
Banquet Room:	Dry Cleaning:
Barbeque:	Eyeglasses:
Battery:	Fax:
Beer:	Fence:
Bicycle:	Firewood:
Bed:	Flowers:
Bird Food:	Formal Wear:
Blinds:	Furniture:
Boat:	Gas:
Boat Supplies:	Golf Equipment:
Boat Storage:	Horse:
Boiler:	Hot Tub:
Books:	House:
Boots:	Insurance:
Bricks:	Investments:
Brochure:	Jewelry:
Bridal Gown:	Loan:
Burglar Alarm:	Luggage:
Cabinets:	Lawn:
Camera:	Limousine:
Camper:	Manicure:
Car Wash:	Medicine:
Carpeting:	Mobile Phone:
Cash Register:	Mortgage:
Cat:	Motorcycle:
Cement:	Muffler:
Chimney Cleaning:	Music:
Christmas Tree:	Mutual Fund:
Clothing:	Newspaper:
Computer:	Office Furniture:
Oil:	Sporting Goods:
Paging:	Spring Water:
Paint:	Sprinkler System:
Paper:	Stereo:
Party Supplies:	Storage:
Paving:	Storage Fixtures:
Payroll:	Storm Windows:
Pet Supplies:	Surgical Equipment:
Photography:	Television:
Piano:	Tile:
Picture Framing:	Tires:
Pool:	Title:
Printing:	Tools:
Quilting Materials:	Towing:

Records:	Toys:
Refrigerator:	Trailer:
Rentals:	Travel:
Restaurant Equipment:	Typesetting:
Resume:	Uniforms:
Roofing:	Uniform Cleaning:
Sewing Machine:	Vacuum Cleaner:
Secretarial Services:	Video:
Septic Tank:	Voice Mail:
Sheet Metal:	Vitamins
Seeds:	Waste Removal:
Shoes:	Wallpaper:
Shoe Repair:	Water Filters:
Shredding Machine:	Wedding Supplies:
Siding:	Weed Control:
Sign:	Weight Control:
Skirts:	Welding:
Skin Care:	Wine:
Snow Removal:	Windows:

Other People...	
Bank Teller:	Judge:
Best Man:	Lifeguard:
Bridesmaids:	Mailman:
Children's Friends/Parents:	Military Friends:
Children's Teachers:	Model:
College Friends:	Neighbors:
Congressman/woman:	Former Co Workers:
Editor:	Childhood Friends:
Farmer:	Play Bridge With:
Delivery Man:	Teammates:
Fire Chief:	High School Friends:
Flight Attendant:	Fraternity/Sorority Friends:

3. REMIND PEOPLE

People often need to be exposed to something 3-5 times before they react. Don't be afraid to send out a reminder email to let people know you are still fundraising. Layer your approaches. Use email, letters, and social media to let people know that you are still raising funds for the Penguin Plunge this winter!

1. Send reminders. Keep a list of those who send in donations. Send a reminder to those what have not yet donated. Sometimes, reminder letters are more successful than original letters for bringing in the money.
2. Send Updates. It is always important to send updates on your progress and your goals to your entire list, those who have responded to previous communication AND those who have not.

3. Send a “thank you” card or email. “Thanks” is a powerful word. It is nice to receive a note acknowledging the importance of a donation, no matter how small the amount. Put your HEART into your follow up. Tell them why you are doing this. Make it personal; explain why this cause, this experience, and this commitment are important to you. Someone might donate to you because they know you and want to support your reasons for doing this.
4. Change or add a “Signature” on your outgoing emails to include your fundraising page link to subtly remind people you are still fundraising.
5. Update your social media networks with information about your fundraising efforts e.g. Facebook, Instagram & Twitter.

4. FUNDRAISERS

Are really just excuses to have a party! Think of something that you and your friends and/or family like to do, and make it a benefit to help you get into the water this winter.

THINGS TO CONSIDER WHEN YOU PLAN A FUNDRAISER...

1. What type of fundraiser
2. Where to have it
3. When to host it
4. How many people to invite
5. Cost to you
6. Price per person to turn a profit
7. Number of people you need to invite to turn a profit
8. How are you going to invite people
9. How much help are you going to need

Key elements of a fundraiser:

1. Start planning early:
 - Promote your event! Get the word out to everyone!
 - Be sure to send out reminders as your event nears
 - Use email invites (Evite/Facebook) to spread the word quickly and cheaply
 - Tell each guest to bring a friend or two
2. Do something you enjoy
 - Only host a dinner party if you enjoy cooking!
 - Only organize a volleyball tournament if you love playing volleyball!
3. Decide how you will collect donations
 - Charge a flat rate or ask for suggested donation

- For example: Have a dinner party and ask people to donate what they would have spent on a night out at a restaurant OR have a BBQ and ask guests for a donation of \$10 to attend.

4. Increase your revenue!

- Include a silent auction or raffle to increase donations at your event
- Pass around a jar at the event and ask people to donate their change
- Sell 50/50 tickets (sell raffle tickets for cash and draw one ticket at the end of the night. The winner splits the pot!

Don't Know What to Plan? Here are some great ideas!

Not everything on this list will appeal to you. Pick something that sounds fun and start planning! If you need help on how to plan a great fundraiser, contact: Jackie Turro at jackiet@soct.org

Lisa Carlone at lisac@soct.org

Jeffrey Veneziano at jeffreylv@soct.org

Taryn Prozano @ tarynp@soct.org

amazing Race around the city	kids backyard camp out
art auction	mini golf tournament
bake sale	movie night
BBQ cook off	mow your neighbor's lawn
be a designated driver for the night and ask your friends to donate cab fare	mystery wine auction
benefit concert	offer up babysitting by donation
bingo night	pancake breakfast
board game tournament	pay for casual dress day at work
bowling tournament	"pedi" party
candy sales	pet sitting
car wash	pizza party
chili/spaghetti cook off	poker tournament
concession stand during a busy sports tournament	potluck at work
craft show	pub crawl
day of beauty at local day spa	raffle a gift basket at work/party
dinner party	raffle off tickets to a game you can't attend

dodgeball tournament	retro movie night
dog fashion show	rock band tournament
dog wash	scrap book party
garage sale	sell a craft
gardening	sell something on EBay
golf tournament	sell water on a hot day at a busy park
grocery store collections	silent auction
holiday bizarre	snack basket at work
hot cocoa sale	softball tournament
hot dog stand	sundae party pool party
house cleaning	taco/fajita/margarita night
iron chef competition	trivia party
karaoke night	volleyball tournament
kick ball tournament	wine & cheese party

HOW CAN PEOPLE DONATE?

1. Direct people to your fundraising website
2. Collect checks made payable to: Special Olympics Connecticut
3. Collect credit card donations using the Offline Donation Form
4. Collect cash & convert to a money order (do not mail cash)

HOW DO I SUBMIT MY DONATIONS?

Donations made online will automatically be credited to your account.

**PLEASE ADD YOUR NAME TO THE MEMO LINE OF CHECKS AND CREDIT CARDFORMS.
Mail checks, money orders or credit card forms to:**

Special Olympics Connecticut

2666 State Street, Suite 1

Hamden, CT 06517

Questions? Contact:

Jackie Turro at jackiet@soct.org or (203) 230-1201 x265

Lisa Carlone at lisac@soct.org or (203) 230-1201 x231

Jeffrey Veneziano at jeffreyv@soct.org or (203) 230-1201 x270

Taryn Prostano at tarynp@soct.org or (203) 230-1201 x264