



# USE THIS SHORT EMAIL AND MAKE FUNDRAISING A BREEZE!



Reaching out to your family and friends is so easy! Use the email template below, insert your recipient's name, and then add your personal fundraising link. Want more ways to reach out? Just download the sample social media posts from the toolkit and keep raising!

**To:**

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**subject:** <Recipient> --I'm taking the PLUNGE for Special Olympics Florida! Will you help me?

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<Recipient>,

In a few short weeks, I'll be taking jumping into ice-cold water to raise money for Special Olympics athletes—and I need your help!

Special Olympics Florida provides year-round athletic training, competition, and health services to more than 58,000 athletes across the state. Polar Plunge is an awesome event where supporters like me raise money for athletes and then show our support by taking an ice-cold plunge into freezing water.

Will you join me in helping Special Olympics Florida? For every \$360 we raise, we can provide a year's worth of health and training services for one athlete.

It's so easy—just use the link below to go to **my personal fundraising page** and make a donation.

My Fundraising Page:  
<insert link>

Freezin' for a Reason,  
<Your Name>

PERSONALIZE THE SUBJECT LINE AND GET THEIR ATTENTION!

TELL THEM RIGHT AWAY THAT YOU NEED THEIR HELP!

TELL THEM WHAT SPECIAL OLYMPICS DOES AND WHY THE PLUNGE IS SO IMPORTANT!

MAKE A CLEAR, DIRECT ASK FOR THEIR SUPPORT!

AND FINALLY, TELL THEM HOW THEY CAN DONATE AND EMBED A LINK OR COPY AND PASTE INTO YOUR EMAIL!

YOU CAN WRITE YOUR NAME OR USE THE EMAIL SIGNATURE INFO AND IMAGE IN THE TOOLKIT ON OUR WEBSITE!

# BE THE PLUNGE

