



# A-TO-Z GUIDE FOR TEAM CAPTAINS

ALL YOU NEED TO KNOW ABOUT THE PLUNGE, YOUR ROLE AS **TEAM CAPTAIN**, AND HOW TO INSPIRE YOUR TEAM TO PLUNGE GREATNESS!

## THE COOLEST PARTY IN FLORIDA ...AND BEYOND.

**POLAR PLUNGE** is one of the wildest, and coldest, fundraising events for Special Olympics Florida. The funds you and your team raise provide athletic training, competition, and health services for more than 58,000 athletes across the state.

Polar Plunge isn't just the coolest party in Florida, it's a worldwide party in over 170 countries that supports more than 2 million Special Olympics athletes. In other words, your team is part of a global movement helping athletes develop physical fitness, demonstrate courage, and experience the joy of sport.



### BY THE NUMBERS

**58,000+** ATHLETES  
**31,000+** VOLUNTEERS **500+**  
ANNUAL COMPETITIONS

## YOU'RE THE CAPTAIN WHO CAN MAKE IT HAPPEN!

FIRST THING FIRST: THANK YOU!!

**THANK YOU** for donating your time, your energy, and your advocacy for Special Olympics Florida and the athletes we serve. Our reach is growing because of you!

Now, here's the thing: people always raise more money when they work together as a team, which means that team captains have the most vital role leading up to the big day! You are the heart and soul of your Plunge crew, so it's up to you to coach and motivate your team, and to help them find ways to recognize your donors.

In short, as a team captain, you are Head Organizer and Chief Motivator.



### HEAD ORGANIZER

Choose a great team name, pick some fun costumes with your team, and then build the team fundraising page so you all can start raising money!



### CHIEF MOTIVATOR

Encourage your team to keep raising and hit their goals to help as many athletes as possible—and win some great prizes along the way!

# \$360

**THE COST OF YEAR-ROUND TRAINING AND HEALTH SERVICES FOR ONE ATHLETE.**

**HOW MANY ATHLETES CAN YOUR TEAM SUPPORT THIS YEAR?!**

## HOW IT WORKS

### 01

#### BUILDING TEAMS:

There is no cap to how many teammates you can have, so recruit away and pump up the fun. Co-workers, friends, family, your neighbor Tom and his family—bring 'em all!

### 02

#### EVENT ENTRY:

Each team member needs to raise \$100 to get into the park on the day of the Plunge, and enjoy all the rides and attractions, as well. If they raised less than \$100, they can pay the difference at the door and come in for the fun.

### 03

#### BRINGING GUESTS:

Each Plunger can purchase "spectator passes" for their family members to come to the Plunge and then enjoy the park for the rest of the day. Contact Special Olympics Florida to learn more about spectator ticket prices for each location.

### 04

#### EARNING PRIZES:

The more you raise, the more you earn! There are so many cool prizes to win along the way, including great Polar Plunge swag, free park tickets, and more! So set your goal high and encourage your team to do the same.

### 05

#### THANKING DONORS:

You know how invaluable your donors are, so make sure you and your teammates show them some love! Thank them publicly, send them some private notes, and find creative ways to tell them, Thank you for supporting Special Olympics Florida!

## TEAM CAPTAIN CHECKLIST

We built you a handy checklist to make sure you can keep your team running in top gear!

### BUILDING TEAMS

- Recruit some fun-loving Plunge teammates
  - Make sure they know they can enjoy the park after the Plunge (families too, if they want)
  - Tell them how they can make a difference for 58,000+ Special Olympics athletes across the state
  - Get them excited about the food, drinks, music, and good times ahead
- Choose an awesome team name
- Go to [www.plungefl.org](http://www.plungefl.org) to build your team fundraising page
- Build an individual fundraising page for each Plunger (you too!)
- Donate to your own fundraising page to get the ball rolling for your other donors

### 60-30 DAYS OUT: READY, SET, RAISE!

- Pick out some over-the-top Plunge outfits with your team
- Encourage your team to use these sample social media posts and this fundraising email to reach out to their friends and family and raise some money
- Send your team some silly pics of you in your Plunge outfit, and then post them online
- Drop in on your teammates' fundraising pages to ensure they set them up right

### 30-15 DAYS OUT: LET'S EARN THOSE PRIZES!

- Check in with each team member to see how they're tracking to their goals—give them some great tips and tricks if they need some
- Repost some of the great Polar Plunge ads and posts from the @SpecialOlympicsFlorida account and encourage your team to do the same
- Check in with your teammates and encourage them to share their progress on social media

### 15-1 DAYS OUT: BIG PUSH, WE'RE ALMOST THERE!

- If you have a teammate who hasn't raised any money or hasn't met their goal, give them some support so they don't miss out on all the fun
- Make 2-3 big social media posts to hit your goals on the home stretch and encourage your teammates to do the same
- Coordinate a time and location to meet your team on the day of the Plunge
- Remind people not to forget their awesome Plunge outfits
- Get a good night's sleep, and get pumped to brave that ice-cold water

