



LET'S GET SOCIAL

POST STUFF, WIN STUFF—WHAT'S EASIER THAN THAT?!

The Plunge helps us raise money to give training and health services to our athletes. So, when you go the extra mile to help us spread the good word, we want to go the extra mile for you, too. Show off your team and your progress, win prizes—it's that easy!

HOW IT WORKS



All you have to do is follow the directions on the map for posting fun content to your social media channels and you earn free stuff. Collect all four rewards along the way and we'll come back and throw your Plunge team a free pizza party! What could be better than that!

1: SHOW OFF THE TEAM!

Post a picture or video of your team with the lobby display, swag bucket, or both, and let the world know you're joining the Plunge!

WHEN TO POST:

As soon as you sign up your team.

HASHTAGS:

#PlungeFL #wejoinedPlungeFL #specialolympicsflorida

REWARD:

10 FREE MEAL VOUCHERS FOR THE PLUNGE



2: CHALLENGE ANOTHER TEAM!

Call out another company to come join the Plunge—or challenge an existing team to see who can raise the most money!

WHEN TO POST:

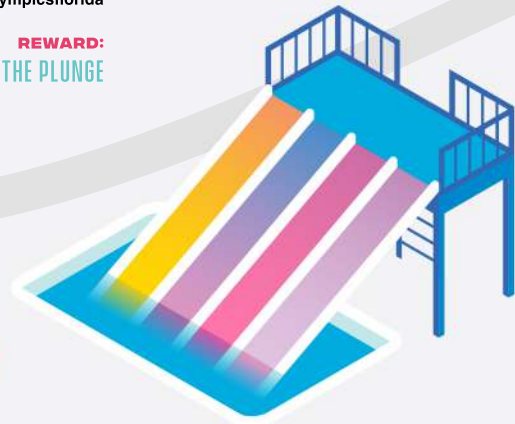
Between Oct. 25th - Nov. 8th.

HASHTAGS:

#PlungeFL #challengeacceptedplungeFL #specialolympicsfl #specialolympicsflorida

REWARD:

10 FREE PARK PASSES TO SEAWORLD OR AQUATICA



3: SHOW OFF YOUR SUPPORT!

Follow the instructions on the Plunge website to add the Polar Plunge Profile Ring to your company's Facebook profile and tell people about it in a post.

WHEN TO POST:

On Nov. 6th

HASHTAGS:

#PlungeFL #supportplungeFL #specialolympicsfl #specialolympicsflorida

REWARD:

ONSITE EARNED MEDIA COVERAGE AT THE PLUNGE



4: LET'S SEE THOSE PLUNGE PICS!

Post pictures and videos of your team at the Plunge either on Plunge day or a few days after and tell us how much fun you had!

WHEN TO POST:

Between Dec. 7th - Dec. 10th.

HASHTAGS:

#PlungeFL #wesurvivedplungeFL #specialolympicsfl #specialolympicsflorida

REWARD:

A FRAMED, COMMEMORATIVE 10TH-ANNIVERSARY PLUNGE PRINT



PIZZA PARTY

COWABUNGA DUDES, YOU DID IT!

