



NORTH CAROLINA LAW ENFORCEMENT  
**POLAR PLUNGE.**  
  
FOR SPECIAL OLYMPICS NORTH CAROLINA

## Tips to maximize fundraising for your Polar Plunge

One of the most effective means of fundraising is online fundraising through our Fundraising Platform Artez. Special Olympics NC can set you up a fundraising page where individuals can register for your event and then create a personalized page that can be shared with all your contacts through email, blogs and social media – such as Facebook and Twitter. Your contacts can donate safely and securely via credit card.

To create a page, send in your Event Notification Form to Michelle Zaski at [mzaski@sonc.net](mailto:mzaski@sonc.net) and request a Fundraising Page.

### **Make sure you SPREAD THE WORD...**

Once your website is set up, you will be sent a link which you can then 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.

### **How to write a good Email or Letter**

To ensure that your friends and family know what a great cause you're supporting, follow these simple steps:

- Introduction - let people know that you're planning on "Freezin for a Reason" to support the mission of Special Olympics NC.
- Be sure to include information about Special Olympics NC and where the money goes.
- Include why you are supporting Special Olympics NC ... are you 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 and 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 -remember, funds must be raised by the day of the event.
- Closing and Thank you

### **EMAILS vs. LETTERS**

Email is the fastest way to get your online fundraising website 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.

### **Use Facebook, Twitter, Flickr and Blogging**

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.

- Use your Facebook status update with your website link
- Tweet your web link to let people know what you are doing.
- Start a fan page on Facebook and invite all of your “friends” to be a fan. Be sure to include your fundraising page link on your fan page and send out periodic updates.
- You can also start a blog that chronicles your journey to plunge – including your thoughts, what you are going to wear, etc.

Contact Michelle Zaski – [mzaski@sonc.net](mailto:mzaski@sonc.net) or 919 719-7662 x 119 – if you would like any assistance or have any questions about fundraising for your Polar Plunge