

What is the MSP Polar Bear Plunge?

The 2010 Polar Bear Plunge is a spectacle like no other! Plunge participants set a fundraising goal then get pledges from family, friends and colleagues for their commitment to "freeze their fur" off for the 10,000 Special Olympics Maryland - the state's largest year-round organization devoted to sports training and competition for children and adults with intellectual disabilities. The tremendous success of the 2009 MSP Polar Bear Plunge has both underwritten the cost of each and every state-level Special Olympics Maryland competition, and allowed us to start Young Athletes here in Maryland. Young Athletes is an innovative play program for youngsters with disabilities ages 2-7 that focuses on early intervention in the development of critical physical skills. By being a part of the Plunge experience, you are allowing thousands upon thousands of children and adults with intellectual disabilities to experience a brighter tomorrow.

NEW for 2010!

"Frigid Friday" for School Teams ONLY!

You spoke, we listened! All school teams are invited to join us on Friday January 29, 2010 for the Frigid Friday portion of the Cool School Challenge! Registration opens at 10:30 a.m. and the Plunge will take place at Noon.

Why "Frigid Friday?"

Designed exclusively for schools participating in the Cool School Challenge, Frigid Friday offers an alternative activity for school groups that find it more convenient to plan a field trip and travel to the event as a group during the school day. Frigid Friday is alcohol-free, and the smaller crowd will also make it easier for teachers and chaperones who are responsible for managing large groups of students.

*****Please note:*** *Whether you choose to Plunge with us on Frigid Friday or Plunge Saturday, awards and incentives for the Cool School Challenge will work the same as they always do- everyone is eligible!*

Exclusively for "Frigid Friday"

- Bus parking!
 - Bus parking will be available at Sandy Point State Park for all schools participating! We will also offer all Plungers a uniquely designed sweatshirt customized for Frigid Friday, as well as providing boxed lunches to all Plungers.
- The Frigid Friday Plunge will be covered live by WBAL-TV11!
- The Top Fundraising Cool School Participant will be featured live on WBAL-TV11 during Friday's coverage of the Frigid Friday Plunge.
- Plunge with a Special Olympics Athlete!
 - In support of the Special Olympics athletes in Maryland, we'll pair your team with an athlete to take the Plunge together- because it feels good to do good, especially in a group!
- Group Photo Station!
 - Plunge with us on Frigid Friday, and we will have a photographer on site taking group pictures of all school teams participating.
- Contests!
 - Best Overall Costume Contest

“Cool School” Teams

What is a “Cool School” Team?

Teams are a group of your classmates, teachers, friends, or family who get together to raise money for the plunge and enjoy the benefits of our “Cool School” team program by representing your school.

“Cool School” Team Rules:

- “Cool School” teams must have a minimum of 10 members to be eligible for team prizes
- “Cool School” teams must pre-register; On Saturday, previously un-registered individuals will be able to participate in the Plunge, but will be considered individual participants only. On Friday, ONLY pre-registered participants that are part of the official Cool School Teams will be allowed to participate.
- **ALL** “Cool School” team members must be pre-registered; no members can be added to the team the day of the event
- When creating a “Cool School” team, the name must read as follows:
School Name – Team Name
- When registering online to create your Cool School Team, be sure to select YES for the option “Do you want to participate in the Cool Schools program?” This will ensure that you are correctly registered for the Challenge in our records
- Each “Cool School” team member must raise minimum of \$50
- Participants receive a Plunge sweatshirt, complimentary lunch, plunge photo, and the great feeling of freezing your “fur” off for a truly worthy cause
- There will be a trophy awarded to the “Cool School” team that raises the most money in each division. Divisions are as follows:
 - Division 1: Elementary Schools
 - Division 2: Middle Schools
 - Division 3: High Schools
 - Division 4: Private Schools
- The overall highest fundraising school will receive the coveted “Cool School” trophy, and a grand prize TBD.

Why a “Cool School” Team?

Show your school spirit, community support, hang out with friends and family, receive service learning credits, and feel good. Plunging and fundraising is more fun in groups! You can also get great prizes and have a great time with friends and family while supporting a good cause. It feels good to do good, especially in a group!

How Do I Form a “Cool School” Team?

Grab your classmates, coworkers, friends, and family for a fun day in support of the Special Olympics athletes in Maryland! Pick a team name (*School Name – Team Name*) and register online. When creating your team online, be sure to click ‘Yes’ when prompted to be a team participant in the “Cool School” program. Then others can join your team!

How Do I Join a “Cool School” Team?

Go online to <http://www.plungemd.com> and search for a team, start your own or ask to join one!

“Cool School” Team Captains

What is a “Cool School” Team Captain?

A “Cool School” team captain serves as the liaison between the plunge and the “Cool School” team members.

The Role of a “Cool School” Team Captain:

- Build a team of at least 10 members.
- Set a fundraising goal for your team.
 - Work with team members to set their individual fundraising goals – ideally about the \$50 minimum required to plunge.
- Provide team members with fundraising tools (provided in this package).
- Coach and motivate your team to success.
 - Generate enthusiasm for the event via email, MySpace, Facebook, voicemail, newsletters, school announcements, etc.
- Team captains organize and delegate team fundraising events.
- Host fundraisers.
- Stay connected with the team by:
 - Sending regular emails to update members of team progress, fundraisers, etc.
 - Phone calls.
 - Meetings.

How to Be a Successful “Cool School” Team Captain:

- Ask people you like and trust to be on your team.
- Have a team kickoff to get things going.
- Select a Co-Captain to help you.
- Organize your team by forming committees:
 - Lay out team fund-raisers on a calendar and discuss responsibilities.
 - Delegate.
 - Trust and support team members.
- Communicate
 - Have regular team meetings.
 - Create a team newsletter.
 - Phone calls or emails with updates, reminders, schedule, etc.
- Keep your team informed.
- Motivate, excite, and enthuse your team!
- Consider developing a team theme with t-shirts and costumes.
- Have a team captain wrap up party.
 - Review team activities, fund raisers, etc. to find out what worked and what can be improved.
 - Distribute any incentives for your team.
 - You can even have your own team awards!
 - Start planning for next year!
- HAVE FUN!!!