

Team Fundraising

Spreading the Word

Be apart of bringing the Plunge to the next level. With permission, help promote it by:

- Posting signs around your school and neighborhood!
- Hang posters, banners, balloons at school, home, or anywhere else you can think of (restaurants, 7-11, hairdresser, etc. – of course get permission first).
- Don't be afraid to cast a wider net to help reach your goals (approaching friends of friends, etc.)
- Ask everyone you know for a donation.
- Remember to follow up.

Stay organized and track both individual and team progress.

Fundraising Event Ideas

Organize and hold fund raisers to bring in the donations!

- **Ice Cream Social** - Just about everyone likes ice cream! Host an ice cream social event for your team. You can charge a flat fee, price per ice cream scoop or just set out a jar and ask for donations.
- **Pizza Party** - This is a twist on the usual fundraiser dinner. Decide if you would like to make this a pizza buffet, set a limit on the number of slices per person, or actually sell the pizza "by the slice."
- **Car Wash** -A great team fundraising idea! Get your team together and pick a location with high car traffic. Set up a car wash with a few hoses, sponges, soap, and towels. Don't forget to make sure you have room for cars to line up!
- **Dessert auction** - Ask for donations of baked goods. Label each dessert with the name of the dessert and the cook. Ask your team's most humorous and charismatic person to be the auctioneer who can entertain the crowd and boost the auction prices.
- **Bake Sale** – hold a Friday bake sale at school (with permission) so classmates and faculty can have treats! Make sure to individually wrap items for individual sale.
- **Freddie the Flamingo** – An eight year old boy put "Freddie Flamingos" in people's yards with a note around Freddie's neck asking for a donation to have them removed. He raised more than \$6,000.00.
- **Restaurant to the Rescue** – ask a local restaurant or café to contribute a portion of the proceeds for a day. It could even be a special menu item. Create a sign letting patrons know that the owner will donate half the money if purchased.
- **Bottle Drives (Recycle)** – each team member runs a bottle drive in their area. Go door-to-door and collect bottles from neighbors and friends.
- **Pennies from Heaven** – did you know that one milk jug full of pennies weighs 35 lbs? And did you know that 30 lbs of pennies is equal to \$50? Collect pennies – sit out jars, ask neighbors, etc.
- **Bowl-A-Thon** – bowlers get pledges for each pin they knock down, or you can just get a flat donation. This can bring in good money and be fun!
- **Penny Wars** – Set up a challenge for your class to try to collect the most points (pennies). Points are given for pennies and negative points for silver coins and cash. Others can sabotage by placing money other than pennies in the jars. The class with the most points wins lunch at the losers expense. All money in the jars is donated for the Plunge.

Letter Campaign

This is one way to raise a lot of money in a short amount of time! Set aside about four hours one day and you can have it all done. Write personal letters to your family, friends, peer and coworkers and let them know you are plunging. You can also send out an email.

- **Make it easy for people to donate;** consider including a self-addressed envelope (stamped or not) in the envelope when you mail a letter.
- **Feel free to compose a one page letter** you write on your own as if you were sending it individually to a close friend. Use a computer. Copy it twice. Adjust one copy to be sent via email; the other for regular mail.
- **Sent it to everyone who has ever sent you something!** For emails, blind copy (bcc) them all. They don't need to know who else is receiving your note; this can result in more than 100 emails.
- **Early on, make the ask.** Don't limit your donors, but ask for a specific range. Ask for "\$10, \$20, \$50 or whatever your budget will allow."
- **Give a 10 day deadline for response.** People will respond when there is a sense of urgency.
- **Copy the letters and before stuffing into the envelope,** handwrite in colored ink, on the top of the letter the person's name and a quick line, "Hope you can support me." Sign it to add that personal touch.
- **Feel free to use our sample letter/email on the following pages.** Remember to share sample letter/email with team members to get them started.

SAMPLE DONATION REQUEST LETTER OR EMAIL

Dear [Insert Name]:

I am in the ____th grade at _____ and have committed to join my peers in the icy Chesapeake to grin & bear it for the athletes of Special Olympics Maryland. On January 30, 2010, my “Cool School” Team will be joining other schools in Maryland to support a truly worthy cause.

I know – you’re probably getting cold just thinking about it! But the cold that I will feel is temporary...the positive impact this will have on the lives of thousands of citizens with intellectual disabilities will last a lifetime. My classmates, teachers and I have been working very hard to raise funds to gain awareness for Special Olympics, and it all comes down to this!

I have set a personal fundraising goal of \$[insert amount], and I need your help to reach it! So no, I’m not asking you to take the Plunge alongside, but instead, I am asking if you will make a donation to Special Olympics Maryland on behalf of me taking the 2010 MSP Plunge. Any amount would be appreciated – it all goes to a wonderful cause, and every little bit gets me that much closer to my goal.

In order to support my Plunge, please visit www.plungemd.com and click “Sponsor a Plunger.” Type in my name, which will take you to my personal fundraising page, and give you the option of making a donation online via credit or debit card.

If you prefer mail, you can make a check payable to “SOMD” and return it to me at [insert address], or you can mail it directly to their office at SOMD / 513 Progress Drive, Suite P / Linthicum, MD 21090. If you do it this way, please be sure to include my name in the memo area so that the staff will know where to credit the contribution.

If you want to learn more about this wacky winter event, visit www.plungemd.com to find out all the chilly details. Think warm thoughts for me as January 30 approaches. I will do my best to “Be the Bear” and make my supporters proud!

Thank you!!!

[Plunger Name]