

CORPORATE FUNDRAISING EMAIL OUTREACH



Email is an incredibly effective fundraising tool and is a great way to spread the word about your Plunge, ask others to join your team, and ask for donations.

Tips

- Make it personal: Tell the story of your company's decision to participate in the Plunge. Share with others why you are making it your mission to spread inclusion in the workplace and beyond.
- If your company has Plunged before, share a few pictures!
- Have fun with it! Make a contest or game out of it: maybe the first person to donate or the largest donation gets a gift from your company or from the CEO.
- Follow-up. Be sure to say thank you to donors after they make their donation, and again after you take the Plunge. Send them a picture of you Plunging with the results from the event.

Sample text to get you started...

Hi *[Friend, Colleague, Business Partner]*,

*Here at **[Company Name]** we believe in the power of inclusion. That's why **[number]** of our employees have committed to being bold and getting cold this winter and are taking the Polar Plunge on **[date]**! We've decided to take the Plunge for Special Olympics MA this year because we believe that inclusion doesn't just end in the workplace... it should be practiced everywhere. You can support our Plunge several ways. The best and easiest is to visit our Polar Plunge page at [PolarPlungeMA.org/\(personal url\)](https://PolarPlungeMA.org/(personal url)). You can check out this page to see our company fundraising goal, money raised, and a photo of us after the Plunge!*

If you can't support our Plunge through a donation, why not consider joining us in taking the Plunge!? You can join our team online at [PolarPlungeMA.org/\(personal url\)](https://PolarPlungeMA.org/(personal url))! or register on your own. Have questions!? Don't hesitate to reach out.