

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 to your cause.

Tips

- Make it personal: Tell your story. Share with others why you participate, whether it's because you're Plunging for fun or because you love Special Olympics Massachusetts (or both!)
- If you've Plunged before, share a picture of your previous jump!
- If it's your first time, share your nerves and excitement!
- 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 you!
- 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]*,

I'm being bold and getting cold this winter at the [\[location\]](#) Polar Plunge on [\[date\]](#)! I've decided to take the Plunge for Special Olympics MA this year because I believe that inclusion should be practiced and celebrated on and off the field. You can support my Plunge several ways... The best and easiest is to visit [PolarPlungeMA.org](#) and donate online. My personal page can be found at [PlungeMA.org/\(personal url\)*](#). You can check this page to see my goal, money raised, and a photo of me after the Plunge!*

If you can't support my Plunge through a donation, why not consider joining me in taking the Plunge!? You can join my team online at [PolarPlungeMA.org/\(personal url\)*](#)! Have questions!? Don't hesitate to reach out and ask about my Plunge journey.*