CHICAGO POLAR PLUNGE  
MARCH 3, 2019

HOW TO CREATE A TEAM: A STEP-BY-STEP GUIDE

The 19th Annual Chicago Polar Plunge is the largest fundraiser of the year for Special Olympics Chicago. On March 3rd, 2019, thousands of people will brave the chilly water of Lake Michigan to raise money for activities, food, uniforms, and transportation for more than 7,500 athletes in Chicago. In 2018, the Chicago Polar Plunge attracted 5,200 plungers. The plunge has garnered national attention and attracted several celebrities over the years, including Lady Gaga, Jimmy Fallon, Dax Shepard, former Chicago Bears Brian Urlacher and Otis Wilson, and the cast members of Chicago Fire and Chicago PD, just to name a few.

5 EASY STEPS TO CREATE A PLUNGE TEAM

The Chicago Polar Plunge has become THE event of winter, with corporate, community and school teams participating. Getting started is easy with these five steps:

**STEP 1:** Choose a captain and recruit – set a goal for the number of team members and the amount of money you want to raise – aim high!

**STEP 2:** Choose your Team Name

**STEP 3:** Register and create your Team Page at: chicagopolarplunge.org. (Available November 27th) It’s then quick and easy for individuals to “join the team” - and they’ll receive a link to their own personal page, which they can send to their network for secure tax-deductible donations online.

**STEP 4:** Motivate your team members to fundraise! Stay in contact with your teammates and provide ideas and encouragement along the way.

**STEP 5:** Show up and plunge!

Contact Nathalie Hill (nathalie.hill@sochiicago.org), to help recruit and build your Team. She is your right-hand to ensuring your team is having fun and transforming lives – our athletes’ and your own!

*There is NO registration fee to participate! Plungers need to fundraise a minimum of $200 and will receive the following as a thank you:* 

Free parking at Lincoln Park Zoo, free food at the Meltdown Party, free t-shirt & towel, free picture downloads

NEW THIS YEAR: High School students and younger may register as a “School Plunger” with a reduced fundraising minimum of $100 per student plunger. Be a part of the “High School Challenge” to show your support for Special Olympics Chicago.

TOP 3 REASONS TO GET YOUR COMPANY INVOLVED

**TEAM BUILDING** - Create camaraderie and service for all

**SERVICE** - Give back to your community by raising funds for a great cause.

**FUN!** - Directly contribute to the growth of programs enjoyed by more than 7,500 Special Olympics Chicago athletes!
RAISE BIG, WIN BIG

PRIZES are awarded to:
1. Top 3 individual fundraisers
2. Best team costume
3. Best 3 individual costumes
4. Highest fundraising team

FUNDRAISING TIPS

HERE ARE A FEW IDEAS TO HELP YOU ACHIEVE YOUR GOALS.

Amp up your team total by hosting a fundraising event in Jan/Feb: Bake sales, used book sales, winter chili / pie / BBQ cook off, sports brackets or pools, happy hour at local bar, etc.

Employ the “BUDDY SYSTEM” – for everyone who joins the team, challenge them to find a buddy to plunge with, be it a co-worker, spouse, roommate, friend, etc.

Think BIG – Invite friends, family and neighbors. This is a bonding experience like never before!

Make a goal of at least 20 people! When you do, we provide complimentary round-trip bus, ensuring your participation is a sociable and safe outing. E-mail nathalie.hill@sochicago.org for more details.

Provide your own incentives for the teammates who raise the most funds – restaurant gift certificates, small cash prize, etc.

Remind your team of the amazing prizes: top 3 individual fundraisers, best 3 costumes, best team costume and highest fundraising team.

FOR MORE INFORMATION:
Email: Polarplunge@sochicago.org • Call: 312-527-3743 • Visit: chicagopolarplunge.org