

PENGUIN PLUNGE FUNDRAISING GUIDE

Fundraising 101

KNOW YOUR "WHY"

Remember that you're participating in the #PenguinPlunge to support year-round sports, health and wellness programs that build longer, happier, healthier lives for people across CT with intellectual disabilities

HAVE FUN AND BE PREPARED

The best fundraisers have fun and get creative while doing it. Think of all the fun ways you could ask for donations and what you can give your donors in return to say thank you.

BUILD YOUR LIST

Make a list of everyone you can reach out to. Start with friends and family and then include neighbors, coworkers, customers and social groups. Think about the best way to contact everyone. It may differ for each group!

FOLLOW UP OFTEN

We're all busy and people may forget about your fundraising goal if you only ask once. Don't be afraid to follow up every 4-5 days and tell them how much you value their support of Special Olympics CT.

Sample Social Post

(Copy and paste this text)

I'm taking the #PenguinPlunge for Special Olympics Connecticut! Help me reach my fundraising goal and transform the lives of over 10,000 athletes across CT!

Don't forget to include the link to your personal fundraising page!

What to post about?

#1 - Have you plunged before?

Post a throwback picture of your past plunge! Include why you are plunging again and ask for donations

#2 - Share your story!

Let everyone know why you're plunging for the first time and be specific about your fundraising goal

#3 - Shout out!

Tag your donors when they make a donation as a nice way to thank them and spread the message about your plunge

Fundraising Toolbox

There is more than one way to ask for a donation!

- Video Chat
- Email
- DM on Instagram
- Facebook message
- Text or phone call
- Social media post
- Write a letter or card

Quick Links

Mail checks and offline donations to:
Special Olympics Connecticut
2666 State Street, Suite 1
Hamden, CT 06517



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