



**Special  
Olympics**  
Connecticut

# PENGUIN PLUNGE

# PENGUIN TOOLKIT



# Welcome



# PENGUIN PLUNGE

We want to extend a big thank you for joining us as a participant in the Penguin Plunge to benefit Special Olympics Connecticut. Your commitment to supporting SOCT is making a real difference in the lives of individuals with intellectual disabilities. With nearly 14,000 athletes in the state, your support is crucial in ensuring that they have access to the programs and opportunities they need to thrive.

Through Special Olympics Connecticut's year-round programs, athletes are able to develop important skills such as teamwork, leadership, and self-confidence, all while improving their physical and mental health. We're excited to share with you tips and tricks to help you hit your fundraising goals, as well as provide you with important information about the event and the crucial programs provided by SOCT. Thank you again for your support and dedication to making a difference in the lives of individuals with intellectual disabilities.



# Social Media Content



We have designed content that you can copy and paste onto your social media accounts! Sharing that you are participating in the Penguin Plunge is a great way to fundraise using your network to support you! Don't forget to tag @SpecialOlympicsCT and use hashtag #PenguinPlungeSOCT.

## Facebook Post

Hey friends! 🐧 I'm participating in the Penguin Plunge to raise money for Special Olympics Connecticut — and yes, I'll be jumping into icy water to support athletes with intellectual disabilities! ❄️🏆

This cause means a lot to me, and I'd love your support. Every donation helps provide sports, health, and leadership programs to thousands of amazing athletes.

💖 My goal: [insert amount]

📱 Donate here: [insert link]

Let's make a splash together! #PenguinPlungeSOCT #SpecialOlympicsCT #FundraisingForInclusion #SOCT

## Facebook Post

🐧 I'm Taking the Plunge for Inclusion!

This winter, I'm joining the Penguin Plunge to support Special Olympics Connecticut — and yes, that means jumping into freezing water for a cause I care deeply about! ❄️

I'm raising funds to help thousands of athletes with intellectual disabilities gain access to sports, health programs, and leadership opportunities. Every dollar makes a difference!

🌟 My Goal: [Insert your fundraising goal]

🗣️ Why I Plunge: [Insert your personal reason or story]

📱 Donate Here: [Insert your fundraising link]

Let's make waves together! Your support helps create a more inclusive world, one splash at a time. 🏆


#PenguinPlungeSOCT #SpecialOlympicsCT #FundraisingForInclusion #TakeThePlunge #SOCT


# Social Media Content



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## Instagram Post


 [Include a photo of you in plunge gear or past event]

 I'm taking the #PenguinPlunge with @SpecialOlympicsCT to support athletes with intellectual disabilities!

Yes, I'll be jumping into icy waters — and it's all for inclusion, empowerment, and joy. ❄️🏆

🌟 Help me reach my goal of [insert amount]!

 Donate here: [insert link & add to your bio]

 Every dollar makes a splash!


#PenguinPlungeSOCT #SpecialOlympicsCT #FundraisingForInclusion #TakeThePlunge #SOCT

## LinkedIn Post

I'm proud to be participating in the Penguin Plunge to support Special Olympics Connecticut — an organization that empowers individuals with intellectual disabilities through sports, health, and leadership programs.

This peer-to-peer fundraiser is more than just a cold plunge — it's a commitment to inclusion and opportunity.

 My goal: [insert fundraising goal]

 Donate: [insert link]

 Let's make a meaningful impact together.

#PenguinPlungeSOCT #SpecialOlympicsCT #PenguinPlunge #InclusionMatters

#CorporateSocialResponsibility #FundraisingForGood

# Email Content



We have designed content that you can copy and paste to your email contacts! Sharing that you are participating in the Penguin Plunge is a great way to fundraise using your network to support you!

## Email #1

Subject: I'm Taking the Penguin Plunge — Will You Support Me?

Hi [Name],

I'm participating in the Penguin Plunge to raise funds for Special Olympics Connecticut, and yes — I'll be jumping into freezing water to show my support!

This cause means a lot to me because it helps thousands of athletes with intellectual disabilities gain access to sports, health services, and leadership programs.

♥ My goal is to raise [insert amount], and I'd be so grateful for your support.

👉 You can donate here: [insert link]

Every dollar makes a difference. Thank you for helping me make a splash for inclusion!

Warmly,

[insert name]

## Email #2

Subject: Help Me Take the Plunge for Special Olympics CT! 🐧❄️

Hi [Recipient's Name],

I'm excited to share that I'll be participating in the Penguin Plunge to support Special Olympics Connecticut — and yes, that means jumping into icy water to raise funds for an incredible cause!

Special Olympics CT empowers thousands of athletes with intellectual disabilities through sports, health programs, and leadership opportunities. Every dollar raised helps provide life-changing experiences for these amazing individuals.

♥ My fundraising goal: [Insert your goal]

👉 Donate here: [Insert your personal fundraising link]

Your support means the world to me — and to the athletes who benefit from these programs. Whether it's \$5 or \$50, every contribution helps make a splash for inclusion!

Thank you for helping me take the plunge!

Warmly,

[insert name]

# Setting a Fundraising Goal

We appreciate your commitment to making a positive impact in our community. As you prepare for your Penguin Plunge experience, it's important to stay motivated and focused on your fundraising efforts. Here are a few strategies that can help you set realistic goals and achieve them:



**Break Your Goal into Smaller Targets:** Set smaller, achievable fundraising goals that add up to your overall target. For example, if your target is \$1,000, aim to raise \$250 each week leading up to the event.

**Leverage Your Network:** Reach out to your network of friends, family, colleagues, and acquaintances to ask for their support. Be sure to share why this cause is important to you and how their donation can make a difference.

**Share Your Progress:** Regularly update your supporters on your fundraising progress through social media posts, emails, or text messages. This will help you stay accountable and motivate others to contribute to your efforts.

Remember, every dollar counts, and together we can make a significant impact. We're grateful for your support and dedication to our cause. If you have any questions or need assistance, please don't hesitate to reach out to our team.



# PENGUIN PLUNGE

“Special Olympics helps me to stay active and I can talk with my teammates while doing our sports, and then I become friends with them, too!”

Carly S.  
SOCT Athlete &  
Global Messenger



# Fundraising Tips & Tricks



Remember, every dollar counts and no donation is too small. Your efforts will make a significant impact on our cause and help us make a difference in the lives of thousands of athletes with intellectual disabilities across the state.

## Share Your Personal Story

People are more likely to donate when they feel a personal connection to the cause. Share why this cause is important to you and how it has affected your life.

## Set a Fundraising Goal

Setting a goal can help you stay motivated and give potential donors an idea of how much you are trying to raise. Be specific and realistic when setting your goal.

## Highlight the Impact

Talk about the positive impact that Special Olympics Connecticut has on individuals with intellectual disabilities. Share stories of athletes who have overcome challenges and achieved their goals thanks to our programs.

## Utilize Social Media

Social media is a powerful tool for spreading awareness and raising funds. Share your personal fundraising page on all your social media platforms and encourage your friends and family to do the same.

## Offer Incentives

Offer a small incentive for reaching certain donation milestones, such as a personalized thank-you note or a shout-out on social media.

## Get Creative

Think outside the box and come up with unique fundraising ideas that align with your personal interests and passions.

## Thank Donors

Always express gratitude for their support, whether or not they end up making a donation. Building relationships with donors is essential for long-term success.

## RAISE \$1,000 IN 8 SIMPLE STEPS

1

Sponsor yourself for \$50

2

Ask 4 family members to contribute \$50

3

Ask 5 co-workers to contribute \$20

4

Ask 5 people from your social group or church to donate \$20

5

Ask 10 people who follow you on social media to donate \$20

6

Ask 3 professional contacts to donate \$50

7

Ask 5 businesses that you visit frequently to donate \$20

8

Ask 5 friends to contribute \$20



Raise \$150+



Raise \$350+



Raise \$500+

[www.soct.org/plunge](http://www.soct.org/plunge)





# Donation Impact

Your fundraising in support of Special Olympics Connecticut accomplishes so much more than getting you to jump into freezing cold water! No matter your donation size or total fundraising amount, you are making a difference in the lives of nearly 14,000 Special Olympics Connecticut athletes across the state.

<b>\$2.50</b> provides a first place athlete with a gold medal at an SOCT competition.	<b>\$5</b> provides a meal to an athlete at an SOCT competition.
<b>\$10</b> provides a hearing screening and hearing aids to an SOCT athlete.	<b>\$15</b> provides a non-invasive dental screening, hygiene education, toothbrush, toothpaste and mouth guard to an SOCT athlete.
<b>\$20</b> provides physical therapy screening and stretch/exercise coaching to an SOCT athlete.	<b>\$30</b> puts a child through an 8 week SOCT Young Athletes season.
<b>\$45</b> sends a coach to SOCT's Sports Academy training program.	<b>\$60</b> provides an eye examination and a pair of glasses to 2 SOCT athletes.
<b>\$100</b> sends a Unified Pair to SOCT's Athlete Leadership Program (ALPs University).	<b>\$250</b> implements a Respect Campaign into a school, business or organization.
<b>\$300</b> provides necessary equipment for an entire Young Athletes season.	<b>\$500</b> provides funding to start a new Special Olympics Connecticut Local Program.



# PENGUIN PLUNGE

**"Special Olympics expanded my horizons!"**

Karla F.  
SOCT Athlete &  
Global Messenger





**Special  
Olympics**  
Connecticut

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## Contact

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**Special Olympics**  
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