

Fundraising Guide

KNOW YOUR "WHY"

Remember that you're participating in the #PenguinPlungeSOCT 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 contact. Start with friends and family and then include neighbors, coworkers, customers, and social groups. Think about the best way to reach everyone. It may be different 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 Media Post

I'm taking the #PenguinPlunge for Special Olympics Connecticut! Help me reach my fundraising goal and transform the lives of nearly 14,000 participants 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 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