Fundraising Tips

## **PLUNGE. FREEZE. REPEAT.**

Getting Freezin’ for a Reason will be the Coolest thing you’ll do all year!

Each participant must raise a minimum of $50 by event day to be able to plunge.

1. **Most Successful Idea:** Email your friends, family and business contacts. Include a link to your personal or team fundraising web page where they can make a donation online.
2. **Make your personal contribution first:** Set the bar for others! Donate to yourself!
3. **Matching Funds:** Ask your employer about matching funds and encourage your supporters to do the same.
4. **Follow Up:**  Always follow up every so often, via phone and/or email.  People will appreciate the reminder.
5. **Send Thank You’s:** Always send thank you letters/emails to all donors. It’s a good idea to include a picture of your plunge so they remember you next year and the total you raised.

**SOCIAL MEDIA WILL HELP YOU FUNDRAISE!**

**Facebook:**

* Like us! – Share a post from our page.
* Utilize all the social media resources from Donor Drive’s fundraising page to help you spread the word!
* Make your Plunge an event on Facebook. Invite friends to support your fundraising efforts and let the invite be a reminder to them.
* Update your status! – Share why you are plunging and what your goal is.
* If you have plunged before, let your pictures do the talking! – Post pictures from the plunge or use the Polar Plunge Bear on our website [www.laso.org/polarplunge](http://www.laso.org/polarplunge) as your profile picture!
* Set your profile/timeline photo to a picture related to the Plunge. If you don’t have a plunge picture, post a picture of the costume you will be wearing or use the logo on our website, [www.laso.org/polarplunge](http://www.laso.org/polarplunge)!
* Shout outs! – Post a shout out to your donors when they pledge! (Unless they request to remain anonymous.)
* Don’t forget to invite others to take the plunge with you!

**Twitter:**

* Follow us! - @SOLouisiana
* Retweet a tweet from @SOLouisiana to your followers!
* Upload Plunge photos! If you’re a rookie, tweet a picture of your costume or a picture of the Polar Plunge Bear from our website.
* Tweet for support!
* Create trivial tweets to gain interest from your followers! – Like Plunge questions or Facts. (You can refer to the FAQ’s on the website for ideas!)

**Instagram:**

* Post pictures of a Plunge you have participated in before or use the Polar Plunge Bear on our website!

**HOW TO RAISE $400 IN 10 DAYS**

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| **Day#** | **Who to ask** | **$** |
| 1 | Add a personal contribution of $20 | $20 |
| 2 | Ask 3 family members to match your personal contribution of $20 | $60 |
| 3 | Ask your best friend to sponsor you for $20 | $20 |
| 4 | Ask your boss for a company contribution of $20 | $20 |
| 5 | Ask 4 local friends to sponsor you for $10 each | $40 |
| 6 | Ask 4 out of town friends to sponsor you for $10 each | $40 |
| 7 | Ask 4 businesses you frequently visit to sponsor you for $10 each (Doctor, dentist, hair dresser, banker, coach, teacher) | $40 |
| 8 | Ask 4 co-workers to sponsor you for $10 each | $40 |
| 9 | Ask 4 neighbors to sponsor you for $10 each | $40 |
| 10 | Ask 8 people from your church or social team to sponsor you for $10 each. | $80 |
| ☺ | **CONGRATS! YOU’VE JUST FUNRAISED:**  **🡪** | **$400** |