



THE LAW ENFORCEMENT TORCH RUN

POLAR PLUNGE®

IN SUPPORT OF SPECIAL OLYMPICS ALBERTA

PLUNGE PARTICIPANT FUNDRAISING TOOLKIT




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FUNDRAISING SOCIAL SHARING

Utilize your social platforms to reach out to your friends and family when asking for donations. Make sure that you share the link to your Individual Plunge Page in your posts, so it's super easy for people to donate right to your page.

Find this symbol  on your Plunge Page to share your link!

TIPS & SAMPLES

Make your Plunge posts pop! Share photos or videos of yourself braving the cold winter, taking the leap, or gearing up in your best costume. Share your story and let people know why YOU will take the Plunge!


Example 1 – I'm plunging for the 3,300+ athletes across Alberta who shine on and off the playing field. Your support helps keep sports programs going year-round!
#PlungeAB #FreezinForARreason #AlbertaLETR
#SpecialOAlberta

Example 2 – This year, I'm braving the cold to hit my fundraising goal and support Special Olympics Alberta athletes. Every dollar helps open the door to sport and inclusion!
#PlungeAB #FreezinForARreason #AlbertaLETR
#SpecialOAlberta

FOLLOW US AND SHARE

Follow us for the latest updates and reminders and tag the LETR and Special Olympics Alberta in your posts for ease of resharing and reposting!

 @albertaletr

 Alberta Law Enforcement
Torch Run for Special Olympics

 @specialoalberta

 Special Olympics Alberta



**Special
Olympics**
Alberta





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FUNDRAISING EMAIL OUTREACH

Email is an incredibly effective fundraising tool and is a great way to spread the word about your Plunge, ask others to join your team and ask for donations to your cause.

IDEAS AND INSPIRATION

When asking for donations, keep it personal and fun—share why you're plunging, include a photo or story, and make it engaging with a little contest or costume challenge. Be sure to thank donors right after they give (you can use the free e-cards on the registration site) and follow up after the Plunge with a photo and update. **Here is a sample email to get you started:**

Hello,

I'm taking part in the 2026 [Insert Location] Polar Plunge in support of Special Olympics Alberta!

You can support me in a few ways:

- Donate online through my Plunge page: [Insert Website Link] – you'll see my fundraising goal and progress right up until I take the plunge!
- Join the fun – register online through my page to be part of my team and take the Plunge with me.

To learn more about the Polar Plunge and Special Olympics Alberta:

<https://www.specialolympics.ab.ca/sponsors-donors/law-enforcement-torch-run>

Thank you so much for your support—it means a lot!



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**HELP ME FILL MY BOARD TO RAISE \$100.00
FOR SPECIAL OLYMPICS ALBERTA – THANK YOU**

\$4

\$3

\$5

\$10

\$7

\$5

\$4

\$6

\$8

\$3

\$5

\$15

\$3

\$7

\$9

\$6



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HOW TO RAISE \$250 IN 7 DAYS

| DAY | THE ASK | TOTAL PER DAY | GRAND TOTAL |
|-----|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|-------------|
| 1 | Kick start your fundraising by adding a personal contribution of \$20.00 | \$20 | \$20 |
| 2 | Send an email to five friends asking for a \$10.00 donation. Don't forget to ask them to take the Plunge with you! | \$50 | \$70 |
| 3 | Send an email or text to three family members asking for a \$15 donation each. | \$45 | \$115 |
| 4 | Post on social media and tell your followers if they help you raise \$35 in one day, you'll let them pick your Plunge costume! | \$35 | \$150 |
| 5 | Ask three neighbors or coworkers for a \$10 donation each. | \$40 | \$180 |
| 6 | Ask five people at your favorite restaurant, coffee shop, or community hangout for \$5 each. | \$25 | \$205 |
| 7 | Ask your best friend or significant other for a \$20 donation—and invite them to join your Plunge team! Then top it off with a final \$45 personal contribution to hit your goal. | \$45 | \$250 |



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HOW TO RAISE \$500 IN 10 DAYS

| DAY | THE ASK | TOTAL PER DAY | GRAND TOTAL |
|-----|------------------------------------------------------------------------------------------------------------------------------------------|---------------|-------------|
| 1 | Kick start your fundraising by adding a personal contributions of \$25.00 | \$25 | \$25 |
| 2 | Ask three family members to match your personal donation of \$25.00 | \$75 | \$100 |
| 3 | Ask your best friend to donate \$25.00 | \$25 | \$125 |
| 4 | Ask your boss for \$25.00 - Don't forget to ask if they have corporate matching! | \$25 | \$150 |
| 5 | Ask five friends to donate \$10 each | \$50 | \$200 |
| 6 | Ask five more friends to donate \$10 each | \$50 | \$250 |
| 7 | Ask five businesses that you frequent to donate \$10 each. | \$50 | \$300 |
| 8 | Ask five co-workers to donate \$10 each. | \$50 | \$350 |
| 9 | Ask five neighbors to donate \$10 each. | \$50 | \$400 |
| 10 | Post on social media pages and tell your followers you will wear the costume of their choice if they help you raise \$100.00 in one day! | \$100 | \$500 |