



# FUNDRAISING EMAIL OUTREACH

Let's start spreading the word! 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 or to ask for donations to your cause. Make sure you.....

- Make it personal: Tell your story. Share with others why you participate, whether it's because you're Plunging for fun or because it's important to support Special Olympics DC athletes.
- If you've plunged before, share a picture of your previous jump! If it's your first time, share your nerves and excitement!
- Have fun with it! Make a contest or game out of it: maybe the first person to donate or the largest donation gets a gift from you or chooses your costume!

## SAMPLE EMAILS

"You can support my Plunge several ways. The best and easiest way is to visit [dcplunge.org](http://dcplunge.org) and donate online. My personal page can be found at [\(personal url\)](#). You can check this page to see my goal, money raised and a photo of me after the Plunge!

If you can't support my Plunge through a donation, why not consider joining me in taking the Plunge? You can join my team online at [\(personal url\)](#)! To learn more about the Polar Plunge and Special Olympics DC, visit [dcplunge.org](http://dcplunge.org)"

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"I'm participating in the Special Olympics DC Polar Bear Plunge at Yards Park for the athletes of Special Olympics DC! One of my favorite parts about Plunging is the [ favorite part about the Plunge ]!

I am looking forward to Plunging again this winter, but your support for my campaign and the athletes is what means the most. Your support allows the athletes of Special Olympics DC to participate in the sports, health and inclusion programs that mean so much at no cost to them. Click the link below to donate to my fundraising page, and thank you for your support!"

**DCPOLARPLUNGE.ORG**

