



# MARCH 27, 2021

## FUNDRAISING

# EMAIL OUTREACH

Email is a great way to ask friends and family for donations to support your run and the 26,000 athletes of Special Olympics New Jersey. We've made it easy for you...copy and paste the sample email text below and customize as much or as little as you like!

### TIPS

Make it personal: Tell your story. Share with others why you participate, whether it's because you're Plunging for fun or because you love Special Olympics New Jersey.

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!

Follow-up. Be sure to say thank you to donors after they make their donation, and again after you take the Plunge. Send them a picture of you plunging on Plunge day..

### SAMPLE TEXT

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

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 (insert personal url)! To learn more about the Polar Bear Plunge and Special Olympics New Jersey, visit [www.PLUNGEWILDWOOD.org](http://www.PLUNGEWILDWOOD.org)

### EMAIL BANNER

Include an email banner at the bottom of your email talking about your Plunge participation. It can be a sentence or two about the Plunge or you can use the Plunge email banner icon to show potential teammates exactly what you'll be doing! You can even link the image to your personal fundraising page. Visit <https://www.plungeWILDWOOD.org/event-information/> to download a free email banner.

# WWW.PLUNGEWILDWOOD.ORG