“Donate to my Polar Plunge!” Content Calendar for Plungers

Ready to make a splash? This toolkit has everything you need to recruit teammates, raise donations, and build excitement leading up to Plunge Day. Just copy, paste, and swap in your own details wherever you see brackets. We’ve included a four-week social media calendar, ready-to-use captions, and email templates so you can spend less time writing and more time fundraising for Special Olympics Alaska.

A quick note on Instagram: Links in feed post captions aren’t clickable, so skip the URL and use a call-to-action like “Visit the link in my bio!” Instead, add your unique Polar Plunge link to your profile: go to “Settings,” then “Edit Profile.” Links are clickable on Instagram Stories through the link button. Once the Plunge is over, remember to remove the link from your bio.

Don’t forget to tag Special Olympics Alaska (@specialolymak) in your posts!

Four-week social media content calendar

Week 1: I’m Taking the Plunge!

Goal: Announce your team and invite friends to join.

- Creative: A photo from a previous year’s plunge
- Caption: I’m taking the plunge! Are you brave enough to join me? Spectators on dry land are welcome too!

Week 2: This Is Why I Plunge

Goal: Share your personal connection to the cause.

- Creative: A selfie-style video explaining why you’re plunging for Special Olympics Alaska. Invite viewers to join your team or donate to your plunge.
- Caption: This is why I plunge for @specialolymak. Join my team or donate using the link in my bio!

Week 3: Let’s Make Alaska More Inclusive for Everyone

Goal: Connect the plunge to the mission.

- Creative: A memory from a Special Olympics Alaska event
- Caption: Special Olympics Alaska provides year-round sports training and competition for 2,000 athletes across the state. Fundraisers like the Polar Plunge help keep participation completely free for athletes. If you believe in a more inclusive Alaska and the power of sport, be brave and take the plunge with me!

Week 4: Final Push

Goal: Drive last-minute donations.

- Creative: A screenshot of your team’s fundraising leaderboard
- Caption: We’re so close to our fundraising goal of $X! Please consider donating $5 to our plunge. Every dollar helps!

In the Days Before the Plunge

Goal: Build excitement and momentum.

- Countdown: Share a countdown with friends and family: “Just X days until we plunge!”
- Meet the Plunge Team: Share photos of your friends, family, and coworkers joining your team.
- Costume Challenge: Let your top donor choose your plunge costume!

Additional Ready-to-use social media captions

Week 1: Join my team!

I’m doing something a little crazy for an incredible cause! I’m taking the Polar Plunge for Special Olympics Alaska, and I need some brave friends to join me! Not ready for the cold? You can still support our team with a donation. Every dollar helps athletes across Alaska.

Join or donate: [TEAM LINK]

Week 2: Why I’m plunging

A few seconds of freezing cold water can make a lasting difference! 🔴 I’m plunging to support Special Olympics Alaska athletes and the opportunities they have to compete, build friendships, and shine. Will you help me make a splash for inclusion?

Donate or join: [TEAM LINK]

Week 4: Fundraising challenge

Our team is on a mission to raise $[GOAL] for Special Olympics Alaska! 🔵 We’re getting closer, but we need your help. Can you spare $25 to support our plunge? Or better yet, join us in the water! Let’s make some waves together!

Support our team: [TEAM LINK]

Week 6: Final push

IT’S ALMOST PLUNGE TIME! ⚪🔵 We’re getting ready to plunge into freezing water for Special Olympics Alaska! There’s still time to support our team. Help us finish strong with a donation, and wish us luck — we’re going to need it!

Donate here: [TEAM LINK]

Ready-to-send email templates

Recruit teammates

Subject: Will you take the Polar Plunge with me?

Hey [NAME]!

I’m taking the Polar Plunge for Special Olympics Alaska, and I’d love for you to join my team!

We're jumping into freezing water to help support sports, friendships, and opportunities for children and adults with intellectual disabilities across Alaska.

It's going to be cold, hilarious, and totally worth it!

Not interested in plunging? No worries! You can still make a difference by donating to our team.

Join or donate here: [TEAM LINK]

Hope you'll be part of it!

[YOUR NAME]

Ask for donations

Subject: Can you help me make a splash for Special Olympics Alaska?

Hi [NAME],

I'm getting ready to take the Polar Plunge for Special Olympics Alaska!

Our team has a goal of raising $[GOAL] to help provide year-round sports training and competition opportunities for athletes across Alaska.

Would you consider making a donation of $25, $50, or any amount that's meaningful to you?

Every gift helps, and your support would mean a lot to me!

Donate here: [TEAM LINK]

Thank you for cheering us on!

[YOUR NAME]

Final fundraising push

Subject: I'm about to freeze for inclusion!

Hey [NAME]!

Plunge Day is almost here, and I'm getting ready to plunge into some seriously cold water!

Our team has raised $[AMOUNT] toward our $[GOAL] goal for Special Olympics Alaska, and we're hoping to finish strong.

If you've been thinking about donating, now is the perfect time! Even $10 or $25 can help us get closer.

Support our team: [TEAM LINK]

Thanks for helping us turn one cold plunge into an incredibly warm impact!

[YOUR NAME]

Additional engagement ideas

- Team challenge: Ask each teammate to recruit one more plunger.
- Donation challenge: If 10 friends donate $25, we'll raise another $250!
- Friendly competition: Challenge another team to see who can raise the most.
- Video challenge: Film a 15-second video explaining why you're plunging.
- Matching gift: Ask an employer or local business to match donations.
- Donor appreciation: Post a thank-you video after Plunge Day.