

PAPER PENGUINS

Create and sell Paper Penguins for \$1 each. Ask your employer, dry cleaner, or your favorite local hangout to sell and post them on the walls, windows, the ceiling – wherever you can find room!

USE PRE-EXISTING EVENTS

Already have an established event planned? A dinner with friends? Use it as an opportunity to recruit more people to join your team or add a fundraising component to increase your team total.

HOST A PLUNGE PARTY / RECRUITMENT EVENT

Contact a local restaurant to see if they will help you host a penguin or plunge themed night. If you are a business owner, host one yourself! Set up a recruitment table for patrons to join your team and donate a portion of proceeds to your team fundraising totals for the Plunge.

USE SOCIAL MEDIA

Share your fundraising page in your status updates and tweets. Tag photos of your teammates in their fundraising activities. Keep your friends updated so they can track your fundraising progress.

OWN A BUSINESS? OFFER PLUNGE SPECIALS

Utilize your social media sites to drive customers to your business, and offer incentives for making a donation (ex: 10% off your purchase with a \$5 donation to the Plunge or make a Plunge donation and receive complimentary appetizer).

GET EVERYONE INVOLVED

Challenge friends, family, coworkers, classmates and customers to join your team. Offer incentives to those who participate and recruit the most plungers. Have team members vote on costumes, send weekly updates on team fundraising progress and host a team pre-party before the icy dip to keep everyone motivated.

LET THE PUBLIC KNOW YOU'RE TAKING THE PLUNGE!

Tag existing ads and promotional materials with information about how to get involved in your Plunge team. Place flyers and posters around your business, school and community to generate interest.

