

SAMPLE MESSAGING



The messaging below can be used to ask friends, family, colleagues, neighbors, etc. to consider donating. Feel free to fill in the sections highlighted in red and copy/paste the entire message, or edit it to make it more personal.

Dear Family and Friends *[or other individual/group you may be addressing]*,

This winter, I have committed to **be bold and get cold** for Special Olympics Delaware. I'm talking about the Polar Bear Plunge!

If you are wondering why I have decided to take on this challenge, I am doing it for the over 4,200 children and adults with intellectual disabilities who participate in Special Olympics programming here in Delaware.

The funds raised from the Polar Bear Plunge help Special Olympics Delaware provide people of all abilities uncompromising inclusion - in sports, school, social activities, healthcare and employment.

It is because of events like these that the organization can continue to offer life-changing programs - free of charge to the athletes and their families.

[If you have a personal connection to Special Olympics, consider adding it here.]

I have set a personal fundraising goal of *[\$\$\$]*, and I need your help to reach it. I'm not asking you to take the Plunge alongside me (*unless you want to!*), but instead, I am asking if you will donate to Special Olympics Delaware to sponsor my Plunge this year. Any amount would be appreciated - it all goes to a wonderful cause!

In order to support my Plunge, please either visit my online fundraising page *[insert link]* or send a check made payable to "Special Olympics Delaware".

If you want to learn more, you can visit www.plungede.org to find out all the chilly details. Think warm thoughts for me as my Plunge approaches. I will be sure to send photos afterward!

Thank you for your support,

[Signature]