



Social Media Guide

1. Add your fundraising page link to EVERY post so your friends can easily access your page to donate or register. For Instagram, you can put your fundraising link in your profile.
2. Make sure you are asking your friends to do something. Use words like, "Donate now," "Share this," or "View my fundraising page." Remember that you have to be specific to get results.
3. Thank each of your friends on their pages. You never know who else is going to read their page and possibly donate to you.
4. Have fun and make it personal.
5. If you have teammates on your social media channels, tag or message them to create healthy competition.
6. Use the @ symbol to tag your friends. Just type @ in front of someone's name in your post.
7. Don't just use posts to talk about your fundraising goal. Message everyone you know! Spread the word with messages, chat, etc.
8. Why are you fundraising for Special Olympics? Share your story with your friends, and let them know why you are raising funds and awareness for the athletes.

Imagery

[Download a 2024 Polar Plunge social media graphic](#)

Sample Fundraising Messages

I am freezin' for a reason at the Santa Barbara Polar Plunge on June 2nd to raise funds and awareness for Special Olympics athletes. Donate today and make a difference! (Insert personal link) #SBPlunge

Your donation can change the lives of thousands of people with intellectual disabilities in Southern California. Support me as I take the Polar Plunge for Special Olympics Santa Barbara County. (insert personal link) #SBPlunge

Sample Join Fundraising Messages

I am freezin' for a reason at the Polar Plunge at Leadbetter Beach to raise funds for Special Olympics! Join me at (insert website link) #SBPlunge

Who's ready to raise money for a great cause? Join me in fundraising for the Polar Plunge at Leadbetter Beach to support the Special Olympics Southern California. (insert website link) #SBPlunge

Sample Thank You Messages

Thank you (insert donor's name) for supporting Special Olympics. Your gift makes a big difference! (insert personal link) #SBPlunge

Thank you (insert donor's name) for supporting me as I plunge for Special Olympics. Together, we can help make a difference in the lives of children and adults with intellectual disabilities. (insert personal link) #SBPlunge