

# POLAR BEAR PLUNGE

## WILDWOOD, NJ



## FUNDRAISING SOCIAL MEDIA

Utilize Facebook, Twitter, Instagram and LinkedIn to reach out to your friends and family when asking for donations. Make sure that you link your Plunge Account to your posts so it's super easy for people to donate right to you! Another important reminder: **please do not create a Facebook Fundraiser – that money won't count towards your fundraising total!**

### TIPS

Get creative! Feel free to share pictures and videos to your posts.

Have a personal story? Share it with your followers and let them know why you Plunge.

Tag Special Olympics New Jersey in your posts!



@SONewJersey



@specialolympicsnj



@SONewJersey



SONewJersey

### SAMPLE Posts

Help me support the 22,000+ athletes who participate in Special Olympics New Jersey. Please donate to my Plunge fundraising page! #PLUNGEWILDWOOD <insert link to personal Plunge fundraising page>

You can make a difference! Help me reach my fundraising goal as I Plunge for Special Olympics New Jersey. #PLUNGEWILDWOOD <insert link to personal Plunge fundraising page>

Plunge season is here! Help me support Special Olympics New Jersey by donating to my Polar Bear Plunge #PLUNGEWILDWOOD <insert link to personal Plunge fundraising page>

# WWW.PLUNGEWILDWOOD.ORG