

# Special Olympics New Hampshire

# 2026 Winter Water Sports Fundraising Toolkit

Presented by Coca-Cola Beverages Northeast

This Year's Theme: Jungle Safari – Go Wild for Inclusion!



### Welcome to the Wild!

Welcome to the **2026 Winter Water Sports**, presented by Coca-Cola Beverages Northeast! You're about to embark on the ultimate winter adventure — taking the plunge into icy waters to support Special Olympics New Hampshire athletes.

This year's Jungle Safari theme is all about **courage, teamwork, and exploration** — so grab your gear, rally your herd, and get ready to go wild for inclusion!

Your adventure has a purpose — to change lives and protect the spirit of inclusion in our jungle! Every dollar you raise fuels the heart of Special Olympics New Hampshire, powering year-round training, competition, and health programs that help athletes across the Granite State rise, roar, and reach new heights.

With the support of **Coca-Cola Beverages Northeast**, every splash you make goes even further — helping athletes discover their strength, find their roar, and thrive on and off the playing field.

So grab your gear, rally your herd, and get ready to make some waves — because your mission is nothing short of wildly impactful. \*\*

## How to Use This Toolkit

Think of this toolkit as your **survival guide to the wild world of Winter Water Sports!** Whether you're a daring Penguin Plunger, a fearless Winni Dipper, or part of a High School, Middle School, or Law Enforcement crew — this guide will help you navigate every twist, turn, and splash along the way.

**The Winter Water Sports,** presented by Coca-Cola Beverages Northeast, are a wild adventure where brave explorers take the plunge into icy waters to support Special Olympics New Hampshire. Eight jungle-themed events invite participants to roar into the cold, raise funds, and go wild for inclusion:

- Penguin Plunge February 8 (Hampton Beach)
- **High School Plunge** February 7 (Hampton Beach)
- Winni Dip March 7 (Laconia)
- Law Enforcement Dip March 7 (Laconia)
- Cool Schools Dip March 6 (Laconia)
- Mega Dip March 6–7 (Laconia)
- **DIY Plunge or Dip** Wherever your adventure takes you!

No matter which event you're part of, this toolkit is your **map and compass** — helping you plan your fundraising journey, connect with supporters, and go wild for inclusion.



## Every safari's better with a crew!

Want to take the plunge with friends? Make sure you're in the same **flock** (for Plungers) or **band of bears** (for Dippers) — that's how you're assigned to the same **wave** and hit the water together!

Teams make the adventure even better — you can fundraise together, keep each other accountable, and cheer one another on from registration to the splash zone. Create or join a team when you register, or reach out and we'll help you get started.

# 🐾 Fundraising Tips from the Jungle

## Getting Started: Create Your Fundraising Page

The fastest and easiest way to raise money is online through your **personal fundraising page**.

When you register through **Funraisin'**, a page is automatically created for you. From there, you can:

- Upload a **photo** or two (costume preview, team photo, etc.)
- Add an opening paragraph sharing why you're plunging or dipping
- Post **updates and photos** as you hit milestones

Pro Tip: Participants who personalize their page raise significantly more than those who don't — and setting a higher goal than your minimum makes a big difference!

### Fundraising 101: How to Raise \$750 in One Week

- **Day 1:** Support yourself make the first \$50 donation (your registration fee counts!)
- Day 2: Ask 4 family members to give \$50 each
- Day 3: Ask 5 coworkers to give \$10 each
- **Day 4:** Ask your employer for a \$100 company donation
- Day 5: Ask 5 neighbors to give \$10 each
- Day 6: Ask 10 friends to give \$25 each
- Day 7: Ask 5 people on social media to give \$10 each

✓ In just one week, you've raised \$750 — and earned your first incentive reward!

# Turn One Gift into a Stampede of Support: **Double or triple your impact!**

Ask your HR or personnel office if your company offers a **matching gift** program. Mail any matching gift forms with your donation to:

Special Olympics New Hampshire

PO Box 3598, Concord, NH 03302



### Tips for Going Wild with Your Fundraising

**Ready to raise some serious funds?** Whether you're a first-time adventurer or a seasoned plunger, these tips will help you swing through your fundraising goals and make a real impact for Special Olympics athletes across New Hampshire.

### Start with your story.

People give to *people*. Share why you're plunging or dipping — maybe it's for a teammate, a family member, or simply because you believe in inclusion.

### Set your goal — and aim higher!

Set a realistic starting goal, then increase it once you hit it. Fundraisers who stretch their goals tend to raise more overall.

### Go social early and often.

Don't wait until the week before your event. Post progress updates, countdowns, and photos in costume to keep your supporters engaged.

### Thank publicly, thank personally.

Tag donors on social media and thank them directly. Gratitude encourages others to give and helps you build lasting support.

### m Get your herd involved.

If you're on a team, divide up outreach — one person emails, another posts, another handles texts. Together, you'll reach more people, faster.

### T Create mini-milestones.

Celebrate every \$100, \$250, or \$500 you raise with a quick update, fun video, or shout-out. It keeps energy high all season long.

# Add your link everywhere.

Include your fundraising link in your email signature, texts, and social bios. The easier you make it to give, the more people will!

## 🐾 Think beyond the screen.

Host a small bake sale, trivia night, or casual jeans day at work — those dollars add up quickly.

## 🐾 Ask again.

People often mean to donate and forget. Send a friendly reminder, especially close to event day.

## 🌟 Say thank you — and mean it.

Follow up with donors after the event. A quick thank-you message goes a long way in keeping your supporters part of the SONH family.

# Plug-and-Play Fundraising Templates - Penguin Plunge

## Social Media Post

I'm taking the icy leap at **Hampton Beach this February** for Special Olympics New Hampshire – presented by **Coca-Cola Beverages Northeast!**This year's **Jungle Safari** theme means I'm going wild for inclusion — and I need your help to reach my goal of \$\_\_\_!

Donate here: [Fundraising link]
#GoWildForInclusion #SONH #PenguinPlunge

# Text Message

Hey [Name]! I'm braving the cold at Hampton Beach this February for Special Olympics NH's **Penguin Plunge**. Will you help me reach my \$\_\_\_ goal? Donate here: [Fundraising link] \*\(\frac{\cap}{\cap}\)

### ₩ Email

Subject: I'm plunging into the wild this February!

Hi [Name],

This February I'll be plunging into the Atlantic Ocean at Hampton Beach to support **Special Olympics New Hampshire**, presented by **Coca-Cola Beverages Northeast**.

Every dollar raised helps athletes across NH train, compete, and thrive.

Please help me reach my goal of \$\_\_\_ by donating here: [Fundraising link].

Thanks for helping me make a splash for inclusion!

— [Your Name]

# Plug-and-Play Thank You Templates - Penguin Plunge

## Social Media Post

1 did it — I took the icy leap at **Hampton Beach** for **Special Olympics New** Hampshire, presented by Coca-Cola Beverages Northeast!

Huge thanks to everyone who supported my **Jungle Safari** adventure. Together, we made a splash for inclusion and helped athletes across New Hampshire go for gold!

#GoWildForInclusion #SONH #PenguinPlunge

# Text Message

I did it! Took the plunge at Hampton Beach for Special Olympics NH 🐧 🔆 Thank you so much for donating — your support helped me make a splash for inclusion!

### **⋈** Email

**Subject:** I did it — and it was wild! **\*** 

Hi [Name],

I took the plunge at Hampton Beach, and wow — what an adventure! The water was freezing, but your support warmed my heart.

Together, we raised [amount or total if you'd like to include it] for **Special** Olympics New Hampshire, helping athletes across the state train, compete, and thrive. Thank you for believing in inclusion — and in me! Gratefully,

[Your Name]

# Plug-and-Play Fundraising Templates - Winni Dip

## Social Media Post

I'm taking a **Winni Dip** this March in Laconia — diving into icy waters to support **Special Olympics New Hampshire!** 

Our **Jungle Safari** adventure is about courage, community, and inclusion. Help me hit my \$\_\_\_ goal and make a difference!

Donate here: [Fundraising link] #GoWildForInclusion #SONH #WinniDip

# Text Message

Hey [Name]! This March I'm taking the **Winni Dip** in Laconia to support Special Olympics NH. Want to help me reach my \$ goal? [Fundraising link] **C**\*\* **5**\*\*

### **⋈** Email

Subject: I'm taking the Winni Dip for SONH!

Hi [Name],

I'm dipping into icy Lake Winnipesaukee this March to support Special Olympics New Hampshire, presented by Coca-Cola Beverages Northeast.

It's all part of the **SONH Winni Dip Jungle Safari**, and your donation helps athletes across the Granite state.

Please consider helping me reach my \$\_\_\_ goal: [Fundraising link].

Thanks for cheering me on as I dive for inclusion!

— [Your Name]

# Plug-and-Play Thank You Templates - Winni Dip

## Social Media Post

I conquered the cold at the Winni Dip in Laconia! 🔆 🖲 🇱

A huge thank-you to everyone who donated to support my **Winni Dip Jungle Safari** adventure for **Special Olympics New Hampshire**, presented by **Coca-Cola Beverages Northeast.** 

Because of you, athletes across the state can continue to shine — on and off the playing field!

#GoWildForInclusion #SONH #WinniDip

# Text Message

I survived the Winni Dip! \*\* Thanks for supporting my fundraiser for Special Olympics NH — your generosity means the world (and kept me motivated to brave the cold)! \*\* \*\*\*

### **⋈** Email

**Subject:** I took the Dip — thank you for cheering me on!

Hi [Name],

Mission complete! I took the **Winni Dip** for **Special Olympics New Hampshire** — and it was freezing, fun, and unforgettable!

Your support helped me reach my fundraising goal and make a real impact for athletes across the state.

Thank you for being part of my **Jungle Safari** adventure!

With gratitude,

[Your Name]

# Plug-and-Play Fundraising Templates - DIY

## Social Media Post

I'm going wild wherever I am! I'm doing a **DIY [Plunge/Dip]** to support **Special Olympics New Hampshire**, presented by **Coca-Cola Beverages Northeast.**I might not be at the beach or lake, but I'm still taking the icy challenge for inclusion.

➡ Help me reach my \$\_\_\_ goal here: [Fundraising link]
#GoWildForInclusion #SONH #DIYWWS

# Text Message

Hey [Name]! I'm doing a **DIY [Plunge/Dip]** for Special Olympics NH — finding my own frozen watering hole! Help me reach my \$\_\_\_ goal: [Fundraising link] **\*\*** C

### **⋈** Email

Subject: My DIY Plunge for Inclusion!

Hi [Name],

I'm joining the [Penguin Plunge/Winni Dip] Jungle Safari from home with my own DIY [Plunge/Dip]!

Every dollar I raise supports **Special Olympics New Hampshire** athletes and Unified Champion Schools.

Even from afar, we can make a big splash together!

Please help me reach my \$ goal by donating here: [Fundraising link].

Thanks for supporting inclusion — wherever the adventure takes us!

— [Your Name]

# Plug-and-Play Thank You Templates - DIY

## Social Media Post

My **DIY [Plunge/Dip]** is complete! **₩•••** 

A huge thank-you to everyone who donated and supported my [Penguin Plunge/Winni Dip] Jungle Safari adventure for Special Olympics New Hampshire, presented by Coca-Cola Beverages Northeast.

Even from afar, we made a splash together for inclusion and opportunity! > #GoWildForInclusion #SONH #DIYWWS

# Text Message

I did my DIY [Plunge/Dip]! Thanks so much for your donation — together, we're supporting athletes across NH through Special Olympics. #GoWildForInclusion

### **⋈** Email

**Subject:** I went wild for inclusion — thank you!

Hi [Name],

I completed my **DIY [Plunge/Dip]** for **Special Olympics New Hampshire**, and I couldn't have done it without you! **\*\*\*** 

Thanks to your generosity, I helped raise funds that support athletes in **training**, **competition**, **health**, **and inclusion** statewide.

I might be thawing out now, but my heart is full — thank you again for helping me make a splash!

Warmly,

[Your Name]