

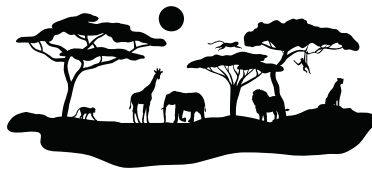


Special Olympics New Hampshire

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*. 🐾

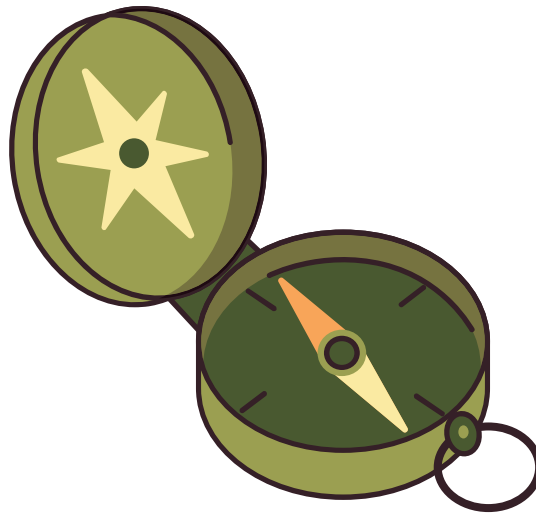
How to Use This Toolkit

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)
- **High School Dip** – March 6 (Laconia)
- **Middle School 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.

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.

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] ❄️ 

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

 I 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] 🌊❄️🐾❄️

Email

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

Hi [Name],

I'm dipping into icy **Lake Winnepesaukee** 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] ❄️🌊

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]