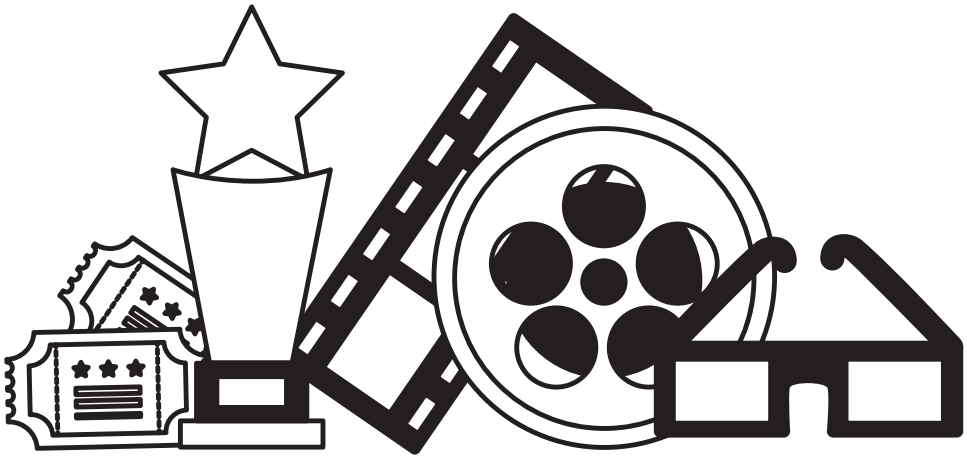


Special Olympics New Hampshire

2027 Mega Dip Fundraising Toolkit

Presented by Coca-Cola Beverages Northeast



Shine bright on the Red Carpet!

Get ready to step into the spotlight and make a splash for inclusion! This year's Red Carpet theme is all about bringing your energy, showing your support, and making the big moment count.

Your fundraising has a purpose. Every dollar raised supports Special Olympics New Hampshire athletes, helping provide year-round training, competition, and health programs across the Granite State.

Whether you're rallying friends, family, coworkers, or your community, there are plenty of ways to make an impact. Now it's your time to shine!

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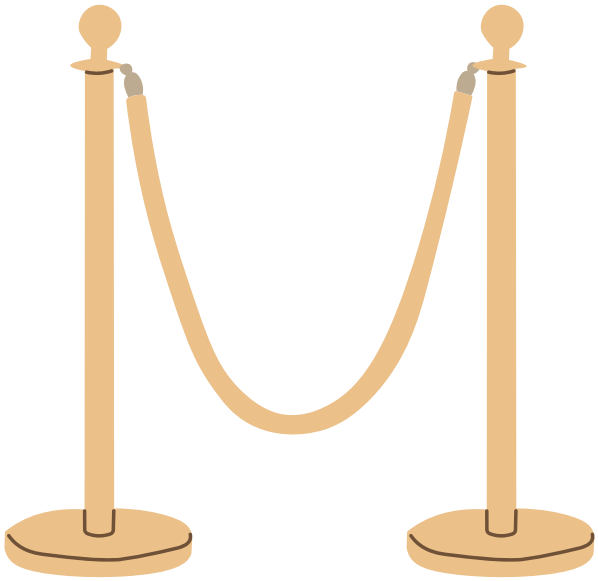
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How to Use This Toolkit

Think of this toolkit as your backstage pass to the Mega Dip! Whether you're getting in the water, taking on the cold, or rallying a team of supporters, this guide will help you take center stage and make a splash for inclusion.

Use this toolkit to plan your fundraising, rally your supporters, and make the most of your Winni Dip experience. The spotlight is yours!



Every red carpet moment is better with a team!

Want to take on the Mega Dip with friends? Make sure you're part of the same fundraising team so you can experience the event together!

A great crew makes the experience even better. Fundraise together, keep each other motivated, and cheer one another on from registration to the big splash. Create or join a team when you register, and if you need help afterward, reach out and we'll help get your crew ready for its big debut.

Get Started: Create Your Fundraising Page

When you register through Funraisin', your page is automatically created for you. Make it your own by:

- Uploading a photo of yourself, your team, or your Mega Dip plans
- Adding a short opening message about why you're participating
- Sharing updates and photos as you reach fundraising milestones
- Setting a goal that challenges you to raise more

Pro Tip: A personalized page gives supporters a reason to connect with your story and get involved. The more you share, the more opportunities you have to inspire donations!

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!*

Turn One Gift into a Show 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



Ready for your fundraising close-up?

Tell Your Story
Give people a reason to join your cause. Share why you're participating, who inspires you, or what inclusion means to you.

Set the Bar High
Start with a goal, then raise it when you reach it. Give yourself something to chase and celebrate each milestone along the way.

Work the Social Scene
Share your story, fundraising link, progress, countdowns, and behind-the-scenes moments throughout your journey. Keep your supporters in the loop and make it easy for them to give.

Rally Your Crew
Fundraising is more fun together. Ask friends, family, coworkers, and teammates to help spread the word, share your page, or host a small fundraiser.

Take It Beyond the Screen
Get creative with your fundraising. Bake sales, trivia nights, workplace fundraisers, and other events can turn your network into your biggest fan base.

Thank Your Supporters
Every donation deserves a thank-you. Recognize your supporters along the way and follow up after the event to let them know how their support made a difference.



Plug-and-Play Fundraising Templates

Kickoff Post

Social Media:

The spotlight is on! I'm officially participating in the Mega Dip to support Special Olympics New Hampshire athletes, and I'm ready to make a splash for inclusion.
My goal is to raise $[Goal], and I'd love your support along the way.
Help me reach my goal: [Fundraising Link]
#TakeTheSpotlight #SONH #WinterWaterSports

Text Message:

I'm officially taking part in the Mega Dip to support Special Olympics New Hampshire! My goal is to raise $[Goal], and I'd love your help getting there. You can support me here: [Fundraising Link]

Minimum Met, Going In!

Social Media:

I did it! I hit my fundraising minimum, which means I'm officially taking part in the Mega Dip!
Now I'm aiming even higher. Will you help me reach my full goal of $[Goal]?
Donate here: [Fundraising Link]
#TakeTheSpotlight #SONH #WinterWaterSports

Text Message:

I hit my fundraising minimum for the Mega Dip, and I'm officially in! Now I'm going for my full goal of $[Goal]. Would you help me get there? [Fundraising Link]

The "$100 Away" Push

Social Media:

I'm only $100 away from my fundraising goal for the Mega Dip!
One donation, or a few small ones, could help me close the gap and reach my goal in support of Special Olympics New Hampshire athletes.
Help me get there: [Fundraising Link]
#TakeTheSpotlight #SONH #WinterWaterSports

Text Message:

I'm just $100 away from my goal for the Mega Dip! Would you be willing to help me close the gap? [Fundraising Link]

Athlete-Focused Messaging

Social Media:

I'm participating in the Mega Dip to support athletes like [Athlete Name] as they train, compete, and thrive through Special Olympics New Hampshire.
Help me reach my goal and support athletes like [Athlete Name]: [Fundraising Link]
Learn more about their story: [Athlete Story Link]
#TakeTheSpotlight #SONH #WinterWaterSports

Text Message:

I'm participating in the Mega Dip to support Special Olympics New Hampshire athletes like [Athlete Name].
If you're able to help, here's my fundraising link: [Fundraising Link]
You can also read their story here: [Athlete Story Link]

Final Countdown

Social Media:

The final countdown to the Mega Dip is on!
I'm so close to my fundraising goal. Any support can help me cross the finish line and make an impact for Special Olympics New Hampshire athletes.
Donate here: [Fundraising Link]

Text Message:

The final countdown to the Mega Dip is on! I'm so close to my fundraising goal. If you're able to help, I'd really appreciate it: [Fundraising Link]

Thank You

Social Media:

I did it! I took part in the Mega Dip, and I couldn't have done it without you.
Thank you to everyone who supported my fundraiser and helped me take the spotlight for Special Olympics New Hampshire.
Because of you, athletes across New Hampshire can train, compete, and thrive.
#TakeTheSpotlight #SONH #WinterWaterSports

Text Message:

I did it! I took part in the Mega Dip.
Thank you so much for supporting my fundraiser for Special Olympics New Hampshire. Your support is helping athletes across the state train, compete, and thrive!

Plug-and-Play Email Templates

1. Fundraising Kickoff Email

Subject: The spotlight is on! I'm fundraising for the Mega Dip
Hi [Name],
The spotlight is on! I'm excited to share that I'm taking part in the Mega Dip to support Special Olympics New Hampshire athletes.
I've set a goal to raise $[Goal] to help athletes across New Hampshire train, compete, and thrive.
I'd be so grateful if you'd consider helping me kick off my fundraising:
[Fundraising Page Link]
Thanks for supporting inclusion and cheering me on!
[Your Name]



2. Mid-Campaign / Progress Update

Subject: I'm getting closer to my goal! Can you help?
Hi [Name],
Quick update! My Mega Dip fundraiser is underway, and I'm getting closer to my goal. Every dollar raised supports Special Olympics New Hampshire athletes through year-round training, competition, and health programs.
I'm working toward a goal of $[Goal], and I'd love your help reaching the next milestone:
[Fundraising Page Link]
Thanks so much for your support. It means more than you know!
[Your Name]

3. Minimum Met / Going In

Subject: I hit my minimum! Now I'm going for more
Hi [Name],
Great news! I've reached my fundraising minimum for the Mega Dip, which means I'm officially in!
Now I'm aiming even higher, with a new goal of $[Goal]. I'd love your help reaching it and making an even bigger impact for Special Olympics New Hampshire athletes.
If you'd like to support my fundraiser:
[Fundraising Page Link]
Thanks for helping me take the spotlight for inclusion!
[Your Name]

4. Mission-Focused / Athlete Impact

Subject: Why I'm plunging for Special Olympics NH

Hi [Name],

I wanted to share why the Mega Dip means so much to me. Funds raised support Special Olympics New Hampshire athletes, giving them opportunities to train, compete, stay healthy, and thrive year-round.

I'm proud to be part of this event and help create a more inclusive community.

I'd love for you to be part of that impact, too.

If you're able, you can support my fundraising here:

[Fundraising Page Link]

You can also learn more about the athletes you're supporting here:

[Athlete Story Link]

Thanks for being part of something bigger than the event itself.

[Your Name]

5. Final Countdown Email

Subject: The final countdown is on! One last push

Hi [Name],

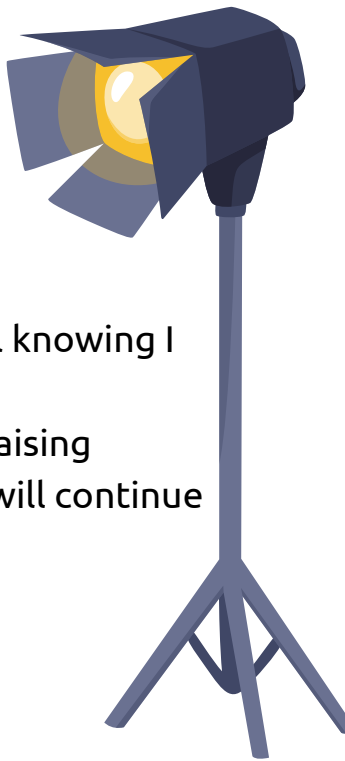
The final countdown to the Mega Dip is on, and I'm making one last push to reach my fundraising goal of $[Goal] for Special Olympics New Hampshire.

If you've been meaning to donate or want to help me cross the finish line, now's the time:

[Fundraising Page Link]

Thank you for all the encouragement and support. I'm so grateful to everyone who helped me take the spotlight for inclusion!

[Your Name]



6. Post-Plunge Thank-You Email

Subject: I did it! Thank you for making it possible

Hi [Name],

I did it! I took part in the Mega Dip, and it was even more meaningful knowing I had your support behind me.

Thank you for donating, cheering me on, and being part of my fundraising journey. Because of you, Special Olympics New Hampshire athletes will continue to have opportunities to train, compete, stay healthy, and thrive.

I'm so grateful you helped me make an impact for inclusion.

With heartfelt thanks,

[Your Name]

Ready-to-Use Graphics

Make Your Fundraising Posts Pop

A great graphic can stop the scroll and put your fundraiser in the spotlight. This toolkit includes ready-made graphics you can use to promote your Mega Dip participation and fundraising efforts.

Designed to match this year's Red Carpet theme, these graphics are perfect for social media, texts, and emails.

Copy or screenshot the graphics below, then pair them with a plug-and-play message from this toolkit. Add your fundraising link, share it with your network, and keep posting throughout your campaign.

Tip: *Mix up your posts with photos and graphics to keep your content fresh and your fundraising in the spotlight.*

📱 Where These Graphics Work Best

- Social media posts (Facebook, Instagram, X, LinkedIn)
- Instagram or Facebook Stories
- Group texts or direct messages
- Emails to friends, family, or coworkers





Ready-to-Use Graphics





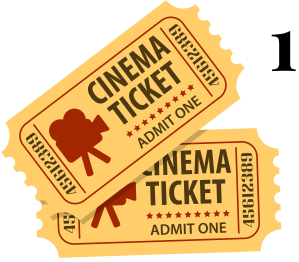
Your Fundraising Roadmap

You don't have to do everything at once. Fundraising works best when you take it step by step. Use this roadmap to guide your journey from registration to event day and beyond.

Step 1: Prepare for Your Big Debut
Right after you register
Goal: Get ready and make your first ask.

- Personalize your fundraising page with a photo and a short explanation of why you're participating.
- Set a bold goal. You can always raise it later.
- Make the first donation to your page to get things started.
- Use the Fundraising Kickoff templates to share your news.

Tip: *Momentum matters. Get your first post and donation out there early!*



Step 2: Build Momentum
In the weeks leading up to the event
Goal: Keep your fundraising in the spotlight.

- Share progress updates and fundraising milestones.
- Post and send messages more than once. Repetition helps!
- Reach out to different groups, including family, friends, coworkers, and neighbors.
- Encourage matching gifts or friendly team challenges.
- Celebrate every milestone, from your first donation to reaching your goal.

Tip: *Keep your supporters in the loop. Seeing your progress can inspire people to join you and help you reach the finish line.*

Step 3: Aim Higher
After you hit your minimum
Goal: Go beyond the basics.

- Announce that you've met your minimum and you're officially in.
- Raise your goal and challenge yourself to reach the next incentive level.
- Set a fun stretch goal, like making the Top 100 Fundraisers.
- Use athlete-focused messages to show supporters the impact their donations can make.

Tip: *Once you hit your minimum, keep the momentum going. A new goal gives your supporters another reason to help you reach the next milestone.*

Step 4: Final Push
The week of the event
Goal: Cross the finish line strong.

- Share countdown posts and "almost there" updates.
- Send a friendly reminder to anyone who meant to donate.
- Highlight how close you are to your fundraising goal.
- Thank your supporters publicly and keep cheering on your team.
- Make one final ask before event day.

Tip: *Your supporters may just need a reminder to take the next step. Keep sharing, keep thanking, and make your final push count.*

Step 5: Make the Splash

Event day

Goal: Celebrate the moment.

- Take photos or videos before and after your Mega Dip experience.
- Tag and thank your supporters on social media.
- Share a behind-the-scenes look at your event-day experience.
- If you're participating in a DIY event, show off your setup and how you're making the experience your own.
- Celebrate your team and everyone who helped you get there.

Tip: *Your event-day experience is part of your fundraising story. Capture the moment and give your supporters a chance to celebrate with you.*

Step 6: Say Thank You

After the event

Goal: Close the loop and celebrate the impact.

- Use the Thank You templates to thank donors by text, email, or social media.
- Share your final fundraising total or highlight what the funds support.
- Let supporters know how their generosity helped Special Olympics New Hampshire athletes.
- Share a final photo or reflection from your Mega Dip experience.
- Keep your supporters in the loop so they can see the impact of their support.

Tip: *A thoughtful thank-you is a simple way to recognize your supporters and keep them connected to the mission.*

Final Reminder

There's no single "right" way to fundraise — just keep moving forward. Every message you send, every post you share, and every conversation you start helps create opportunities for Special Olympics New Hampshire athletes to train, compete, and thrive.