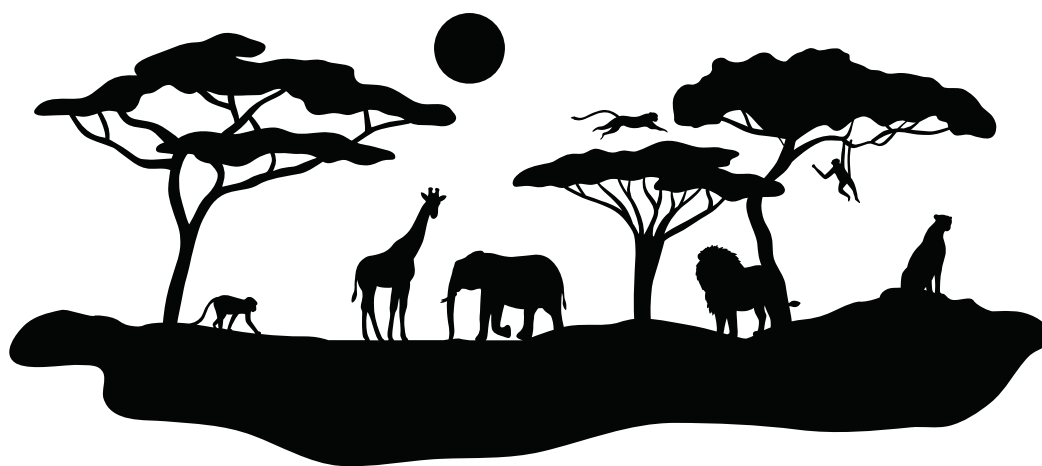




Special Olympics New Hampshire

2026 Penguin Plunge Fundraising Toolkit

Presented by Coca-Cola Beverages Northeast
This Year's Theme: **Jungle Safari – Go Wild for Inclusion!**



Welcome to the Wild!

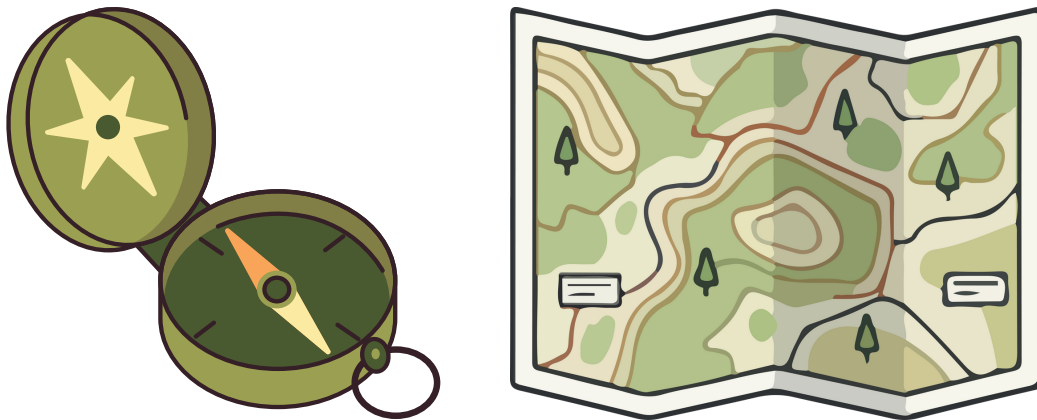
Welcome to the **2026 Penguin Plunge**, presented by Coca-Cola Beverages Northeast! You're about to embark on the ultimate winter adventure — taking the plunge into icy waters to support Special Olympics New Hampshire athletes. This year's Jungle Safari theme is all about **courage, teamwork, and exploration** — 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.

How to Use This Toolkit

Think of this toolkit as your **survival guide to the wild world of Penguin Plunge!** As a daring Penguin Plunger, this guide will help you navigate every twist, turn, and splash along the way.

The Penguin Plunge, presented by Coca-Cola Beverages Northeast, is a wild adventure where brave explorers take the plunge into icy waters to support Special Olympics New Hampshire on February 8th at Hampton Beach (or DIY your way!). 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** (fundraising team) — 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
- 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!*

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 — 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

How to Use the Plug-and-Play Templates

Fundraising doesn't have to feel overwhelming — these templates are here to help you every step of the way! Inside this toolkit, you'll find ready-to-use social media posts, text messages, and emails designed to help you:

-  Kickstart your fundraising with an exciting announcement
-  Maintain momentum with progress updates and goal-boosting messages
-  Wrap things up strong with heartfelt thank-you notes after your plunge

All you need to do is plug in your fundraising page link, personalize the names, goals, and details, and choose the messages that feel most like you. Post, send, repeat — and don't be afraid to reuse or tweak them as you go!

Fundraising Kickoff

SOCIAL MEDIA

 My Penguin Plunge fundraising adventure starts now!

This February, I'm taking the icy leap at Hampton Beach 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've set a goal of \$___ to support athletes across New Hampshire. I'd love your help getting started!

 Donate here: [Insert your fundraising page link]

#GoWildForInclusion #SONH #PenguinPlunge

TEXT MESSAGE

Hey [Name]! My Penguin Plunge fundraising has officially kicked off 

I'm plunging at Hampton Beach this February for Special Olympics NH and aiming to raise \$___. Would you consider donating to help me get started?

Here's my link: [Insert your fundraising page link]

Close-to-Goal Momentum

SOCIAL MEDIA

 I'm only \$___ away from my Penguin Plunge fundraising goal!

One last push before I brave the icy waters at Hampton Beach — will you help me get there?

 Donate here: [Fundraising link]

#GoWildForInclusion #PenguinPlunge #SONH

TEXT MESSAGE

Hi! I'm just \$___ away from my Penguin Plunge goal 

Would you consider helping me cross the finish line? Here's my link: [Fundraising link]

Plug-and-Play Fundraising Templates

Minimum Met, Going In!

SOCIAL MEDIA

 I did it — I hit my fundraising minimum, which means I’m officially plunging at Hampton Beach! Now I’m aiming even higher — will you help me reach my full goal of \$___?

👉 Donate here: [Fundraising link]

#PenguinPlunge #GoWildForInclusion

TEXT MESSAGE

I met my Penguin Plunge minimum and I’m going in! 

Any chance you’d help me reach my full goal of \$___? Here’s my link: [Fundraising link]

The “\$100 Away” Push

SOCIAL MEDIA

  I’m ONLY \$100 away from my Penguin Plunge goal!

One donation (or a few small ones!) gets me there — and straight into the icy Atlantic for Special Olympics NH.

👉 Donate here: [Fundraising link]

TEXT MESSAGE

I’m just \$100 from my Penguin Plunge goal!  

Would you be willing to help me close the gap? [Fundraising link]

Top 100 Fundraiser Push

SOCIAL MEDIA

  New goal unlocked: Top 100 Penguin Plungers!

I’m close — and every dollar helps push me up the leaderboard while supporting Special Olympics NH athletes.

Help me climb the ranks 👉 [Fundraising link]

#Top100Plunger #GoWildForInclusion

TEXT MESSAGE

I’m trying to crack the Top 100 Penguin Plungers this year!  

Any donation helps — here’s my link if you’re in: [Fundraising link]

Incentive-Driven Motivation

SOCIAL MEDIA

  Fundraising update! I’m closing in on my next incentive level for the Penguin Plunge — and every donation helps me get there and supports Special Olympics NH athletes.

Help me hit the next milestone 👉 [Fundraising link]

TEXT MESSAGE

I’m getting close to my next Penguin Plunge incentive level  

Want to help me get there and support Special Olympics NH? Here’s my link: [Fundraising link]

Plug-and-Play Fundraising Templates

♥ Athlete-Focused / Mission-Driven Messaging

📱 SOCIAL MEDIA

🐧❄️ I'm plunging so athletes like [Athlete Name] can train, compete, and thrive through Special Olympics New Hampshire.

Help me meet my goal and support athletes like them 🙌 [Fundraising link]

📖 Learn more here: [Athlete story link]

#GoWildForInclusion #SONH

Here are some athletes/stories you could feature:

- Brendon Zinck and the Warm Hearts, Warm Boots Project
- Eric Retelle and his Inclusive Workplace
- Alex Beauchner, Health Messenger

💬 TEXT MESSAGE

I'm Penguin Plunging to support Special Olympics NH athletes like [Athlete Name] ♥

If you're able, here's my fundraising link: [Fundraising link]

You can read their story here: [Athlete story link]

🐧 Final Nudge (Simple & Direct)

📱 SOCIAL MEDIA

🐧❄️ Final countdown to the Penguin Plunge!

I'm so close to my goal — any support helps make this icy leap count for Special Olympics NH.

🙌 Donate here: [Fundraising link]

💬 TEXT MESSAGE

Final push before the Penguin Plunge! 🐧❄️

Thanks so much for considering a donation: [Fundraising link]

♥ Thank-You

📱 SOCIAL MEDIA

🐧❄️ I did it — I took the Penguin Plunge at Hampton Beach!

Huge thanks to everyone who supported my Jungle Safari adventure for Special Olympics New Hampshire, presented by Coca-Cola Beverages Northeast.

Because of you, athletes across NH can train, compete, and thrive. ♥

#GoWildForInclusion #SONH #PenguinPlunge

💬 TEXT MESSAGE

I did it — I took the Penguin Plunge! 🐧❄️

Thank you so much for supporting my fundraiser for Special Olympics NH. Your donation helped make this icy leap count! ♥

Plug-and-Play Email Templates

1. Fundraising Kickoff Email

Subject: I'm taking the plunge — and I need your help!

Hi [Name],

I'm excited (and a little nervous!) to share that I'm taking part in the Penguin Plunge at Hampton Beach this February to support Special Olympics New Hampshire, presented by Coca-Cola Beverages Northeast.

This year's Jungle Safari theme is all about courage, community, and inclusion — and I've set a goal to raise \$___ to help athletes across New Hampshire train, compete, and thrive.

I'd be so grateful if you'd consider making a donation to help me kick off my fundraising adventure:

👉 [Insert your fundraising page link]

Thanks for supporting inclusion — and for cheering me on as I brave the cold!

[Your Name]

2. Mid-Campaign / Progress Update

Subject: I'm halfway there — want to help me cross the next milestone?

Hi [Name],

Quick update — my Penguin Plunge fundraiser is underway, and I'm getting closer to my goal! 🐧❄️

Every dollar raised supports Special Olympics New Hampshire athletes, helping fund year-round training, competitions, and health programs.

If you're able, I'd love your help getting closer to my goal of \$___:

👉 [Insert your 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 goal — and now I'm officially plunging!

Hi [Name],

Great news — I've reached my minimum fundraising goal, which means I'm officially taking the plunge at Hampton Beach! 🐧❄️

Now I'm aiming even higher to raise \$___ for Special Olympics New Hampshire, and I'd love your help as I push toward my full goal.

If you'd like to support my plunge, here's my fundraising page:

👉 [Insert your fundraising page link]

Thanks for helping make this icy adventure count!

[Your Name]

Plug-and-Play Email Templates

💙 4. Mission-Focused / Athlete Impact

Subject: Why I'm plunging for Special Olympics NH

Hi [Name],

I wanted to share why the Penguin Plunge means so much to me. The funds raised support Special Olympics New Hampshire athletes, giving them opportunities to train, compete, stay healthy, and build confidence year-round.

I'm proud to be plunging this February to help create a more inclusive community — and I'd love for you to be part of that impact.

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

👉 [Insert your fundraising page link]

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

👉 [Insert athlete story link]

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

[Your Name]

🏁 5. Final Countdown Email

Subject: Almost plunge time — one last push!

Hi [Name],

The Penguin Plunge at Hampton Beach is almost here, and I'm making one last push to reach my fundraising goal of \$___ 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:

👉 [Insert your fundraising page link]

Thank you for all the encouragement and support — I'll be thinking of everyone who helped get me into the water when I take the plunge! 🐧❄️

[Your Name]

🐧 6. Post-Plunge Thank-You Email

Subject: I did it — thank you for making it possible!

Hi [Name],

I took the plunge — and wow, it was cold! 🧊🐧 But it was also incredibly rewarding, knowing that your support helped make a real difference for Special Olympics New Hampshire athletes.

Thank you so much for donating, cheering me on, and being part of my Penguin Plunge adventure. Because of you, athletes across the state will continue to have opportunities to train, compete, and thrive.

With heartfelt thanks,

[Your Name]



Ready-to-Use Graphics

Make Your Fundraising Posts Pop

Sometimes a great image is all it takes to stop the scroll — and we've got you covered! This toolkit includes ready-made graphics you can use to promote your Winter Water Sports adventure and fundraising efforts.

These graphics are designed to match this year's Jungle Safari theme and work perfectly on social media, in texts, or even in emails.

Copy or screenshot the graphics below. Use them alone or pair them with one of the plug-and-play captions from this toolkit. Add your fundraising link and post, text, or email it out and then repeat! Posting more than once helps keep momentum strong.

💡 Tip: Photos and graphics often perform better than text-only posts — don't be afraid to use multiple graphics throughout your campaign.

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





Your Fundraising Roadmap

A Simple Path to a Wildly Impactful Plunge

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 splash day and beyond!

Step 1: Set Up Camp (Right After You Register)

Goal: Get ready and make your first ask

Personalize your fundraising page with a photo and short “why”

Set a goal that feels bold — you can always raise it later

Make the first donation to your page to kick things off

Use the Fundraising Kickoff templates to spread the word

 **Tip:** Most participants raise their minimum within 72 hours — momentum matters!

Step 2: Build Momentum (Weeks Leading Up to the Event)

Goal: Keep the adventure moving

Share progress updates and mini-milestones

Post and send messages more than once (it works!)

Ask different groups: family, friends, coworkers, neighbors

Encourage matching gifts and team challenges

Celebrate every win — first donation, halfway there, minimum met

 **Tip:** People are more likely to give when they see progress — keep your supporters in the loop.

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 going in

Raise your goal and challenge yourself to reach the next incentive level

Push for fun goals like the Top 100 Fundraisers

Use athlete-focused messages to show the impact of each donation

 **Tip:** Fundraisers who increase their goals often raise more overall.



Your Fundraising Roadmap



Step 4: Final Push (The Week of the Event)

Goal: Cross the finish line strong

Share countdown posts and “almost there” messages

Send a friendly reminder to folks who meant to donate

Highlight how close you are to your goal

Thank donors publicly and keep cheering on your team

💡 Tip: Many donations come in during the final days — don’t be shy about one last ask!



Step 5: Make the Splash (Event Day!)

Goal: Celebrate the moment

Take photos or videos before and after your plunge

Tag and thank supporters on social media

Share how it felt to complete your Jungle Safari adventure

If you’re doing a DIY event, show your “watering hole” too!

💡 Tip: Event-day posts often inspire last-minute donations.



Step 6: Say Thank You (After the Event)

Goal: Close the loop and celebrate impact

Use the Thank-You templates to thank donors by text, email, or social

Share a final fundraising total or highlight what the funds support

Let supporters know they helped create real change

💡 Tip: Gratitude builds lifelong supporters — and future plungers!



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.

You’ve got the roadmap. Now grab your gear and go wild for inclusion! 🐾❄️