

Polar Plunge Handbook



**Special
Olympics**
Nebraska



LAW ENFORCEMENT
TORCH RUN
FOR SPECIAL OLYMPICS
NEBRASKA



EVENT DESCRIPTION

Polar Plunges have become a signature Law Enforcement Torch Run (LETR) fundraising event for Special Olympics Nebraska (SONE). Polar Plunges are organized by local committees of enforcement and community volunteers. Plunges entail participants raising money to jump/run into freezing bodies of water in the winter. People of all ages can plunge. Many people form teams and dress in costumes to take the plunge. Incentives are awarded at the post-plunge party for raising pledges and prizes are given for fundraising and costumes.





LAW ENFORCEMENT DUTIES

The Law Enforcement officer(s) organizing the Polar Plunge works with the SONE LETR Liaison to ensure that the event is a success.

The Law Enforcement officer will be responsible for the following:

- Organizing a planning committee of law enforcement and community volunteers to organize and execute the Polar Plunge.
- Communicate directly with LETR Liaison on event details and needs from the SONE.
- Local media point of contact.
- Oversee the day-of-event setup and instruct day-of-event volunteers

COMMITTEE DUTY DESCRIPTIONS

The committee organizing the Polar Plunge event will work directly with and receive instruction from the officer organizing the event.

Committee will be responsible for:

- Securing event location. Location should be a body of water that is suitable for plungers to run into (a gradual depth increase of about 4 feet is ideal). Dumpsters or large storage containers have become popular in the Polar Plunge world when a body of water is not available. Plungers would need a platform from which to jump into the container and stairs to climb out of the container.
- Setting date and time for Polar Plunge. Plunges are usually late morning or early afternoon on a Saturday between January and the end of March.
- Securing a post-plunge party location. Typically, the party is held at a local restaurant or bar & grill that is willing to donate the space and food for the event. Party immediately follows the plunge.
- Arranging tents or a warm changing area at plunge location for plungers to change.
- Soliciting prizes for various fundraising and costume categories. Prizes are usually gift cards donated by local restaurants and vendors that range from \$10-\$50.
- Working with SONE to contact local media to partner for promotion and announcing of event.
- Recruitment of celebrity plungers (i.e. local TV or radio personalities, collegiate or pro athletes from the area, pageant title holders, etc.)
- Securing at least one certified diver to be in the water during the entire plunge.
- Arrangement of EMS or Fire Dept. to be onsite during the event.
- Promote Polar Plunge locally to recruit plungers or plunging teams.



SONE STAFF DUTIES

SONE staff will work directly with the officer & committee organizing the Polar Plunge event.

The SONE Staff will be responsible for the following:

- Creating the Polar Plunge registration form and other promotion materials.
- Deciding on and providing incentive level prizes.
- Submitting all insurance requests.
- Setting up the Polar Plunge event page on Classy. Classy is an online giving tool provided through SONE that plungers can use to create their own giving page that they can email out to friends and family to solicit pledges.
- Arrangement and follow up of matching funds.
- Providing supplies such as banners, signage, registration materials, etc...
- Public Relations & Marketing of event. This will include the following:
 - Press releases to local media
 - Social media promotion
 - Applicable sponsor banners
 - Communications with plungers
- Arrange with coordinating officer the deposit or delivery of funds raised.
- Advising and assisting with planning details.

CONTACTS:

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