



5280 Foxridge Drive  
Mission KS 66202  
www.kssso.org



**FIRST TIME FUNDRAISER?**  
**WONDERING WHERE TO START?**  
**SHORT ON TIME?**  
**INTRODUCING ...**

## **THE PLUNGER TOOL KIT**

**PURPOSE:** TO AID YOU IN YOUR FUNDRAISING CAMPAIGN!

### **INCLUDES:**



**Sample Donation Letter:** Send a letter to your family and friends to let them know you need their help! The spaces provided in the attached form letter will help you formulate a personal letter that specifically addresses your target audience.



**Special Olympics Kansas Fact Sheet:** It is important to inform potential donors about the organization they're supporting and how their contribution will help.



**Who Do You Know? Worksheet:** A successful fundraising campaign or plunge team is built on your family and friends' support. Use this tool to see how many people you can reach!



**Firstgiving: the Art of Online Fundraising:** This online donation service will provide easier access for donors to make their contributions using the credit or debit option.



**Personalized Business Cards:** Pass these around to people you know at your workplace, daycare center, neighborhood, social gatherings, school, etc. Give people an easy way to contact you and support your cause.



**Donor Receipts:** Print these off and carry them around with you as you solicit donations. You can give them to the donors immediately after their contribution.



**Polar Plunge Pledge Form:** This keeps track of your donors so you can remember to say thank you and build goodwill for the future.

**Show your passion and enthusiasm for the event!**  
**That plus a good sales pitch will convince people to contribute!**