



Plungers Toolkit 2021

www.peiletr.com/polar-plunge

Things To Do...

-  REGISTER
-  SHARE MY PLUNGE PAGE TO RAISE FUNDS
-  GET WET
-  POST VIDEO

Tag @LETRPEI @PEILETR
#FreezinForAReason




WHY PARTICIPATE?

BECAUSE IT IS FUN:

The Polar Plunge is a fun event organized annually here on PEI, and worldwide, that exhibits the passion and commitment of the PEI **Law Enforcement Torch Run (LETR)** mission - raising awareness and funds to support Special Olympics PEI. Our mission allows us to support sport, health and leadership programs that enrich the lives of individuals with intellectual disabilities across the province.

We know that the past year has been a different one for everyone locally and across the world. All our members and their agencies care deeply about everyone in the community and the LETR mission and values still mean a lot to us and we know individuals with intellectual disabilities across PEI require continued programming to keep their health a priority. We also want to make sure in these isolated times, that they know we are supporting them and appreciate their zest for life, as well as their desire to be included in society.

This year on PEI we are so fortunate to be able to offer a **Hybrid Polar Plunge Challenge** so we can continue to raise funds to support the programs and services offered across the Island by Special Olympics Prince Edward Island (SOPEI). The PEI Law Enforcement Agencies have come together to raise over \$290,000 in the past 25 years, through various annual events including the *Polar Plunge* and *Truck Convoy*.

Every dollar counts and we appreciate any amount that you can donate at this time. Plus, there are other ways you can show your support listed below!

We look forward to all that April will bring and showing all Islanders that we care and we are getting through this together!

Hybrid – What does that mean?

More Choices for You!

Hybrid means that you can choose to register as an individual or team either at morning in-person event or you can take the virtual plunge challenge at a location of your choosing and the method of your choosing.

Both options are equally as important and can be lots of fun! Either way you are helping us raise funds and awareness for Special Olympics PEI and the more than 660 athletes they support through sport, health and leadership opportunities across the province, all year- long.

- **All Ages** are welcome – parental/guardian permission is required for minors to participate.
- **Family Friendly** – please ensure that all costumes/photos/ videos are family friendly
- **Costumes** are not necessary – but encouraged (you may be surprised what you already have at home you can use – think of it as a spring-time Halloween)
- **Locations** – the best thing about having a virtual option is **you can participate from anywhere around the globe** – your team's possibilities just got a lot bigger!



- **Individuals Welcome** – no registration fee but we suggest setting a goal to raise a minimum \$100 in donations
- **Teams** – we love seeing friends, co-workers or families getting together in support of this event and **SOPEI athletes love to be included** – Why not invite one to join your team (virtual or in-person) – the Special Olympics PEI office would be happy to assist you with this email sopei@sopei.com Teams can be of various sizes and so for setting your goal we suggest you use \$100/individual to calculate your team goal. (10 team members \$1000 goal – it will be easier than you think) see below for tips.
- **Challenges** –friendly competition is always welcomed in fundraising events (Classmates – Corporate – Family – Sport Teams, On-Air Personalities ;0)
- **Share Your Why** – Let everyone in your circle of people know why participating in the PEI LETR Polar Plunge is important to you – use the power of social media to raise more awareness about the impact Special Olympics has in the community and in enriching the lives of Islanders living with an intellectual disability.
- **Customize Your Plunge Page** - We know a picture is worth 1000 words and that people give to people, so taking the time to customize your personal and/or team page will be so worth it and
- **Prizes** – of course! (more details below on the incentives)
- **Get Social with US!** We invite you to join the PEI Law Enforcement Torch Run social channels by following us on Twitter or Instagram @LETRPEI and on Facebook @PEILETR and yes Torch is now on TikTok @torch_letpei.
- **Tag** – your photos and videos to be eligible for contests and prizes with @LETRPEI (Twitter/Insta) and @PEILETR (facebook) @SpecialOPEI
- **Use the hashtag** #FreezinForAReason on all social channels for contests and prizes

**In-Person -
Sunday April 25th
Dalvay Beach -
PEI National Park**

This year we have the opportunity to once again gather (within the Provincial Health guidelines) and so you can choose to *brave the frigid waters of the Atlantic Ocean* with the **'Plunge in the Park' challenge**. This event will take place in-person in the morning on **Sunday, April 25th** at Dalvay Beach in the PEI National Park.

If you choose to plunge in person you will receive an email the week of April 19th with more detailed information about the in-person event including the time and protocols that will need to be followed the day of.

**VIRTUALLY ALL
MONTH LONG
APRIL 2021...
JOIN US!**

Maybe running into the *frigid Atlantic Ocean* isn't very appealing to you? We understand and invite you to put your thinking cap on for unique ways to take the **Virtual Plunge Challenge**.

We will even make it easy for you to get your creative juices flowing and be sure to check out our Facebook event page and website for great videos and tips throughout the weeks leading up to and after the event:



- **Get Sprayed** – ask someone to turn the hose on you and video your – *Freezin for a Reason!*
- **Water fight** – outside, so as not to make a mess, and keep safety in mind but think water balloons or squirt guns – don't forget to record your event for your supporters to see and enjoy!
- **Cool Down** inside in the tub with your swim attire or costume on and take a quick cold shower while you or a friend records it – or someone can dump a bucket/glass of water or ice cubes on you
- **Get Creative** – last year SOPEI Athlete, Tommy Ling, slid into his plunge and a kiddie pool of cold water
- **Pools or Open Water** – we had some brave plungers running into the cold waters for last year's virtual event while a friend recorded it

Bucket Dump – we had some Cool Cousins plunging virtually last year – their parents got to dump a bucket of water on their head from the deck – brr – wonder how much the parents had to donate for that privilege

Photos of Past Plunges for costume or uniform ideas



Refer to NEXT STEPS pdf for more tips

Register today by [clicking here!](#)

FOLLOW THE STEPS ABOVE AND BE SURE TO CUSTOMIZE YOUR PERSONAL PAGE WITH WHY YOU ARE *FREEZIN FOR A REASON THIS YEAR!*

For more information, visit: peiletr.com/polar-plunge/

Prizes & Incentives

Win Win!

Of course the big winners for this event are the more than 660 PEI Special Olympic athletes with an intellectual disability who participate in the numerous programs and services offered across the province by SOPEI.

But you can win too!



LAW ENFORCEMENT TORCH RUN[®]
FOR SPECIAL OLYMPICS
PRINCE EDWARD ISLAND

Join us April
2021...

PEI's hybrid
2021
POLAR PLUNGE.

In support of
Special Olympics
Prince Edward Island

REGISTER EARLY!

LIMITED QUANTITIES...
Individuals that
Raise \$100 can
choose their
prize!

More options will be emailed to you
when you reach the \$100 mark

*Team fundraising totals will be based on \$100/individual member
Be sure to join our [facebook event page](#) and get social with us for new prizes/contests as they are announced

MORE INCENTIVES

- Receive 1 ballot **for every \$100 raised** by a plunger for a chance to win the **Fundraising Prizes:**
 - \$500 Sobeys gift card
 - \$100 Tim Horton's gift card
 - LETR prize package



**2020 PEI LETR
Polar Plunge
Fundraising Prize
Winners!**



Polar Plunge Experts will award a \$100 Sobeys or Tim Horton's gift card for plunge videos that



1. Most Creative/Best Use of Costumes or Props
2. Best Special Olympics/Torch Run Spirit
3. Best 'BRRRR' (coolest) Plunge

2020 PEI LETR Polar Plunge Video Contest Prize Winners!



Fundraising Tips

All money raised stays on PEI to support programs across the Island!

Key message points to consider when asking family/friends to donate:

- We know these are unprecedented times across the world and all our members and their agencies care deeply about everyone in the community
- Every contribution matters – whatever amount you can donate is greatly appreciated. If you can't donate at this time, please consider contributing by registering and taking a virtual plunge!
- Adults with intellectual disabilities (SO athletes) are more than two times as likely to be obese compared to adults without intellectual disabilities – Funds raised are used to enhance Special Olympics PEI health programs, and enrich the lives of islanders with an intellectual disability.
- The Polar Plunge is an annual event in PEI and last year raised over \$15,000! It brings out so many smiles, laughs and inspiration to plungers and supporters... join the fun and follow along at @PEILETR.
- Our PEI Law Enforcement Torch Run (LETR) for Special Olympics is proud to be part of the largest grass-roots fundraising and public awareness vehicle in the world
- Known as Guardians of the Flame, law enforcement members and Special Olympics athletes carry the "Flame of Hope" into the Opening Ceremonies at multi-sport competitions. The flame symbolizes courage and celebration of diversity uniting communities around the globe.

\$100 in 5 steps



REGISTER & DONATE \$20 TO YOUR PLUNGE



\$5 EACH FROM 4 CO-WORKERS, CLASSMATES OR FRIENDS



SHARE YOUR PLUNGE PAGE ON SOCIAL MEDIA & RAISE \$40



ASK 2 FAMILY MEMBERS TO PLEDGE \$10 EACH



SEE THAT WAS EASY!

Tag @LETRPEI @PEILETR
#FreezinForAReason



Other ways to Support

If you are unable to make a monetary donation at this time, here are some other ways you can support the PEI LETR Polar Plunge:

- Consider taking the virtual plunge yourself to share a smile and contribute to this fun awareness event!
- Share a plunger's personal or team page on social media to help them reach their goal
- Help us create more inclusive communities by including individuals with an intellectual disability in your life
- Sign up to be a volunteer with Special Olympics PEI

Contact Us!

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