

SPECIAL OLYMPICS PENNSYLVANIA



# POLAR PLUNGE PROMOTION

Hailey Fuzak & Nick Cammarota // #FreezinForAReason

# PRESENTATION OVERVIEW

## PLUNGING INTO THE TOPICS

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Introductions  
Social Media Tools  
Use of Photo & Video  
Finding your Stories  
Preparing a Media Pitch  
Pre- and Post-Event Followup  
Questions?







# HOW TO PROMOTE YOUR PLUNGE ON SOCIAL MEDIA

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BOTH BEFORE AND AFTER THE MAIN EVENT!

# WHERE TO BEGIN?

## FACEBOOK EVENT PAGE

In many cases, Special Olympics PA will have an event page already created, but in some cases those are created independently. Either way, this is where all the magic happens and where you want to be.

## FIND THE PLATFORM THAT FITS YOU

You know what you like best and you also know where your friends, athletes and potential donors are. Go to them.

## DON'T BE AFRAID TO SHARE

A lot of times we worry about oversharing, but with the way the algorithms are now and the sheer volume of noise out there, it won't hurt to post frequently to make sure your information is seen.







# STORIES

**This is the most powerful tool we have.**  
It's important that we let people know WHY we're  
plunging and why we want them to join us.  
**Stories like this** take some work but are well worth it.

# COMMUNITY

You know your area better than anyone. Think about  
where people you know spend time on social media  
and focus your efforts on those areas.





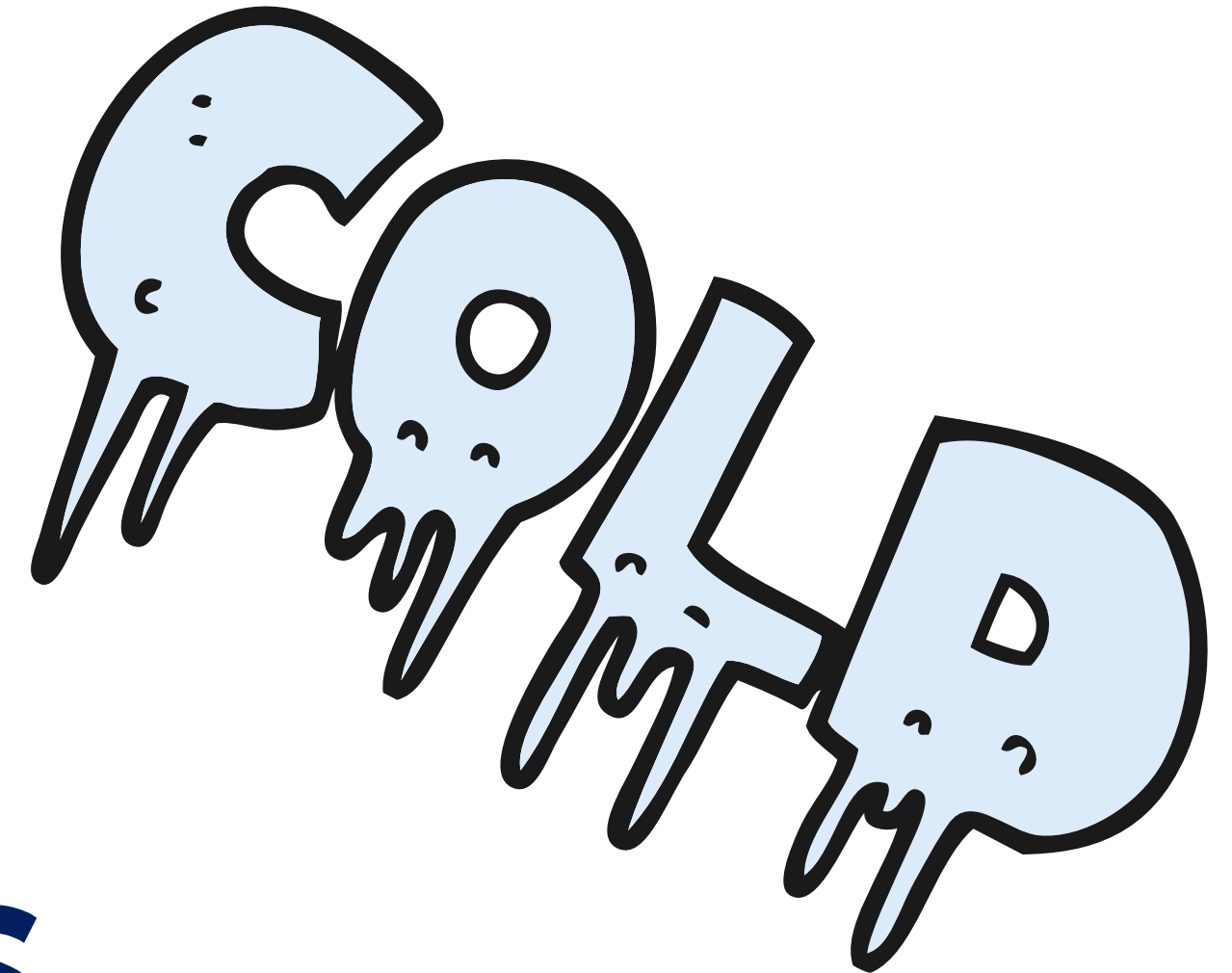
# GATHER MEDIA CONSTANTLY

Do everything you can to make sure that you get all the photos and videos humanly possible from your event. You can (obviously) use them for recaps afterward, but even more importantly have them ready to help promote the following year's event. You don't need expensive cameras for this either, many times your phone will do the trick just fine.



**IF YOU ARE GOING TO TAKE  
PHOTOS/VIDEO...**

**WEAR WARM CLOTHES**



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AND BRINGS TOWELS/PLASTIC BAGS FOR EQUIPMENT





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# **Polar Plunge Promotional Videos**



# Canva & Spark

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## CANVA

One of the most useful tools available. Create virtually anything, print or digital on any platform and any size. Also allows you to send direct to printer.



## SPARK

An all-in-one multimedia creation tool. Especially useful for video if you don't have access to or knowledge of major editing programs.



# MAKE A PLAN

## EVERY OTHER MONDAY

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I'm going to post a reminder on my personal social media accounts to let friends & family know this Plunge is happening and I'd like their support.

## PHOTO FRIDAY

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Every Friday I'm going to share a photo from last year's Plunge. Or of an athlete who is competing in our county this year.

## PROMOTE THE CLASSY PAGE

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Post in either the Event Page on Facebook or anywhere else to drive people directly to the area where they can sign up and donate.

## COUNTDOWN

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Everyone loves a countdown. Have fun with some ideas or fun photos anywhere from 10 to 5 to 3 days out from the Plunge and see where it takes you!





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**INSPIRATIONAL QUOTE TIME**

**Remember the call to action!**

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– US, JUST NOW

# Links to Social Media Channels



FACEBOOK



TWITTER



INSTAGRAM



YOUTUBE



WORDPRESS





# PITCHING YOUR PLUNGE TO LOCAL MEDIA

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# WHAT KIND OF PITCH ARE YOU SENDING?

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IT IS IMPORTANT TO THINK ABOUT WHAT YOUR DESIRED OUTCOME IS BEFORE YOU CREATE A PITCH.

ARE YOU LOOKING FOR...

- A pre-event story to generate an increase in signups or volunteers
- On-air interview
- Reporter to take the Plunge
- Day-of coverage of the Plunge





# DRAFTING YOUR PITCH

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ONCE YOU HAVE IDENTIFIED YOUR ANGLE  
YOU CAN BEGIN TO DRAFT YOUR PITCH,  
BE SURE TO INCLUDE:

- An interesting hook
- Event details (important to include visual details)
- A human interest angle (ex: share an athlete's story)
- Make your ask
- Include photos from a previous Plunge
- if you have them



# EXAMPLE PITCH



Good morning Bob,

I saw that you have a segment called “Kelly’s Classroom” where you visit different schools in the Philadelphia region. How would you like to take a field trip with more than 12 area elementary, middle and high schools?

On Friday, December 6th from 9 a.m. to 12 p.m., schools from all over Philadelphia will be freezing for a reason as they participate in the 5th Annual Philadelphia Cool Schools Polar Plunge. As part of a friendly competition between high schools in Philadelphia and Delaware Counties, students and staff will be jumping into the chilly waters of an above ground pool to support Special Olympics Pennsylvania athletes.

The Philadelphia Cool Schools Polar Plunge brings together hundreds of students to celebrate inclusion, promote acceptance and respect, and help raise funds for Special Olympics Pennsylvania’s Unified Champion Schools programs. These fully-inclusive programs meaningfully engage students with and without intellectual disabilities through Interscholastic Unified Sports teams and leadership clubs at their schools.

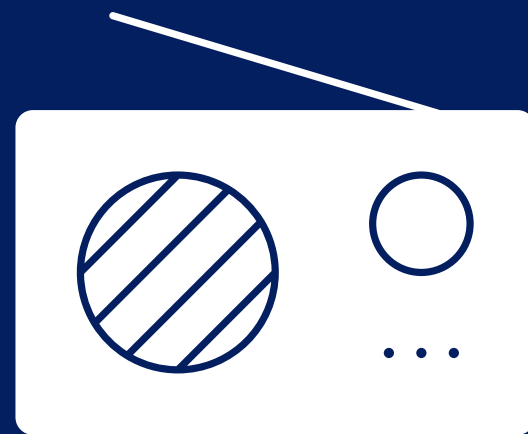
Please let us know if you are interested in joining us for this high-spirited event and taking the plunge with our participating students and teachers.

Thanks,  
Hailey



# IDENTIFY LOCAL MEDIA

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RESEARCH THE LOCAL NEWSPAPERS,  
RADIO STATIONS AND TV STATIONS IN  
YOUR AREA

IDENTIFY REPORTERS WHO YOU WOULD  
LIKE TO TARGET WITH YOUR PITCH

- See if any reporters have covered a previous plunge or SOPA events near you
- Newspapers: For Plunge you would want to target events reporter, community reporters or features reporters
- TV: assignment/planning editors
- Radio: programming directors

# SENDING YOUR PITCH

EMAIL THE PITCH TO THE REPORTER YOU  
HAVE IDENTIFIED

- Personalize the email
- Keep the subject line concise
- Include your contact information so they know how to get in touch with you

**FOLLOW UP!**  
**VIA PHONE & EMAIL**





# POST-PLUNGE FOLLOW UP

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IN ORDER TO GENERATE MORE COVERAGE FOR YOUR PLUNGE YOU CAN SEND OUT POST-EVENT INFORMATION.

- Be sure to take photos and videos of your Plunge to send
- Include basic details (number of plungers, amount raised so far etc.)

# QUESTIONS?

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