

Delegation Fundraising Guide

SPECIAL OLYMPICS MINNESOTA



Fundraising Guide

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SOMN.ORG



SECTION 1

SOMN Fundraising Events & Revenue Share

Sustainability is a crucial component for Special Olympics delegations. It is SOMN's goal not only to provide resources to our delegations, but to help them thrive for years to come. Fundraisers are important to help delegations become sustainable.

Special Olympics Minnesota offers a few revenue share fundraisers for delegations. When your delegation participates in these fundraisers, a percentage of the funds you raise goes back to your delegation!

POLAR PLUNGE

The Polar Plunge is a series of events where people jump into a frozen lake to support Special Olympics Minnesota. All funds raised from the Polar Plunge directly support SOMN delegations and competitions across the state.

Polar Plunge is a part of the Law Enforcement Torch Run movement. Fundraising is required to participate in the Polar Plunge, but the minimum \$75/person accomplishes so much more than getting you to jump into a frozen lake!

REVENUE SHARE

Special Olympics Minnesota is pleased to offer revenue sharing for all eligible Plunge teams! SOMN delegations can earn up to 50% of what they raise online. Shared revenue funds will be deposited into a delegation's centralized account.

Simply put, the more your team fundraises and gets involved with Special Olympics Minnesota, the more your team gets back from Special Olympics Minnesota. Check out the information below to get started!

STEP 1

Complete the Delegation Revenue Share Application and submit it online prior to your participation in the Polar Plunge. The application can be found at plungemn.org under "resources".

STEP 2

Make sure your delegations's Plunge team is registered and your team name is formatted correctly with your area and delegation code listed before your team name. (Ex. 03.DMA Duluth All Stars)

Not sure what your code is? Just ask SOMN's Delegation Service Manager!

STEP 3

Recruit Plungers, ask for donations and get ready to Plunge! Remember, the bigger your team and the more money you raise means more financial support coming directly back to your delegation!

OTHER IMPORTANT INFORMATION

Revenue sharing funds will be processed by mid May.

Only online donations raised on plungemn.org count toward the portion of your team's fundraising total that is eligible for revenue share. The thermometer on your team's Plunge page reflect both online and offline donations, so this is not an accurate representation of your total revenue share amount.

The goal of this revenue share opportunity is to support SOMN delegations. In the spirit of this support, teams are not allowed to join with existing Plunge teams to receive additional revenue. Please form your own team and do your best to recruit new Plungers!

Each delegation may only have one Plunge team and Plungers must be affiliated with the delegation. (Exceptions are sometimes made for an additional team at a secondary Plunge location. Please contact SOMN's Delegation Service Manager if this is the case!)

PLUNGEMN.ORG

DELEGATION FUNDRAISER T-SHIRTS

Special Olympics Minnesota delegations have the opportunity to sell t-shirts to members of their communities to help raise awareness of the mission and funds for their delegation every year. The details about the shirt design, ordering process and sale windows are communicated to delegations each fall.

GENERAL INFO

- Sell limited-edition SOMN t-shirts to your community! The shirts feature a new design every year.
- Profit for the delegation is the difference between the sales price and the actual cost of the shirt from the manufacturer.
- Checks from purchasers can be made payable to your delegation.
- Each delegation places a bulk order based on what you have pre-sold. All shirts for a delegation are mailed to ONE designated address per delegation. The shipping cost will be included in the expense deducted from the delegation's centralized account.
- We will have three (3) sale windows for you to choose from each year! You may submit orders during any or all of the windows. Shirts will be completed approximately one (1) week after each sale window closes.
- Sale windows:
 - Oct. 1 - Early Dec. (Shirts ready before the holidays, just in case people would like to use them as gifts!)
 - Early Jan. - Mid Feb.
 - Late Feb. - Mid Mar.
- Closing dates for sale windows are firm. No exceptions will be made.

If you have any questions about this fundraiser, please email rwordshirts@somn.org.



2018 T-shirts



2019 T-shirts



2022 T-shirts



PLANE PULL

This ain't your average fundraiser. The Plane Pull is an annual event where teams of up to eight people compete to see who can pull a 23-ton plane down the MSP runway the fastest.

Through the online registration process, you'll be able to create your own Plane Pull fundraising page and start collecting pledges online. Each donation will automatically be added to your Plane Pull team total.

Each team is required to raise at least \$1,000 to earn their sport on the tarmac. Delegations will receive 50% of all funds raised online.

The Plane Pull takes place at the MSP International Airport every fall. This is a family-friendly events that's open to the public. Everyone is welcome! Entertainment will be provided throughout the day.

[FUNDRAISE.SOMN.ORG/PLANE PULL](https://fundraise.somn.org/planepull)



SECTION 2

Delegation-Hosted Fundraising Events & Activities

Your delegation can host its own fundraisers to support your delegation activities. These events and activities can range from an ice cream social to a car wash, and anything in between! On the following pages, you will find potential fundraising ideas that your delegation can host. If you have an idea for a fundraiser that you don't see in this guide, contact us! Just because it isn't listed doesn't mean it's not a possibility.

Please note that if your delegation plans on hosting a fundraiser, you will need to complete the SOMN Fundraising Application and send it to SOMN's Delegation Service Manager for approval. You can find the SOMN Fundraising Application at somn.org in the Coaches/Admin portal:



Scan the code to access the Fundraising Application!

FUNDRAISING IDEAS



A-thons

Reserve a fitting location to host a bowl-a-thon, jog-a-thon, jump rope-a-thon or dance marathon. All participants then get their friends and family members to make pledges for each lap they have to run, each minute they jump or dance, etc.



Candy Bar Sale

Purchase candy bars in bulk and resell them (with a mark-up, of course) at local sporting events, door-to-door, or at local businesses.



Fundraise with Facebook

Share your efforts on Facebook! Post the link to your fundraising page in your status update or send an email to all your Facebook friends asking for their support.



Percentage of Sales

Ask a store or restaurant to give a percentage of one day's sales to Special Olympics Minnesota. Publicize the store's offers.



Bake Sale

Organize with your delegation to make a batch of baked goods, or purchase baked goods to resell with a mark-up. Sell them to friends, family and the community. Keep in mind any allergies or ingredients that should be noted.



Car Wash

Set up a car wash and have delegation members ready to spray, soap, and dry cars in exchange for a donation. Make large signs so people passing by can stop in. It's a fun activity on a warm day and can make an ordinary errand for community members more enjoyable.



Hot Dog Sale

Schedule a sale with a local grocery store. Encourage friends, family and other community members to stop by and purchase food. You could offer a variety of grilled goods, like brats, veggie burgers, etc.



Spaghetti Dinner

Host a big dinner for the community to come out and support your delegation! Set a price per person, per family, or include a suggested donation as you advertise the event.



Bagging

Coordinate with a local grocery store to have athletes, coaches and volunteers come in to bag and carry groceries for the day for tips. Make sure to bring in some homemade tip jars to collect cash and coins throughout the day!



Coin Drive

Keep a Special Olympics Minnesota coin box in high traffic areas. All change is donated to your team fundraising totals. Place containers in high traffic areas such as local businesses, restaurants, schools, etc.



Ice Cream Social

I scream, you scream we all scream for ice cream! Host an ice cream social for your delegation's next fundraiser. Sell the ice cream plus an additional amount for each topping option.



Tip Nights

Coordinate with local restaurants to help clear tables and greet guests for a night in exchange for a portion of the tips earned.



SECTION 3

SOMN Fundraising FAQs

We get it, fundraising is a lot of work! When done correctly, fundraisers can be an important part of growing your team or delegation. Share these fundraising tips and tricks with your delegation members so they feel empowered to raise money for a cause they care about and you can make the most of your fundraising events.

SOMN FUNDRAISING FAQs

Can our delegation hold a raffle at any event?

No. Delegations may not host raffles.

Do I need to contact SOMN before hosting a delegation-hosted event?

Yes! We need to be aware of the events you are putting on so we can support you in the best way possible. If your delegation is creating a fundraiser outside of the statewide options, please complete a fundraising application and reach out to SOMN staff if you have any questions.

Can I take money out of my centralized account?

Items purchased with your centralized account must be related to Special Olympics Minnesota but should be outlined in your fundraising application.

Am I allowed to use the Special Olympics Minnesota logo on our fundraiser's marketing material?

With permission, you are allowed to use the SOMN logo. When you contact us about the fundraiser you will be hosting, please let us know if you would like to use the logo and we can send you the appropriate files.

I have my own idea for a fundraiser that is not included in this resource. What should I do?

If you have a new idea for a fundraiser, simply submit a Fundraising Application form and send it to our office via email or snail mail!

If another organization is donating proceeds from their fundraiser to my delegation, do I need to fill out a Fundraising Application?

Did you assist with the planning of the event? If so, you must complete a Fundraising Application. If you did not assist and the third party organization held the fundraiser, you can accept their donation and send funds to your centralized account!

Do individuals really need to raise \$75 to take the Polar Plunge?

Yes. After all, this is a fundraiser! Check out the next few pages for tips on how to make fundraising easier!

If one participant raises over the required amount and another participant does not raise enough, can they balance out their donations so both can attend the event?

No. Though there may be enough money from the team, each person needs to raise the required minimum to participate.

Can I purchase the fundraising incentives for events?

The incentive items for SOMN sanctioned fundraisers are not for sale. The only way to get them is by raising money.

Can my personal care attendant (PCA) come to a fundraising event?

Some Special Olympics Minnesota fundraising events are not open to the general public, however PCAs or parents/guardians that would like to come are welcome to.

Are there chaperones at SOMN fundraising events?

There will be SOMN staff and volunteers at every event, however they are not chaperoning. Parents, guardians or PCAs are fully responsible for the individuals they are accompanying.

Can other Plunge teams register under our delegation or use our delegation code so we receive the funds?

No. Each delegation may only have one Plunge team and Plungers must be affiliated with the delegation. (Exceptions are sometimes made for an additional team at a secondary Plunge location. Please contact your Program Manager if this is the case!)

FUNDRAISING TIPS

SEND EMAILS & TEXTS

Send a text or email to friends, aunts, uncles, friends, cousins, and friends to ask them to support your fundraiser. Personalize each one, let them in on why you are passionate about the cause and they can specifically help.

GET VOCAL

Talk about your fundraiser at work, team practices or other meetings! You never know who might want to help!

ASK FAMILY TO HELP SPREAD THE WORD

Asking your parents, grandparents or other family members to tap into their network can help you reach an even larger audience. Provide them with Facebook and email templates so they can easily share the fundraiser with their network. They may be a good resource when it comes to finding businesses to help you out as well!

ASK BUSINESSES

Lots of businesses love to support a good cause. Ask around to see if a local business will become a part of your fundraising team through gift matching.

SOCIAL MEDIA

Social media is an easy and efficient way to reach out to family and friends when fundraising. Write a quick post about the event and how people can support you! For SOMN hosted events, share the link to your fundraising page. Consider making a Facebook event page when hosting your own event.

HOW TO RAISE \$50 IN 5 DAYS

DAY	WHO TO ASK	TOTAL PER DAY	GRAND TOTAL
1	Ask one parent and one sibling for \$5 each!	\$10	\$10
2	Text or email your favorite relative asking for \$10.	\$10	\$20
3	Post on Facebook telling your friends you hope to raise \$10 TODAY - "Even \$1 will make a difference!"	\$10	\$30
4	Text your mom or dad's best friend asking for \$10.	\$10	\$40
5	Add a personal contribution of \$10.	\$10	\$50

SHOW THE IMPACT

However you spread the message about your fundraiser, sharing the impact is extremely powerful. People enjoy seeing how their donation will support the cause. Use these donation impact facts to show how supporting Special Olympics Minnesota impacts the community.

\$2.50

Provides a first place athlete with a gold medal at an SOMN competition.

\$60

Provides an eye examination and a pair of glasses to 2 SOMN athletes.

\$5

Provides a meal to an athlete at an SOMN competition.

\$100

Sends a Unified Pair to SOMN's Athlete Leadership Program.

\$10

Provides a hearing screening and hearing aids to an SOMN athlete.

\$250

Brings an anti-bullying campaign into a school.

\$15

Provides a dental screening, education and tools to an SOMN athlete.

\$300

Provides necessary equipment for an entire Young Athlete's season.

\$20

Provides physical therapy screening and coaching to an SOMN athlete.

\$500

Provides funding to start a new Special Olympics Minnesota Delegation.

\$30

Puts a child through an 8 week SOMN Young Athlete season.

\$1,250

Sends an SOMN athlete to Special Olympics USA Games.