

The Maryland State Knights of Columbus in encouraging all Councils to create a Special Olympics Maryland (SOMD) Virtual Plunge team now to raise funds for Special Olympics Maryland and its athletes. The SOMD annual Polar Plunge must run completely virtual this year because of Covid. This activity normally raises over \$2 million to help support over 8,700 athletes in Maryland. Because of the cancellation of the Plunge, Special Olympics Maryland really needs your help!

We are encouraging all Councils to create a council fundraising team with a minimum fundraising goal of \$500. It takes less than 10 minutes to set up a fundraising team, and once set up, it is super easy to promote!

To set up your Council fundraising team, simply follow the instructions below. If you have any questions, please feel free to reach out to State Life Director, John Sniezek, at [johnsniezek1969@gmail.com](mailto:johnsniezek1969@gmail.com) or 410-660-3947.

## Setting up a Council Special Olympics “Virtual Plunge” Fundraising Team

Step 1. Go to the Special Olympics Maryland Polar Bear Plunge website at [www.plungemd.com](http://www.plungemd.com)

Step 2. From the Polar Bear Plunge page, click “Register” under Maryland Plunge (see below)

The screenshot shows the website header with the 'PLUNGE MARYLAND' logo and navigation links: Register, Donate to a Plunger, Virtual Plunge, Sponsorship, FAQs, and Contact. Below the header are four fundraising options, each with an icon, title, subtitle, description, and buttons for 'REGISTER' and 'DONATE'. The 'MARYLAND PLUNGE' option is highlighted with a red box and a white arrow pointing to its 'REGISTER' button.

Option	Icon	Title	Subtitle	Description	Buttons
Cool Schools	Yellow school bus	COOL SCHOOLS	Virtual Only	Are you a teacher, coach, or student who is looking for a whole school engagement activity? Join us for the first-ever Virtual Cool Schools Plunge!	REGISTER, DONATE
Police Plunge	Blue and yellow shield	POLICE PLUNGE	Virtual Only	Calling all law enforcement, military, fire/EMS and first responders! Recruit your agency and join us virtually for the Police Plunge!	REGISTER, DONATE
Corporate Plunge	Person in hard hat and suit	CORPORATE PLUNGE	Virtual Only	Motivate your coworkers and team for the coolest team-building experience of the year at the virtual Corporate Plunge!	REGISTER, DONATE
Maryland Plunge	Flag on a pole	MARYLAND PLUNGE	Virtual Only	Want to be a part of the largest Plunge in the world? Plunge virtually for the 25th annual MSP Polar Bear Plunge!	REGISTER, DONATE

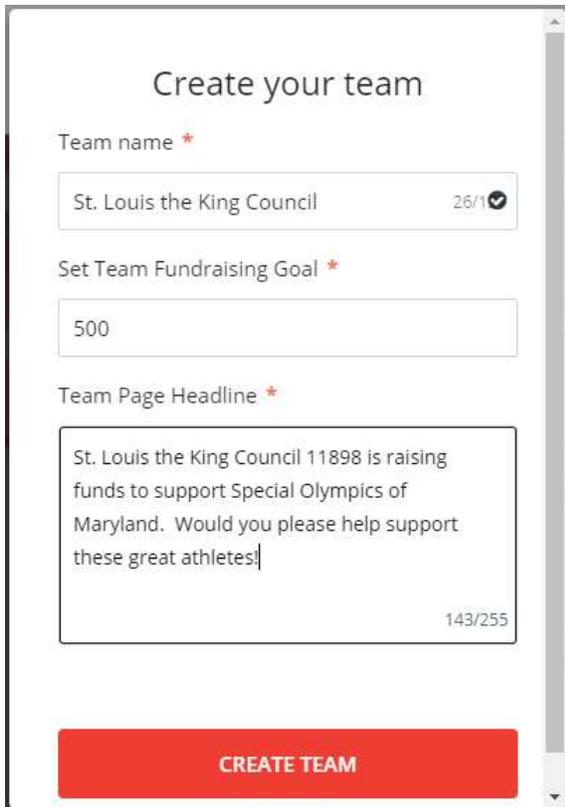
Step 3: On the popup, Click “Create a Team” (see below). This will allow you to create a team for your Council.



**Step 4: On the “Create your team” popup**

- Enter your Team Name (hint – use your Council name)
- Enter your fundraising goal (aim for at least \$500)
- Enter a description for your team page (see sample below)

Once the above information is entered, click **CREATE TEAM** (see below)

A screenshot of the "Create your team" form. It includes three input fields: "Team name" with the value "St. Louis the King Council" and a character count of 26/1; "Set Team Fundraising Goal" with the value "500"; and "Team Page Headline" with a text area containing "St. Louis the King Council 11898 is raising funds to support Special Olympics of Maryland. Would you please help support these great athletes!" and a character count of 143/255. A red "CREATE TEAM" button is at the bottom.

Step 5: After you hit “Create Team” in step 4 above, you will get to the registration page. Be sure to set the “Fundraise to Plunge” registration to 1 and then hit the **PLUNGE!** button (see below). Once you hit the “Plunge” button, you will be asked for your personal registration information (name and Email) which will then set you as the team captain and also set you as a team member. Once complete, you are all set!

The screenshot shows the Maryland Plunge registration interface. At the top left is the logo with a flag and the text "MARYLAND PLUNGE". At the top right are icons for search, share, a shopping bag with "1" inside, and "LOGIN". The main content is split into two columns. The left column, titled "Select registrations", contains two items. The first item is a "Virtual Plunger" registration with a quantity of 0. The second item is "Fundraise to Plunge" with a price of \$0.00 and a quantity of 1. The right column, titled "Your Order", shows the team name "St. Louis the King Council" with 1 attendee. Below that is the "Fundraise to Plunge" item with a price of \$0.00 and a "Remove" link. A "Total" of \$0.00 is shown at the bottom of the order section, with a red "PLUNGE!" button below it.

### Next Steps after creating the team:

- Email your team website to your membership for them to either donate to the team directly, or to add themselves as a team member. When a team member joins, they get their own unique webpage for their fundraising. They can then send their personal webpage to their friends and family encouraging donations. All donations through the team member webpages roll up to the team page automatically.
- Be sure to promote within your Church, Council, Facebook pages, and anywhere else you normally publicize fundraiser activities.
- Provide incentives to your membership for raising funds. For example, let anyone who raises \$100 soak the Grand Knight at the next Council outdoor event. Make it fun!