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 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

Step 2. From the Polar Bear Plunge page, click "Register" under Maryland Plunge (see below)
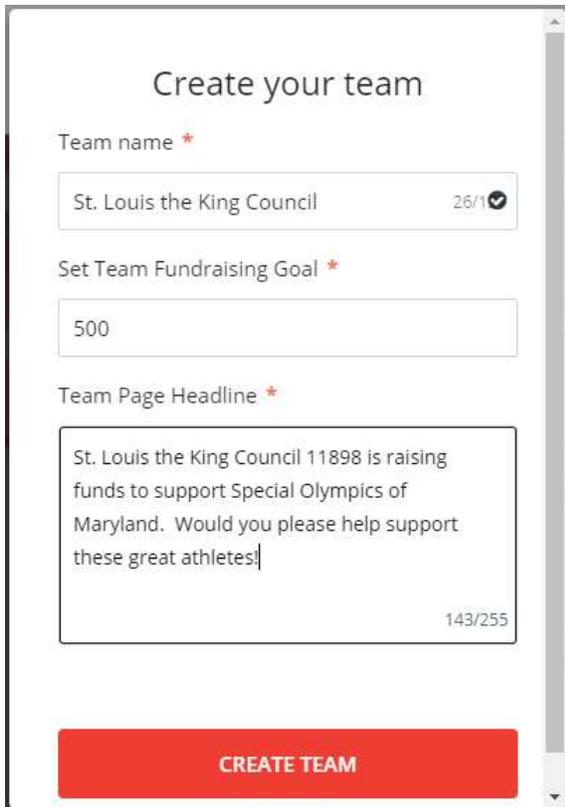
Step 3: On the popup, Click "Create a Team" (see below). This will allow you to create a team for your Council.

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)

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!

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!