



## **CCAN's Annual Polar Bear Plunge to "Keep Winter Cold" Social Media & Texting Toolkit**

**Welcome! Thank you for signing up for CCAN's Virtual Polar Bear Plunge on Sat. February 15, 2025. Social Media is a great tool for peer-to-peer fundraising. This toolkit includes social media tips and samples, as well as a texting guide to communicate why you're taking the Plunge to your friends and family!**

### **Messaging to Keep in Mind**

Here are some talking points to get you started on drafting your posts (or you can copy & paste one of our pre-written messages further below!):

- CCAN's annual Polar Bear Plunge is our biggest grassroots fundraising event – raising ⅓ of our individual donations every year.
- The funds raised power our victories to move Maryland, Virginia, West Virginia, D.C., and the rest of the country off of planet-warming fossil fuels and towards clean energy and transportation.. Here's a [link to see some of our latest victories](#).
- For 20 years, activists, friends, and families have shown their commitment to fighting climate change - and keeping winter cold - by taking an icy dip in a body of water (or your backyard!). Plungers recruit friends and family to support them, similar to charity walks.
- The funds we raise through our annual Polar Bear Plunge help us reach more people, and take on new fossil fuel fights.
- Through plunger outreach, we raise tens of thousands of dollars that CCAN counts on each year to secure climate victories in the states surrounding our nation's capital, and beyond!
- Hundreds of CCAN supporters of all ages tap into the chilled thrill of coming in contact with icy cold water each year.

- Our plungers are downright crazy. We've seen plungers play tennis in freezing waters, perform a jingle on the trombone surrounded by ice, and even go for a full-blown swim!

## Social Media Tips

- [Create a Facebook Fundraiser!](#) Be sure to include your name and "Polar Bear Plunge" in your fundraiser title, set the end date for one week after the Plunge, and personalize it for why **you** are Plunging.
- Make posts about everything from recruiting your friends to register, to saying thanks for donations (be sure to tag people), to how you're preparing to take the Plunge!
- Add photos, graphics, GIFs, and videos to make your posts stand out. Here's when I think you should post:
  - Initial posts (right after you register)
  - Awareness (throughout the time between registration and the Plunge, try and get your followers to join in too)
  - Reminders (keep that content going so you fundraise to meet your goal and beyond!)
  - Thank yous (thank people who have already donated and tag them in your posts)
  - One month away post
  - One week away post
  - One day away post
- ***Always include a link to your personal fundraising web page or your Facebook fundraiser.***
- **Remember:** Asking for donations is never easy and it can leave even the most outgoing person with trembling knees. But the number one reason that people give is because you asked! Your passion and enthusiasm for fighting climate change is your best asset. On average you will have to ask someone 3 times before they donate - we're all forgetful!
- Sharing posts from CCAN is another great way to keep your friends and followers updated. And it's easy because we post the content - all you need to do is share and include your unique fundraising link!

## Sample Social Media Posts

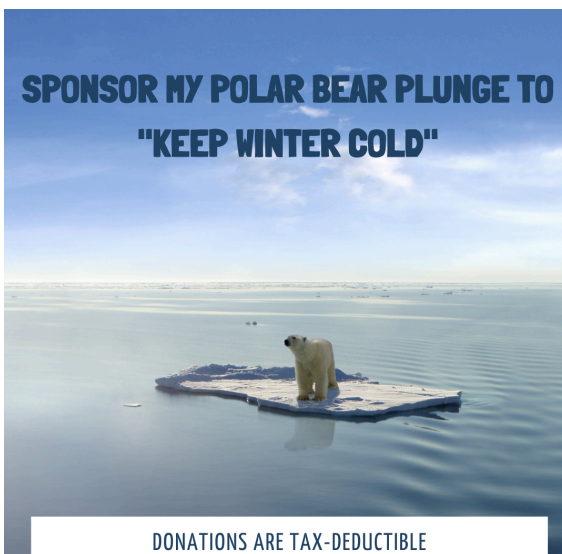
- I'm taking the Polar Plunge on February 15th in support of climate action and the Chesapeake Climate Action Network! But before I Plunge, I need help reaching my fundraising goal. Will you donate to my Plunge today? Whether you're able to give \$5, \$25, \$100, every bit makes a difference! [\[Insert your unique fundraising page link\]](#)
- I just signed up for the 2025 Polar Bear Plunge to support @ChesapeakeClimate! But, before I Plunge, I need help reaching my fundraising goal. Please donate to my page today! [\[Insert your unique fundraising page link or Facebook fundraiser\]](#)
- Want to join me in supporting a good cause? I'm raising funds for the critical climate work of the Chesapeake Climate Action Network. You donate. I take the Polar Bear Plunge! Will you support my Plunge? [\[Insert your unique fundraising page link or Facebook fundraiser\]](#)

- I'm taking the Polar Bear Plunge for our climate! Will you join me by supporting my Plunge and the work of @ChesapeakeClimate? [\[Insert your unique fundraising page link or Facebook fundraiser\]](#)
- Hi friends, on Feb 15th I'll be running into icy cold water to fight climate change with @ChesapeakeClimate. Will you donate to support my Polar Plunge? When you donate, you're acting on climate change in DC, MD, VA, and nationwide! [\[Insert your unique fundraising page link or Facebook fundraiser\]](#)
- This February, I'm excited to go to @ChesapeakeClimate Polar Bear Plunge to "Keep Winter Cold." Please support me and this important work by donating to my Plunge: [\[Insert your unique fundraising page link\]](#)
- Are you brave enough to take the Polar Bear Plunge? I am! Help me reach my fundraising goal, so I can be bold and get cold! [\[Insert your unique fundraising page link\]](#)
- Young or old, come BEAR the cold. Join me in plunging this year, I'll be [\[Insert where and how you'll be plunging\]](#)! [\[Insert your unique fundraising page link\]](#)
- My winter swim is [XX weeks](#) away and I'm [\\$XX](#) away from meeting my fundraising goal for @ChesapeakeClimate. Will you support my Plunge and climate action today by donating to my Plunge? [\[Insert your unique fundraising link\]](#)
- I've signed up for the 2025 Polar Bear Plunge with @ChesapeakeClimate! 🐻❄️ I'll be shivering in icy waters to fight for our climate. Can you help me reach my fundraising goal? Every dollar makes a difference! [\[Insert your unique fundraising page link\]](#)  
#FreezinForARreason
- Who's ready to brave the chill? I know I am! Join me in supporting @ChesapeakeClimate's mission by taking the plunge with me. Let's make a splash for the environment together! If the cold isn't your thing, help me reach my fundraising goal and I'll do the freezing for the both of us! [\[Insert your unique fundraising page link\]](#)  
#BeBoldGetCold
- It's that time again! 🎉 I'm taking the Polar Bear Plunge for climate action with @ChesapeakeClimate. Help me reach my goal and make a difference this winter! [\[Insert your unique fundraising page link\]](#)

## How to use our graphics

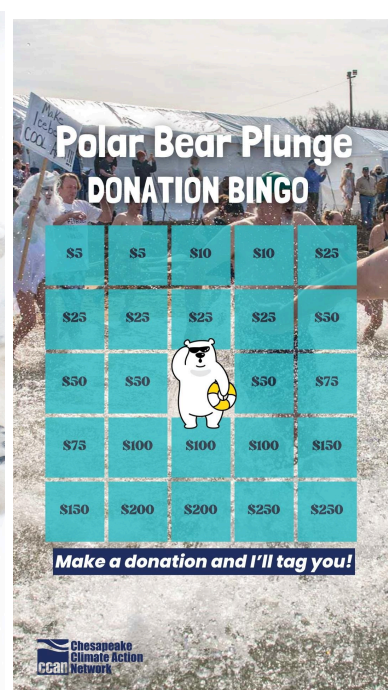
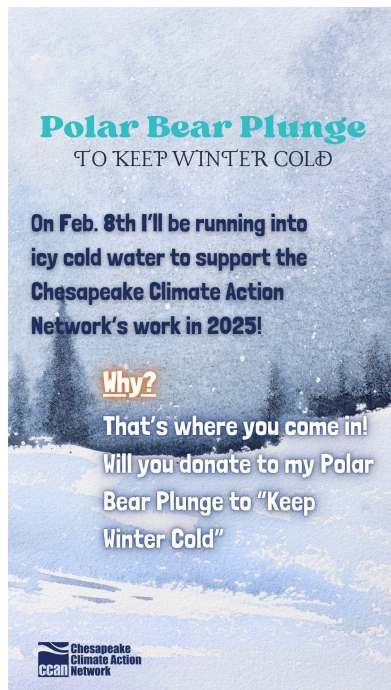
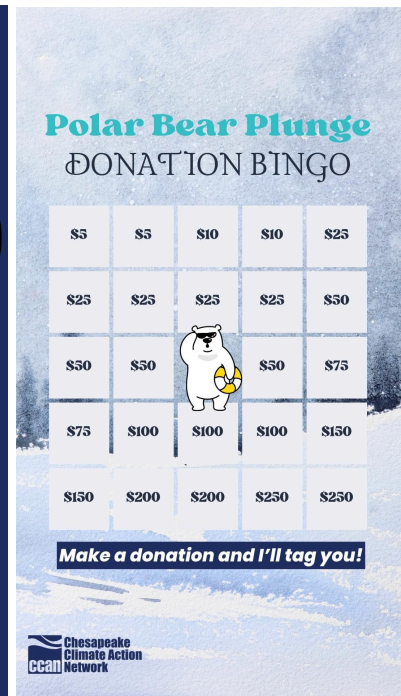
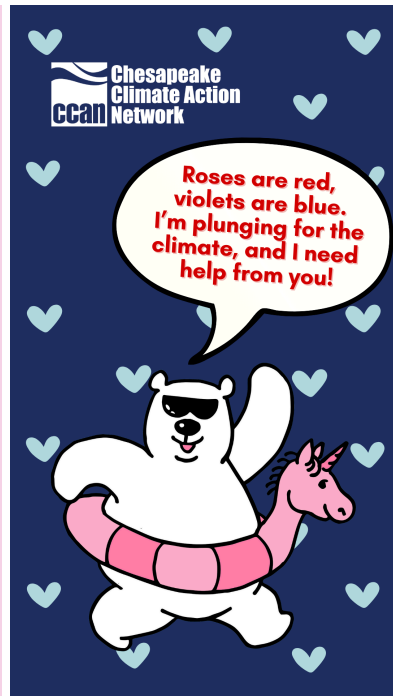
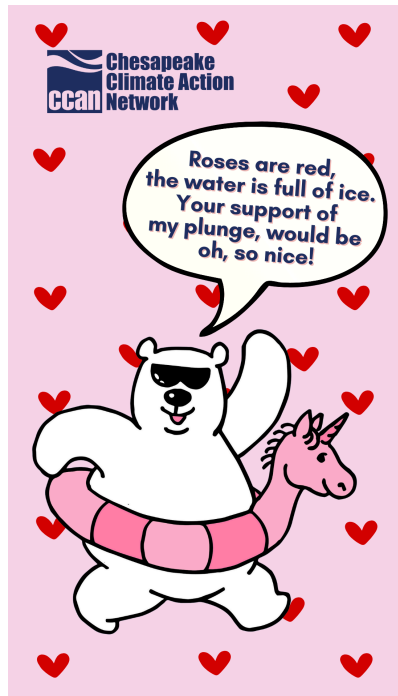
Click on most images and you will see a link - click on those links and you will be taken to a Google folder or page to download the graphics. Once you have downloaded the graphics on your phone or computer, you will be able to share them on your social media and in text messages, or even in emails.

[You can view a Google Drive folder with all the graphics here.](#) And can find single graphics below.





**Instagram and Facebook Story Templates:** When using these, please make sure to include a link in your story to your personal keepwintercold fundraising page or your Facebook/Instagram fundraiser.



# FACEBOOK FUNDRAISER BANNERS



## Sample Text Messages

- I'm participating in a Polar Bear Plunge on February 15th to support the work of the Chesapeake Climate Action Network. Help me reach my fundraising goal, so I can be bold, and get cold! Please support me: [\[Insert your unique fundraising page link\]](#)
- This year I'm taking CCAN's Polar Bear Plunge to fight climate change and protect the environment, but your support is what means the most! Let's make sure our leaders hear our voices on taking climate action now. Please support me and this important work by sponsoring my Plunge: [\[Insert your unique fundraising page link\]](#)
- Do you feel like your winters are being stolen from you? What's supposed to be a cold, snowy season is not what it used to be. That's why I'm taking the Polar Bear Plunge, to fight back against climate change. When you support my Plunge, you're supporting

climate action! Will you donate to sponsor my Plunge? [\[Insert your unique fundraising page link\]](#)

- Be part of the climate movement and support me as I plunge into freezing waters. I signed up for CCAN's Annual Polar Bear Plunge. I would love for you to sponsor me as I freeze my toes off! Help me reach my personal fundraising goal by donating to my plunge: [\[Insert your unique fundraising page link\]](#)
- This year, I'm plunging into icy waters to raise awareness for climate action with CCAN. I'd love your support to help me make a splash! Please consider sponsoring my plunge: [\[Insert your unique fundraising page link\]](#)