



HOW TO BUILD A POLAR BEAR TEAM

1. **Team Leader-** Pick a team leader for your team.
2. **Register-** The team leader and all team members must register individually and select their shirt size. Register at: www.hswcmd.org/polar-bear-plunge
3. **Fundraising Page-** The team leader should create a fundraising page on behalf of the team. Instructions are below. (To receive team credit for donations, Individual team members should not create their own fundraising page.)
4. **Templates & Sharing-** The team leader will share email templates and page links with the team that can be used to request donations.
5. **Team Roster-** To be considered for the largest team award or most team fundraising, email a team roster to jdraper@hswcmd.org by January 5, 2025.

HOW TO BUILD A TEAM FUNDRAISING PAGE

1. **Team Leader-** The team leader creates a fundraising page by using the link provided in their registration confirmation email.
2. **Account Name-** Choose “Organization” instead of “Individual”. In the “Organization Name” field enter team name followed by a dash and the team leaders full name. For example: Frosty Paws-Joe Smith
3. **Edit-** Edit the photo and text for your team account to your liking and save. Look for the “Edit Page” link at the top of page.
4. **Templates & Sharing-** Once the team fundraising page has been created go to “Donor Ask Templates”. You can find this at the top of your fundraising page. Copy the text for “Email” and paste it in an email to your team members. This text includes links to your fundraising page. Team members can now share this text in an email to their contacts requesting donations.
5. **Main Page Link-** Donors can also find your fundraising page by going directly to the main page; www.hswcmd.org/polar-bear-plunge. Scroll down and click “Support A Plunger”. This will take you to the main fundraising page. Donors will then scroll down until they find the team or person they would like to donate to.