Polar Bear Plunge 2026

ALPHARETTA ROTARY FOUNDATION

social MEDIA GUIDE

Always Tag Us on Your Posts:

@alpharetta_polar_bear_plunge

@AlphaPolarBearPlunge/

Event Name: Alpharetta Polar Bear Plunge - Freezin' For A Reason
Date: February 7, 2026
Location: Wills Park Pool, Alpharetta, GA
Hosted by: Alpharetta Rotary Club

Objectives of Social Media Promotion

1. **Recruit Participants**: Encourage people to join as jumpers.
2. **Raise Funds**: Motivate people to donate to the participating charities.
3. **Spread Awareness**: Increase event visibility to attract a larger audience.

Use these Hashtags:

- #PolarBearPlunge
- #FreezinForAReason
- #AlpharettaRotary
- #CharityEvent
- #JumpForACause
- #WinterFundraiser
- #PBP2026
- #AlpharettaPolarBearPlunge
- #AlpharettaRotaryFoundation
- #AwesomeAlpharetta
- #AlphaRoFo

1. Create Engaging Content

- **Visual Content:** Use photos and videos to show the fun and excitement. Include images of teams in costume, people jumping into the pool, and the crowd cheering.
- **Storytelling**: Share personal stories or testimonials from previous participants about why they joined and the impact it had on their charity.
- **Event Details:** Consistently include the event name, date, location, and purpose in all posts.

2. Utilize Different Platforms

- **Facebook**: Post regular updates, share stories, and use Facebook Live.
- **Instagram**: Share photos and short videos, use Instagram Stories and Reels, and create countdown stickers.
- **Twitter**: Post frequent updates, share links to the donation page, and use relevant hashtags.
- **LinkedIn**: Post updates in relevant groups, share the event on personal and company pages, and write articles about the cause.

3. Engage with Your Audience

- **Call to Action:** Encourage people to sign up as jumpers or donate. Use phrases like “Join us for a chilly adventure!” or “Support your favorite team by donating today!”
- **Interactive Posts:** Use polls, questions, and challenges to engage your audience. For example, “What costume should our team wear?” or “Share why you’re excited to plunge!”
- **Acknowledgment:** Thank donors publicly and share milestones, like reaching fundraising goals.

4. Collaborate with Influencers

- Reach out to local influencers, celebrities, and community leaders to participate in the event or promote it on their social media channels.

5. Leverage Email Marketing

- Send out regular newsletters with updates about the event, stories from participants, and donation links.
- Include social media buttons in emails to encourage sharing.

SAMPLE POSTS

FACEBOOK

📅 **Save the Date!** 📅

Join us on (insert date), at Wills Park Pool for the Alpharetta Polar Bear Plunge - Freezin' For A Reason!
Jump into the freezing cold pool to raise money for charity.
Sign up now as a jumper or donate to support our cause! 🌊❄️
[Link to Sign Up/Donate]

🎉 Meet our Jumpers! 🎉
We're thrilled to introduce [Name], who's braving the icy waters to support [Charity Name]. Learn why they're jumping and how you can help! 🌊❄️
[Link to Story/Donate]

INSTAGRAM

(Image/Video):
Caption: "Ready to take the plunge? Join us on (insert date), at Wills Park Pool for the Alpharetta Polar Bear Plunge! Sign up as a jumper or donate to support your favorite team!
Link in bio. 🌊❄️

(Story/Countdown):
"Only [X] days until the Alpharetta Polar Bear Plunge! Are you ready to brave the cold?
Swipe up to join or donate! 🌊❄️

X:

Join us on (insert date) for the Alpharetta Polar Bear Plunge - Freezin' For A Reason!
Jump in the freezing pool to raise money for charity.
Sign up or donate today! 🌊❄️ [Link]

Meet [Name], one of our brave jumpers! They're taking the plunge to support [Charity Name].
Learn more about their story and donate here: [Link]

LinkedIn

We are excited to announce the Alpharetta Polar Bear Plunge - Freezin' For A Reason on (insert date), at Wills Park Pool. Join us in raising money for charity by taking a dip in the freezing cold pool! Whether you participate as a jumper or support by donating, your contribution makes a difference.
Learn more and get involved: [Link]