
Rotary District 7120 Polar Plunge Fundraiser

How to Register & Fundraise Guide

We are excited to host this year's Polar Bear Plunge using Zeffy, our online fundraising platform. Zeffy allows participants and teams to create personalized fundraising pages, track progress, and collect donations securely.

Please follow the steps below to register and begin fundraising.

How to Register

Step 1: Visit the Event Website

Click the official Polar Bear Plunge registration link:

<https://www.zeffy.com/en-US/peer-to-peer/polar-bear-plunge>

You will be redirected to our Zeffy event page.

Step 2: Click “I want to help fundraise”

On the event page, select “I want to help fundraise”

You will then choose how you would like to participate.

Step 3: Choose Your Participation Type

Select one of the following:

- Create a Team
- Join a Team
- Fundraise solo

Complete the required information and set a fundraising goal. We encourage you to set an ambitious but achievable goal to inspire generosity.

Once registered, you will receive your personalized fundraising link.

Step 4: Share Your Fundraising Link

After completing registration, you will see a pop-up allowing you to copy your personalized fundraising page link.

Copy this link and begin sharing it.

Important: Club Attribution

When you register as a participant, you will not select a Rotary club.

However, when someone makes a donation, they will be required to choose which Rotary club their donation should be credited toward for the Rotary Club Challenge.

Please let your donors know which Rotary club you would like their donation attributed to.

This ensures your club receives proper credit toward the competition totals.

Important: Zeffy Tip Explanation

Zeffy automatically applies a suggested tip of 17% to support its free platform.

Please let your donors know:

- This tip goes directly to Zeffy, not to the fundraiser.
- The tip is completely optional.
- Donors may select “Other” and enter a lower percentage or 0 if they prefer.
- The Polar Bear Plunge receives 100% of the donation amount regardless of the tip selection.

This transparency helps avoid confusion.

Fundraising Tips for Success

Personal outreach is significantly more effective than mass messaging.

If you know someone personally, consider:

- Calling them first
- Explaining why you are participating
- Following up with your link via text or email

A quick phone call followed by a message with your link is often far more successful than sending a blind text to a large group.

You may also:

- Post your link on social media
- Share updates as you approach your goal
- Remind donors that funds support local Rotary camps and youth programs
- Thank donors personally

Accepting Cash or Check Donations

If a potential donor prefers to give by cash or check, that is completely acceptable.

Checks may be written:

- To you personally, if the donor feels comfortable
- Or to: **Exchange Alum of District 7120 Rotaract Club**

If you receive cash or a check written to you:

- Deposit the funds
- Then enter the donation into Zeffy using your personal credit card so it counts toward your fundraising total

Checks written directly to “Exchange Alum of D7120 Rotaract Club” may be:

- Collected and handed in on the day of the event

Please ensure that all offline donations are properly reflected in Zeffy so your totals are accurate.

Need Assistance?

If you have any questions about registration, attribution, offline donations, or fundraising strategy, please contact:

RotaryYouthExchange7120@gmail.com

Thomas May: +1 (585) 447-4119

Cora Woloson: +1 (585) 301-6948

We are happy to help.