Go beyond traditional P2P with **community-powered fundraising**

Special Olympics Michigan's Polar Plunge raised 15% more YoY with GoFundMe Pro and Mittun

Privacy Information

We and our vendors use cookies and similar technologies that analyze how you use our site to help people help each other, save your preferences, and provide you with meaningful experiences. By continuing to use our site, you consent to the use of these technologies as explained in our Privacy Notice and Cookie Policy, and agree to our Terms of Service.

Okay

See Our Privacy Notice

Privacy Information

We and our vendors use cookies and similar technologies that analyze how you use our site to help people help each other, save your preferences, and provide you with meaningful experiences. By continuing to use our site, you consent to the use of these technologies as explained in our Privacy Notice and Cookie Policy, and agree to our Terms of Service.

See Our Privacy Notice

Encourage Polar Plunge fundraisers to go beyond raising funds and sign up for a Plunge event

Solution

GoFundMe Pro's fundraising technology and Mittun's web design expertise helped Special Olympics Michigan visualize its fundraising data and give fundraisers motivation to reach their goals

"GoFundMe Pro gives us easy ways for our Plungers to make a difference and hit their goals and Mittun helps us create a beautifully branded one-stop-shop for our Plunge. We are excited to see what we'll create next year and how we'll meet (or surpass) our goals."

– Andrea Rachko, Senior Director of Law Enforcement Torch Run

Privacy Information

We and our vendors use cookies and similar technologies that analyze how you use our site to help people help each other, save your preferences, and provide you with meaningful experiences. By continuing to use our site, you consent to the use of these technologies as explained in our Privacy Notice and Cookie Policy, and agree to our Terms of Service.

See Our Privacy Notice

A unified fundraising events solution

Every year, Special Olympics Michigan (SOMI) hosts a series of fundraising events called the Polar Plunge, where people go to great lengths to show their support by donating, fundraising, and jumping into freezing cold water. The Plunge is the biggest fundraiser of the year for SOMI, with 26 events taking place statewide. All funds raised go to provide year-round training and services to over 23,000 athletes with intellectual disabilities.

As a nonprofit, time and resources are frequently stretched thin. So when an opportunity to take something off SOMI's plate came up, the team jumped at it. As a part of the GoFundMe Pro community since early 2019, SOMI was introduced to Mittun to design and build its Polar Plunge microsite. In 2024, SOMI wanted to not only increase the number of Plungers but also activate supporters to participate in the Plunge and

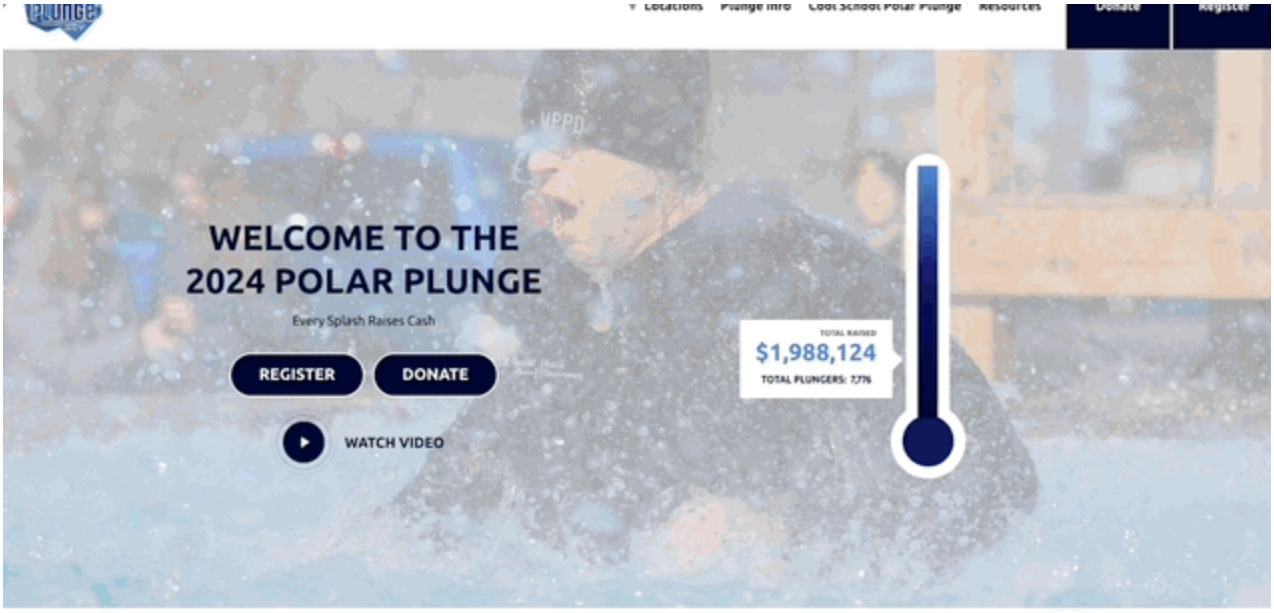
Privacy Information

We and our vendors use cookies and similar technologies that analyze how you use our site to help people help each other, save your preferences, and provide you with meaningful experiences. By continuing to use our site, you consent to the use of these technologies as explained in our Privacy Notice and Cookie Policy, and agree to our Terms of Service.

See Our Privacy Notice

Powered by GoFundMe Pro API and Mittun's WordPress integration, the Mittun team designed a microsite that exemplified the fun and excitement of the Polar Plunges. This new setup provided a seamless way to visualize GoFundMe Pro fundraising data while boosting donor engagement through integrated fundraising experiences.

Directly from the microsite, each fundraiser can create a GoFundMe Pro fundraising page, set a fundraising goal, share this page with family, friends, and co-workers, and encourage the same people to donate or join their team. Going one step further, supporters can also register for a Plunge and make a donation.



Privacy Information

We and our vendors use cookies and similar technologies that analyze how you use our site to help people help each other, save your preferences, and provide you with meaningful experiences. By continuing to use our site, you consent to the use of these technologies as explained in our Privacy Notice and Cookie Policy, and agree to our Terms of Service.

See Our Privacy Notice

The 2024 Polar Plunge microsite includes:

- **Leaderboard** where fundraisers can unlock snowglobe badges when they reach a certain goal, like raising a certain amount or referring another fundraiser.
- **Challenges** that gamify the fundraising process, recognize top individual and team fundraisers, and motivate others to work towards a goal.
- **Interactive map** to help find a local Plunge location.
- **Progress bars** to track progress toward a goal.
- **Incentives** to get Plungers excited about participating.

> “We wanted the Plunge microsite to be as user-friendly as possible, and that’s what Mittun delivered. From creating a GoFundMe Pro fundraising page to donating to a specific Polar Plunge team, finding a local Plunge site, and getting real-time updates, all from one page, our Plungers have all of the tools they need to succeed. And the success shows in our fundraising numbers

Privacy Information

We and our vendors use cookies and similar technologies that analyze how you use our site to help people help each other, save your preferences, and provide you with meaningful experiences. By continuing to use our site, you consent to the use of these technologies as explained in our Privacy Notice and Cookie Policy, and agree to our Terms of Service.

See Our Privacy Notice

With the help of GoFundMe Pro's fundraising technology and Mittun's design expertise, **SOMI has raised 15%+ more each year for the Plunges. In 2024, 7,776 Plungers participated, and over 70% of fundraisers returned from the previous year**.

Planning ahead for the 2025 Polar Plunge

For next year's Plunge, SOMI is looking for more innovative ways to engage Plungers. That means leaning even more into the GoFundMe Pro and Mittun integration to create more dynamic supporter experiences for every fundraising effort.

GoFundMe Pro product features used

Check out the product offerings that this organization used for success

Privacy Information

We and our vendors use cookies and similar technologies that analyze how you use our site to help people help each other, save your preferences, and provide you with meaningful experiences. By continuing to use our site, you consent to the use of these technologies as explained in our Privacy Notice and Cookie Policy, and agree to our Terms of Service.

See Our Privacy Notice

Get results like Special Olympics Michigan

Learn how top nonprofits use GoFundMe Pro to power their fundraising.

Request a demo

Related Case Studies

Success Story

Stand Up To Cancer brings in thousands of donations from participating in GoFundMe's experiments

Success Story

Joni and Friends grew 34% year over year on Giving Tuesday with Campaign Studio

Success Story

More than 50% of donors gave multiple gifts in a single transaction through HOPE International's Gift Catalog

Privacy Information

We and our vendors use cookies and similar technologies that analyze how you use our site to help people help each other, save your preferences, and provide you with meaningful experiences. By continuing to use our site, you consent to the use of these technologies as explained in our Privacy Notice and Cookie Policy, and agree to our Terms of Service.

See Our Privacy Notice

SOLUTIONS

Product Overview

Donation Forms

Recurring Giving

Donation Pages

Crowdfunding

Giving Cart

Live Events

Event Ticketing & Registration

Auctions & Mobile Bidding

Peer-to-Peer Fundraising

Corporate Giving

Nonprofit Pages on GoFundMe

Impact Creator Tools

COMPANY

Story

Careers

PLATFORM

GoFundMe Pay

Donor Dashboard

Integrations Hub

Campaign Templates

International Fundraising

Security & Scalability

GoFundMe Intelligence

Reporting

Meta Social Sharing

Federated Accounts

CONTACT

Contact Support

Demo

Pricing

Sign In

Privacy Information

We and our vendors use cookies and similar technologies that analyze how you use our site to help people help each other, save your preferences, and provide you with meaningful experiences. By continuing to use our site, you consent to the use of these technologies as explained in our Privacy Notice and Cookie Policy, and agree to our Terms of Service.

See Our Privacy Notice

RESOURCES

Blog

Webinars

Events

Research

Help Center

GoFundMe Pro Academy

Partners

WHO WE SERVE

Case Studies

Nonprofits

Healthcare

Research & Cure

Food Banks

Human Services

Terms of Service

Privacy Notice

C

N

©

Privacy Information

We and our vendors use cookies and similar technologies that analyze how you use our site to help people help each other, save your preferences, and provide you with meaningful experiences. By continuing to use our site, you consent to the use of these technologies as explained in our Privacy Notice and Cookie Policy, and agree to our Terms of Service.

See Our Privacy Notice

Your Privacy Choices

Privacy Information

We and our vendors use cookies and similar technologies that analyze how you use our site to help people help each other, save your preferences, and provide you with meaningful experiences. By continuing to use our site, you consent to the use of these technologies as explained in our Privacy Notice and Cookie Policy, and agree to our Terms of Service.

See Our Privacy Notice