

December 1, 2010

Dear East Windsor Community Member:

On behalf of the East Windsor Parks and Recreation Department, I have a proposal for you. Due to the tough economic times, many East Windsor residents are faced with tough challenges in their daily lives. Many are having a tough time heating their homes. The East Windsor Parks and Recreation Department is pairing up with the East Windsor Human Services to run a fundraiser to benefit the EW Fuel Bank.

Once again we will be hosting our 2nd Annual Panther Plunge into the East Windsor Reservoir as our major fundraiser. Let me provide you with a brief description of the event.

The Panther Plunge is modeled after the popular Polar Plunges held to benefit other charities. The Panther Plunge is a plunge into the chilly waters during the winter to raise money for needy families to help heat their homes. In order to participate, plungers must raise at least \$10.00 in order to have the “privilege and honor” of taking the plunge.

With that said, we are in the process of recruiting plungers to participate, and help raise money and raise excitement for this event. We are hoping that you and your fellow community members will participate for this great cause!

Individuals will have the honor of taking the plunge for just a \$10.00 donation; \$15.00 donations will get that “plunger” a 2nd Annual Panther Plunge t-shirt. Teams can come up with themes and join also for \$10.00 per person. Prizes will be given to the team and individual that raises the most money. To add fun to this event we are encouraging the “plungers” to come up with a theme and or costume for themselves and their teammates. Prizes will be awarded for best costume out of the water and best costume in the water.

If you are interested in participating as a “plunger” and or sponsor in this year’s Panther Plunge, please let us know. We would love to have you participate. For more information, please call my office at 627-6662 or email me at mgreen@eastwindsorct.com I look forward to making this event a great success.

Melissa Maltese

Director of Parks & Recreation

Enclosed: Panther Plunger Tool Kit



Plunger Tool Kit

So you have decided to take the plunge! Now what? The Plunger Tool kit will act as a guide to help you prepare for the big dip!

- 1) Steps to become a successful plunger
 - a. Register
 - b. Collect Pledges
 - c. Have your parent/guardian sign the waiver

- 2) Tools to help you in your fundraising campaign
 - a. Who do you know? The key to building a successful plunge team or fundraising campaign both depend on asking people you know for support.
 - b. Personal plunge cards. Hand out to everyone you know to let them know you will be taking the plunge.
 - c. Donor receipts. Give this receipt instantly to your donor for both of your records.

- 3) First timer tips
 - a. The do's and don'ts for a successful plunge experience.

FREEZIN FOR A REASON

STEP ONE

Register: Come to Parks and Rec. and pick up the Plunger Packet. Each individual will need to register for the plunge whether on a team or an individual plunger. You can also mail in the registration form to EW Parks and Recreation 76 S. Main East Windsor, CT 06088. You may also register the day of the event as an individual or team, but t-shirts are not guaranteed.

STEP TWO

Solicit and collect pledges: Ask family, friends and neighbors to pledge you as you are Panther Plunging! Each plunger will need to collect a minimum of \$10.00 to participate. A minimum of \$15.00 is needed to receive a t-shirt. We would like pledges collected and handed in by January 17th. Don't forget to issue a receipt for each pledge and track each pledge on your donation sheet.

STEP THREE

Waivers: Each participant must have a waiver. If the participant is under the age of 18 a parent/guardian must sign the waiver. Any participant in grade 8 or below must have a parent/guardian present at the plunge.

STEP FOUR

Pass in pledges and waivers: All pledges and waivers must be handed in to the Parks and Recreation Department by Friday, January 14th, 2011. We will take a limited number of registrations the day of the event. T-shirts are not guaranteed the day of.

STEP FIVE

Have Fun: Form a team and come up with a creative theme. Get people involved! Plunge with friends, and family for this great cause. Prizes will be awarded for best costume before and after the plunge.

BE CREATIVE!!!!



PANTHER PLUNGE FIRST TIME TIPS

DO:

Do: Wear your plunge “attire” under your clothes-then you don’t have to change in order to plunge.

Do: Choose your plunge “attire” knowing you will be cold and your fingers will be numb. So choose things that are loose fitting.

Do: Remember that you will be exiting the water quickly, so do not wear anything that will be heavy when wet.

Do: Bring a robe, blankets and towels to wear while waiting and after plunging. Volunteers will be on hand to hold items for you while plunging.

Do: Wear tennis or water shoes-the ground is freezing.

Do: Bring loose fitting clothes to change into.

Do: Bring a plastic bag for your wet clothes after the plunge.

Do: Plunge with friends and family, it’s more fun! Especially if you create crazy themes and costumes (within reason!)

DON’T:

Don’t: Plunge if you have a heart condition or serious medical condition. If unsure consult your doctor prior to registering. We always need volunteers so you will still be helping this great cause.

Don’t: NO DIVING, or SOMERSUALTS!!!! The water is shallow!

Don’t: Wear a wetsuit or dry suit! That’s cheating.

Don't: Get your head wet, only get wet up to your neck. There is no pressure to fully submerge yourself.

Don't: Forget to smile. You will be on video and in photos.

Plunge Team Guidelines

Create a plunge team with family, friends, classmates, co-workers.

- Assign a Team Captain
- All plungers must pre-register
- Create a Team Name
- Design a crazy team costume-remember costumes can't be heavy or bulky
- Challenge similar groups to see who can raise more money
- Collect pledges; set a weekly goal for your team in addition to your overall goal.
- Team captain should hand in all waivers and pledges on January 15th to the Parks and Recreation Office.

Ideas for Crazy Challenges

- Recruit several classmates, family members to participate in the plunge. Set-up donation buckets for each participant. Friends and family/coworkers donate to the person they want to see take the plunge. The participant(s) with the most donations takes the plunge.
- Challenge similar groups to see who can raise the most pledges. The team that raises the most money watches the losing team take the plunge. Winning team can also pick the costume for the losing team.
- Plunge your boss! Employees raise money to plunge their boss. If the boss is too chicken, they have to match the amount raised to avoid taking the plunge. If they match they get to designate a stand in!

- Team Building: Have employees join a team-create crazy costumes and a crazy team name. Nothing builds moral more then jumping into freezing waters in front of spectators.

2nd Annual Panther Plunge



HOW TO RAISE \$100 IN ONE WEEK

SUNDAY	Your personal contribution	\$10
MONDAY	Ask your best friend and spouse for \$10 each	\$30
TUESDAY	Ask a relative for \$10	\$40
WEDNESDAY	Ask two friends for \$10 each	\$60
THURSDAY	Ask two coworkers for \$10 each	\$80
FRIDAY	Ask two neighbors for \$10 each	\$100
SATURDAY	CELEBRATE YOUR ACCOMPLISHMENT!!!	

Total \$100

**Don't forget to mention that each donation is tax deductible.
All proceeds benefit the EW Fuel Bank.**

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