

Spring Plunge & Cannonball Competition Info Sheet

Including fundraising tips, what to bring and what to remember

Fundraising Tips

The easiest way to raise money is to send an email to your contact list telling them what you have planned, your fundraising goal and a link to make a donation. Some other tips include...

- Carry your donation form with you. You never know when you might run into a supporter!
- Encourage people to ask their companies for matching gift forms. Many donors are not aware this is an option. Matching gifts can double (or even triple) the original donation amount.
- If you have a Facebook profile, promote your efforts through your Facebook cause. And don't forget to add Brownstone Park as your Facebook friend!
- If you're on Twitter, tweet a message to your friends! Challenge them to join you or support you.
- If you didn't receive an answer the first time you asked, ask again! Sometimes people mean to donate, but they don't get around to it. Friendly reminder emails, progress updates, etc. help to nudge the process along.

Your email or post can read...

Subject: Your Pledge ensures My Icy Cold Plunge into the Depths!

I am participating in the 3rd Annual [Spring Polar Plunge and Cannonball Competition](#) at Brownstone Park in Portland, Conn. You can sponsor me for \$5, or *any other amount* you are willing to contribute. In honor of your generous donation, I pledge to run into the icy water up to my waist, over my head or jump off a cliff.

Head to [Brownstone Park's website](#) to make a donation. You'll see options for Plunge Donations of \$10, \$25 and \$50. During the check out process, you can enter my name as the plunger you are sponsoring.

You can also visit the [Connecticut Children's Foundation](#) to make your pledge, and mention my name under the Recognition Listing.

You can also make a cash or check donation. Make checks payable to the **Connecticut Children's Medical Center Foundation**.

What to Bring

- Plastic bag for your wet clothing
- A warm robe to keep you cozy before and after your plunge
- Two towels – one to dry off with and one to stand on
- Water shoes for going onto the water
- Dry clothes for after your plunge, we do have changing rooms.
- Waterproof camera or camcorder to capture your plunge

What to Remember

- Do not stay in the water more than three minutes
- Wetsuits and drysuits are not suggested since they defeat the purpose of the event
- No diving
- Bring a friend!