



**BOYS & GIRLS CLUB
OF DETROIT LAKES**

POLAR FEST PLUNGE

A cartoon illustration of a superhero character with a white mask and a red cape, wearing a blue suit with a red emblem on the chest. The character is shown in mid-air, jumping into a pool of water, with splashes around them.

**23rd Annual Boys & Girls Club Polar Fest Plunge
Fundraising Toolkit**



Gettin' crazy for a cause!

2019 Polar Fest Plunge

Plunging Has Never Been So Easy!

So you want to Plunge? Fantastic! This packet is full of tools and friendly advice about having a blast at our event and making the most of your fundraising efforts, but first—we'll answer a whole lot of questions about our event and why it is so important to Boys & Girls Club of Detroit Lakes!

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Mission of the Boys & Girls Club of Detroit Lakes

To enable all young people, especially those who need us most, to reach their full potential as productive, caring, and responsible citizens.

If you would like to become more involved, give us a call or check out our website!

bgcdl.org 218-847-5700 ext. 0

23rd Annual Polar Fest Plunge

Saturday, February 16th—Little Detroit Lake

Everything You Need To Know to Make a **Big Splash!**

What is the Polar Fest Plunge for Boys & Girls Club of Detroit Lakes?

The Polar Fest Plunge is a fundraiser for Boys & Girls Club of Detroit Lakes. Founded in 1957, our Boys & Girls Club has a long history of providing services to local youth that help them BE GREAT academically, socially, and civically. By Plunging, you are supporting our mission plus—you will have a blast! You just register, raise some pledges, show up in a crazy costume, use our saunas to warm up, and JUMP IN!

Polar Fest Plunge Dates to Remember

BEFORE February 4—Online Registration

bgcdl.org—Click on the event’s link to let us know you will be jumping!
You can still register after this



Friday, February 15

Noon—Online registration closes

You can still register in person at the event

Saturday, February 16

8:30 a.m. through 1:00 p.m.

Plunger Check-In & Day-Of Registration

Lakeside Tavern (upstairs)

1:00 p.m.

Take the Plunge into Little Detroit Lake

Little Detroit Lake

2:30 p.m. (or immediately after Plunge)

Costume Winners & Raffle Drawing

Inside Lakeside Tavern

Plunge Checklist

- * Pledge sheet, all cash, checks and a printout of any online donations you received
- * Your prize-winning Plunge costume
- * Shoes to plunge in—don’t go barefoot!!
- * Towel
- * Plastic bag for wet clothes and towel
- * Change of clothes for after your Plunge
- * Friends & family to cheer you on!

Saturday, February 15, 2020

24th Annual Polar Fest Plunge (tentative)





Sign me up! Registration

Visit bgcdl.org and click on the link to our event. Simply follow the registration link to get signed up—we won't share your information with anybody. *Members of the same team should register at the same time or appoint a team captain to register everyone on the team at one time.*

Check in (Day of-Lakeside Tavern @ 8:30 a.m.)

Every Plunger must check-in prior to jumping in the lake to turn in pledge sheets, all pledges

raised, sign a release of liability (minors must have their parent or guardian sign—no exceptions), and pick up event swag and earned incentives. If you have a large team and would like to make arrangements to complete check-in in advance, please call Tami at 218-847-5700 x2 to schedule an appointment. Be sure to stop by our information table and grab an event map to help you navigate our staging, Plunging, and changing areas.

How much does it cost to Plunge?

Because this is a fundraiser that helps us provide valuable services to children in need, our hope is that you will enthusiastically raise many pledges to support your Plunge. We do not ask you to pay anything when you register online, but each individual Plunger will be required to provide a minimum pledge of \$50 at check-in the day of the event. All pledges raised to support your Plunge are due when you check-in—and if you've raised \$250+, \$500+, or \$1,000+ in pledges you will be rewarded with awesome incentive prizes. Be sure to see page 10 for more information about incentives!

What if I can't collect all of my pledges before I show up at check-in?

If this happens, you can turn in your pledges after the event. However, we encourage you to turn in all pledges at check-in so you get credit for them with the incentives we offer. Only pledges turned in at check-in are eligible for individual or team incentives.

What about online pledges—how do they work?

Print out a list of all of the pledges made on your behalf online. Bring this report to check-in along with any check or cash pledges you have collected so you get credit for everything you've raised!

Can I accept checks for pledges?

Yes—have your pledgers make any checks out to Boys & Girls Club of Detroit Lakes.

What about donation receipts?

Donations made online will automatically generate a receipt for the donor's pledge. If one of your pledgers writes a check or issues cash to you for their pledge and they want a receipt, please make sure you collect their name and address and accurately record their donation on your pledge sheet. Indicate on the pledge sheet next to their name that they would like a receipt mailed to them and Boys & Girls Club of Detroit Lakes will send them one directly.



Bring a Team!

The Polar Fest Plunge isn't just for individuals! In fact, most of our Plungers form teams and get family members, friends, coworkers or other groups of people to bond while showing support for Boys & Girls Club of Detroit Lakes.

Team Captains - Go Get Em'

Recruit

- * Find team members that share your enthusiasm for the event (and a co-captain—every Skipper needs a Gilligan, right?)
- * Set a goal for the number of team members you want to have & the amount of pledges you want to raise

Motivate

- * Show your spirit for the event & start planning a great team costume
- * Stay connected with your teammates by email, phone and share fundraising progress
- * Setup of a team fundraising page (Mightycause.com or GiveMN.org) & share links with teammates



Educate

- * Follow our Club's Facebook page to learn more about the great mission you are supporting - facebook.com/boysgirlsdl

Rivalries & Resources

A little competition never hurt anyone, right?

If you are a team captain, consider challenging a similar group (i.e. school group, church group, service club, or restaurant) to some friendly competition! Compete against one another to raise pledges for Boys & Girls Club. Remember, the team raising the most pledges gets a special prize!

By the way—if you do spark some friendly competition, let us know what you are doing—we might be able to help you promote it!



The More the Merrier!

Earn Polar Cash & Other Cool Prizes

Individual Incentives

Prizes for the top 4 group or individual costumes are:

- **\$50 up to \$249**—official 23rd Annual Polar Fest Plunge T-shirt
- **\$250 up to \$499**—Polar Fest Plunge T-shirt AND our plush terry beach towel
- **\$500 up to \$999**—Polar Fest Plunge T-shirt, plush terry beach towel AND a \$100 Visa cash card
- **\$1,000 + in pledges**—Polar Fest Plunge T-shirt, plush terry beach towel AND a \$250 Visa cash card

These incentives are for individuals ONLY, so if you register as part of a team be sure you know what your individual contribution is!

Team Prize

The team raising the most pledges (all team individuals added together) will win a half-day pontoon cruise courtesy of J&K Marine. Come and enjoy the lake when it's thawed and warm!

Costume Contest

Prizes for the top 4 group or individual costumes are:

- 1st—\$250 cash
- 2nd—\$150 cash
- 3rd—\$75 cash
- 4th—\$50 cash

*Remember, only pledges turned in at check-in will count toward total pledges raised and the incentive prizes you can receive. Outstanding pledges will not count—so try your best to turn in all checks and cash collected as well as a copy of the online donations you received!



GOOD LUCK & HAVE FUN!

FAQ

What is Polar Fest?

Polar Fest is the best winter celebration in the North! Our Polar Fest Plunge event is one of the largest events of the twelve-day festival—which begins on February 7 and ends on February 18, 2019. There are many Polar Fest events, including fishing derbies, snowmobile events, golfing on the lake (yes, really!), a frozen 5k run/walk, tubing and skiing events, snow machine races, music, history, and more! The day of the Plunge is super-special because it is jam-packed with all kinds of fun polar-ific stuff to do! You'll want to come early and stay late! For more info on Polar Fest, go to www.polarfestdl.com.



Where do the proceeds from the Polar Fest Plunge go?

All proceeds raised during the Polar Fest Plunge go directly to our local Boys & Girls Club in Detroit Lakes. All funds stay local and benefit the Club's 500+ members between 5 and 18 years of age.

Do I need to be concerned about my safety?

Our first concern at our Plunge is the safety of everyone involved—our Plungers, volunteers, and spectators. We have emergency medical personnel and law enforcement on-site throughout our event, in addition to a water rescue dive team in the ice hole at all times. All Plungers are required to sign and submit a release of liability at event check-in stating that you understand the conditions and potential risks involved in participating in our event. Please read through the release thoroughly before participating. If you are under the age of 18, your parent or legal guardian must sign the release. No exceptions will be made.

How many people Plunge?

This varies from year to year, but a good average estimate is “about a hundred or so”. We set an all-time record in 2012 with 231 Plungers—and we'd love to see 300 people Plunge in 2019!



Can my friends jump with me? What about my dog?

Bring as many friends as you'd like! Team up, have a competition, put together a skit! Our judges and audience love to be entertained. However, please leave Fido home. His reaction to the cold water can be an issue for our dive team—whose first responsibility is to our two-legged Plungers.

Swag?! Will I earn cool stuff for participating?!

Yes! Every Plunger will get an official Polar Fest Plunge t-shirt. Check out more on the incentives page.

Is there a place for me to change into my costume before I take the Plunge?

We're sorry—there is no place to change BEFORE your Plunge. There is room in our Plunger staging tent to slip off outer clothing and make final adjustments to your costume, but there is no private changing area.

- AFTER you Plunge, however—you will be directed to warm private changing trailers where there are separate facilities for men and women.



What about my dry clothes and towel?

As you exit the sauna to make your Plunge, a volunteer will take your dry clothes bag and towel and keep it safe for you so that you can retrieve it immediately after your Plunge.

Can I go yet?!

Almost! Make sure you are in the staging tent no later than 1:00 p.m. and you have your dry clothes bag, towel, etc. with you. First, you will head to our sauna to warm up before you take your bone-chilling Plunge. All Plungers must warm in the sauna before

Plunging so you are prepared for your icy swan dive. Dry heat will also keep your costume dry for the judge's best review! When it's your turn to exit the sauna, make your grand entrance down the runway, collect high-fives from the crowd, let our costume judges get a good look at you, and revel in the excitement of the cheering crowd!

How do I know when it's my turn to Plunge?

Inside the staging tent, Plunge volunteers will help individuals and groups line up and get ready to Plunge. It is important that all Plungers be dressed, ready to Plunge on time so the event can move at a lively pace. We cannot "reserve" a spot for you, but no worries—you'll get your chance to splash!

I have a skit prepared and want special music. Is this possible?

Yes! We've had everything from the Rocky theme song to the wedding march played as creative groups have 'strutted their stuff' for the crowd before their Plunge. If you or your group would like a special song to be played as you make your appearance on the ice, contact Alyssa at 218.847.5700 x3 before February 11 to get your request in. Our on-ice DJ will have your music ready for you the day of the Plunge!

Hey—what's with all the wacky costumes?

The top four best costumes (individual or group) are awarded a cash prize. Get creative and give it a shot—our judges are waiting for you to WOW them!

When are the costume contest and team prize winners announced?

All prizes are awarded at the end of the Plunge as soon as our judges have had time to determine the winners. You don't have to be present to win, but you will want to stick around to claim your prize!

What do I do after I Plunge?

Get out of the water! There are ladders to help you out of the water and our water rescue dive team is there to give you assistance if you need it. Head over to our Polar Fest Plunge changing trailers, towel off and change back into your clothes. Come on out and enjoy the rest of the event.

What if I want to throw away my wet clothes or my costume?

Garbage cans will be available outside of the changing trailers to place any unwanted items in.

What happens if there is bad weather?

The Plunge will take place as long as it is safe for the Plungers and our volunteers in the water and on the ice. Extremely cold weather, high winds, or a bone-chilling wind-chill factor are examples of



conditions that would prevent the event from happening. If there is a change to the schedule, we will do our best to notify all of the pre-registered Plungers by email, post information at bgcdl.org, on our Club Facebook page, and broadcast the news through local media. We would still plan to hold the event—but we'd do it either one or two weeks later instead.

Will there be food and beverages available?

There are several fantastic food and drink joints along West Lake Drive—be sure to check out Lakeside Tavern, Zorbaz on the Beach, Hub 41, or El Loro—or one of the other dining establishments in Detroit Lakes.

Where can I park?

There is lots of free parking nearby—in the Pavilion parking lot and on Washington, Lake, Minnesota, and Summit Avenues. Please note that West Lake Drive will be closed from Lake Avenue to Minnesota Avenue from 6 a.m. until about 3 p.m. on February 16.

I'm coming from out of town with my family. Where can I stay, eat, and shop?

Detroit Lakes has lots to offer, including great hotels, resorts, restaurants, shopping, and recreation! For information on lodging, dining, entertainment, and other travel necessities visit the Detroit Lakes Regional Chamber of Commerce website at www.visitdetroitlakes.com.



Do you still have questions?

Contact Tami or Alyssa

218-847-5700 ext. 0

theclub@bgcofdl.org

We are excited to see you
at the Plunge!



**BOYS & GIRLS CLUB
OF DETROIT LAKES**

GREAT FUTURES START **HERE.**



THE CLUB IN NUMBERS **2017-2018**

 www.bgcdl.org

Our Mission

To enable all young people, especially those who need us most, to reach their full potential as productive, caring, responsible citizens.



442 days
after school
school day outs
summer



627 total

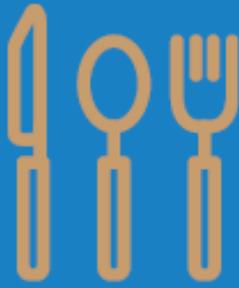
Registered
Members



537 unduplicated
Club visitors

Staff to child ratio

12:1



33,243 Meals
35,447 Snacks



Daily Attendance



120
Daily
Average



228 different
members went on at
least one of our 77
field trips



55% participated in a
daily fitness challenge



186
highest
attendance
day

50

50 youth were
paired with a
mentor



70% participated in
STEM activities



116 members
volunteered for some
type of community
service project



68% participated in
mindfulness and
character counts
activities



\$75 annual Club
membership
\$20 daily rate for
summer only

75

scholarships and child
care assistance are
available

75 members had one on
one academic help
through Targeted
Services

GREAT FUTURES START [HERE.](#)

How to Raise \$250 in 7 Days

Day 1

Make your minimum pledge of \$50.

Day 2

Send an email to 10 friends asking for a \$10 pledge (or challenge them to take the Plunge with you!)

Day 3

Ask one parent, one sibling, and two other relatives for \$10 each. Your birthday and/or a holiday is right around the corner, right?

Day 4

Ask two neighbors for \$5.

Day 5

Ask three people at your favorite restaurant, coffee shop, tavern, etc. for \$5.

Day 6

Ask your best friend or significant other for a \$10 donation (don't forget to recruit them to Plunge with you!)

Day 7

Ask your employer for a \$25 donation—or better yet, ask if they will match whatever you raise!

Day 1

\$50

Day 2

\$150

Day 3

\$190

Day 4

\$200

Day 5

\$215

Day 6

\$225

Day 7

\$250

Need other ideas?

host a bake sale at work or school

collect loose change

chili or pie cook off

host a casual day at work

*babysit, dog-sit,
or run errands for
someone else*

*SHAVE YOUR
HEAD*

pump gas for others & collect tips

How to Raise \$500 in 7 Days

Day 1

Make your minimum pledge of \$50.

Day 2

Ask one family member to match your personal donation of \$50.

Day 3

Ask your five best friends to sponsor you for \$20.

Day 4

Ask your company for a \$50 contribution.

Day 5

Ask three businesses you frequent for a \$20 donation.

Day 6

Ask five coworkers to sponsor you for \$10 each.

Day 7

Ask 14 people from your social networking circles to sponsor you for \$10 each.

Day 1

\$50

Day 2

\$100

Day 3

\$200

Day 4

\$250

Day 5

\$310

Day 6

\$360

Day 7

\$500

Need other ideas?

sell root beer floats

host a pet wash

sponsor a used book sale

host a game night and
"charge" admission

give up two coffees
or sodas a week

host a silent auction

**Cash in your
aluminum cans**

How to Raise \$1000 in 7 Days

Day 1

Make your minimum pledge of \$50 and ask two family members to match your personal donation.

Day 1

\$150

Day 2

Ask your spouse or significant other to give \$40.

Day 2

\$190

Day 3

Ask your five best friends to sponsor you for \$30.

Day 3

\$340

Day 4

Ask four coworkers to sponsor you for \$15 each.

Day 4

\$400

Day 5

Ask five businesses you frequent for a \$20 donation.

Day 5

\$500

Day 6

Ask your company to match 25% of what you have raised.

Day 6

\$625

Day 7

Ask 15 people from your social networking circles to sponsor you for \$25 each.

Day 7

\$1000

Helpful Tips

- Make personal contact whenever you can. Asking in person is the most effective way to ensure that your request will be considered.
- Let your pledgers know that you are raising money for a terrific organization that does a lot to serve local youth. Describe the impact their gift will make in the life of a child.
- Ask for a specific range. Say something like, "I hope that you will consider pledging \$15 or \$25 for my Plunge to help me reach my goal of \$500."
- If they need time to think about your request, ask when you can call them back. Make sure you call them when you say you will.
- Thank your pledgers every time you contact them, even if they decide not to make a pledge. They might change their mind—or decide to pledge your Plunge next year!
- Give them a "Plunger Calling Card" to help them find your online donation page.
- Make it easy for your friends and family to give. Provide them with whatever information they need. Always be courteous.
- If you need any help with your fundraising or need more information about Boys & Girls Club of Detroit Lakes, contact Sue at 218.847.5700 x4 or by email at sue@bgcofdl.org.

Sample Fundraising Letter or Email



On February 16, 2019 I will be participating in the 23rd Annual Polar Fest Plunge for Boys & Girls Club of Detroit Lakes. I think it's cold enough—and I'm bold enough—to take a freezing Plunge into Little Detroit Lake for the youth of Becker County!

I have set a personal fundraising goal of \$[insert amount], and I need your help to reach it! Any amount would be appreciated—it all goes to a wonderful cause, and every little bit gets me that much closer to my goal! The other option—join me in taking the Plunge and raise money for Boys & Girls Club with me!

There are three easy ways to support my Plunge:

1. Make an online donation by visiting [pur your online donation page link here].
2. Make an offline donation by cash or check. Please make checks payable to “Boys & Girls Club of Detroit Lakes” and mail it to me at [insert your address] so that I receive it before [insert your deadline].
3. Join me [and your team, if applicable] in taking the Plunge! Check out bgcdl.org for more information about the event.

Think warm thoughts for me as February 16 approaches—or better yet—come and watch! A lot of warmth can come out of the cold—your support has an immediate impact in the life of a child!

Thank you!!



Use Social Media to Raise Pledges

- Announce your participation in Polar Fest Plunge on social network (Facebook, Twitter, Instagram, etc.)
- Share the Boys & Girls Club of Detroit Lakes web page (bgcdl.org) or the Polar Fest Plunge registration link with your contacts
- Be sure to “like” Boys & Girls Club of Detroit Lakes on Facebook at [facebook.com/boysgirlsdL](https://www.facebook.com/boysgirlsdL). Feel free to share posts about the event that are posted there, tag us in your posts, etc.
- Share your online fundraising URL code with all of your contacts
- Update your status and let your friends and followers know how you are coming on your fundraising goal
- Promise to post photos of your Plunge immediately after you Plunge (or at least after you get back into warm clothes!)
- After the Plunge is over, thank your friends and family for their support and let them know about the difference that you all made together for the boys and girls that attend our Club each day

Maximize your Fundraising Power!

Raise Pledges **ONLINE!**

Raise more pledges in less time—from near and far—by setting up an online fundraising page! It takes less than 15 minutes to set up your page and share the link with friends, family, colleagues, long-lost high school buddies, and all of your social networking circles—it's really quick and easy!

Boys & Girls Club of Detroit Lakes uses two safe, secure, and easy-to-use crowdsourcing fundraising sites. If you would like to set up an online giving page to maximize your fundraising impact, please use one of the following sites:



- Both sites will require you to set up an account. If you are a returning Plunger and already have an account at one of these sites, you will be able to reuse it.
- Once you register and login, look for the “FUNDRAISE” link. Start by clicking there.
- Each site is a little different, but the steps are easy to follow—just let the site lead you through the process of selecting Boys & Girls Club of Detroit Lakes (not the Endowment Fund), setting your fundraising goal, writing a catchy headline, adding photos or video, and telling your personal story about why you are taking the Plunge for Boys & Girls Club of Detroit Lakes.
- Get creative! Have fun!
- When you get your fundraising page looking the way you want it, you'll be able to share the page on your social media pages or copy a link to send out by email.
- When your pledgers donate to your online page, they will receive a tax receipt for their donation immediately.
- Using an online page means you can share your message far and wide and collect pledges quickly and easily from all corners of the globe. It also means you don't have to handle cash or checks if you prefer not to.

If you have any questions or difficulties setting up your online fundraising page, please call Sue at 218.847.5700 x4 for help.

2019 Polar Fest Plunge Pledge Sheet

Name of Plunger:

Address of Plunger:

Team Name (if applica-

	Name of Pledger	Address	Phone	Amount \$\$	Paid Y/N
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					
11					
12					

All pledge sheets and pledges must be turned in at event check-

Please staple all pledge sheets together.
 Total all pledges raised on the top sheet only.
 Teams: Please check-in all team members and turn in pledges at the same time.

TOTAL PLEDGES THIS PAGE \$ _____
 TOTAL PLEDGES THIS PLUNGER \$ _____
 Official Use Only:
 Total cash/checks turned in: \$ _____
 Total of online donations: \$ _____
 Grand Total: \$ _____

Plunger Calling Cards

Print this page and the next one front to back and cut out these handy Plunger Calling Cards. Sign them and pass them out to let everyone know that you are taking the Plunge for Boys & Girls Club of Detroit Lakes. Invite them to find your online fundraising page and support your Plunge!

Please support my Polar Fest Plunge!



I am taking the Plunge!

2019
Polar Fest Plunge for
Boys & Girls Club of
Detroit Lakes

Please visit my online fundraising page at [GiveMN.org] or [Mightycause.com] and search for my name. Your donation will help make a difference for 500+ Becker County kids between 5 and 18 years old that attend Boys & Girls Club of Detroit Lakes and benefit from this awesome event!

Thanks! _____

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Thanks! _____

You PLEDGE, I'll PLUNGE

My goal is to raise at least \$ _____ for the children of Boys & Girls Club of Detroit Lakes, and I need your help. Consider making a donation or joining me in taking a chilly Plunge into Little Detroit Lake in February 16, 2019 and raising money with me! You can make a donation by visiting my giving page or you can sign up to join me by going to bgcdl.org!

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My goal is to raise at least \$ _____ for the children of Boys & Girls Club of Detroit Lakes, and I need your help. Consider making a donation or joining me in taking a chilly Plunge into Little Detroit Lake in February 16, 2019. and raising money with me! You can make a donation by visiting my giving page or you can sign up to join me by going to bgcdl.org!

2019 Polar Fest Plunge Registration and Release of Liability

Knowingly and at my own risk, I hereby apply to participate in the Polar Fest Plunge and do hereby waive and release any and all claims for damages, including negligence claims, that I may incur as a result of my participation in the event against the Boys & Girls Club of Detroit Lakes, Inc., State of Minnesota, City of Detroit Lakes, Becker County, any Polar Fest Plunge sponsor, volunteer, employee, official or elected official of any of these organizations for any injury. I understand that all pledges raised by me for the Polar Fest Plunge are non-refundable for any reason and that registration is non-transferable. I further hereby certify that I have full knowledge of the risks involved with the event, and I am sufficiently physically fit to participate. If, however, as a result of my participation in the Polar Fest Plunge I require medical attention, I hereby give my consent to authorized medical personnel to provide such medical care as is deemed necessary by such authorized personnel. I further understand that due to the time of year and nature of this event that I will encounter extreme conditions and temperatures, including water temperatures, wind chills, and site conditions, and I do assume all weather related risks with my participation in this event. I also hereby grant full permission to Boys & Girls Club of Detroit Lakes, Inc. and/or agents authorized by them to use any photographs, videotapes, motion pictures, recordings or any other record of this event for any legitimate purpose at any time without notice or compensation.

- **The use of alcohol prior to jumping is strictly prohibited.**
- **No diving or heads-first jumping is allowed.**
- **Event officials reserve the right to refuse to allow any Plunge participant from participating if they have reason to believe the participant may suffer injury or harm**

Date: _____

Name: _____

Signature: _____

IF UNDER AGE 18, PARENT OR LEGAL GUARDIAN MUST SIGN. SORRY, NO EXCEPTIONS!

Date: _____

Name: _____

Signature: _____