



YMCA / APYC Camp Kekoka Polar Bear Plunge FAQ Sheet

Freezin' for a Reason: Children who otherwise would not be able to afford camp are given an opportunity to experience camp. Over 50% of all campers receive financial assistance. The benefits of attending YMCA Camp Kekoka:

- The confidence built at camp makes for better and more successful life at both school and home.
- A resident camp experience nurtures the potential of youth and creates a sense of community among campers of all ages through a wide variety of skill building and outdoor program activities.

Incentives to take the plunge: besides raising money for a great cause when you raise money you can get cool stuff!

- \$100 receive a plunge t-shirt
- \$300 receive a plunge t-shirt + camp sweatshirt
- \$1000 receive a plunge t-shirt + camp sweatshirt + towel
- \$2000 receive a plunge t-shirt + camp sweatshirt + towel + bath robe

A little healthy competition! Raise the most money in one of these 4 divisions and win the coveted plunger trophy. Divisions: Individual, Business/Team, Current Camper, or Best Costume.

How to become a plunger:

Go to our website www.ymcacampkekoka.org to register. It's \$100 to take the Plunge. Once you register you will be sent your own online giving link so you can track your progress. We encourage you to drive all your donations to your online giving link, however, if you are collecting cash or checks feel free to bring those with you to the event. A cash & check tracking sheet is included for your convenience.

Put a team together:

Don't take the plunge alone. You must have a minimum of 3 for a team, however, everyone on the team still has to bring in their \$100 to take the plunge. Each team member will be given their own online link. Incentives are still based on individual fundraising.

How to get sponsors: Here are some tips to help you get sponsors: set a monetary goal, personalize your ask, make a donation to yourself, your closest contacts are the ones most likely to donate, studies show the closer to your goal you are the more likely people are to donate, send periodic updates about your progress. Remember donations can come in any amount \$10, \$25, \$100, \$1000.

Plunge Day Checklist: Shoes to plunge in (required), warm change of clothes for after your plunge, towel, camera, friends, any offline donations. Costume is optional but it could get you more sponsors!

What to expect the day of:

Plungers will need to be ready to take the plunge by 11am sharp. You may arrive at camp as early as 10am. There will be a meeting with all plungers at 10:45. At the time of the plunge we will all stand together, do the count down, and then run into the water together. You must go completely under in order for it to be considered as a plunge. When you come back out of the water you can warm up around the burn barrels on the water front. Hot beverages, and warm food will be available for all plungers, sponsors, & spectators.

Follow up:

Please be sure to send a personal thank you (email or letter) to all of your sponsors.



YMCA / APYC Camp Kekoka
Polar Bear Plunge
Sponsor Sheet
For Cash & Checks

Name of Plunger: _____

Name of Sponsor / Spectator	Email Address	Amount	Form of Pay- ment (make checks out to YMCA)

The plunge will take place at 11am sharp @ Camp Kekoka.

Sponsors are invited to come and watch you take the plunge. Spectators must pay \$10 if they have not sponsored a plunger.

Hot cider and warm food will be available after the plunge.

Turn in all money, along with this sponsor sheet, the morning of the plunge.

