

## **Perth Polar Bear Plunge Recipient Information**

*\* Please note sample pages at the end of this document created by The Table CFC for the 2018 PPBP \**

**Outdoor Criteria:** (PPBP Committee will be responsible for this section)

- a. Plunge site will be supervised by PPBP Committee, and initially marked out approx. 2 weeks prior weather permitting.
  1. Open site approximately two days prior, using chain saw.
  2. The site will be approximately 20-24 feet long by 15 feet wide.
  3. Plunger's path will be fenced off so that the spectators don't interfere.
  4. Spectators require cleared room to view and move about.
- f. Require safety staff along the shore, pathway, outside entrances, above and below the stairs, and on the ice.
- g. Charity groups should have people outside with the spectators, be visible and show off your charity, using this time to collect money, using various methods: ie - Collecting pots, clowns, etc...
- h. It would be nice to have an outside stand that sold coffee, hot chocolate, etc.
- i. Public works might be able to give a helping hand in snow removal.
- j. Wooden stairs will be used to the ice.
- k. Vehicle parking must have alternative parking spots.
- l. Will have a mandatory area for the following:
  - media;
  - ambulance service;
  - handicap;
  - misc.

### **Opening and Closing Ceremonies:**

- a. Keep it as short as possible however must take the time out to thank all responsible for making this event happen.
- b. Will require P.A. system/blow horns for opening and closing.
- c. Tentative sequence of events:
  - Town Crier, Brent McLaren will give cry and blessing.
  - Emcee will begin to chair this event in accordance to our start time, and first plungers will make their way down onto the ice.
  - All key players who are involved must be down on the ice (Recipient representative, PB Committee).
  - National Anthem.
  - The Legion President or Mayor will officially open the Perth Polar Bear Plunge.
  - First plungers will be announced and plunge.
  - Then under control the remainder of the plungers will commence.
  - Once all crazy souls have finished, emcee will announce the end of the Plunge and thank everyone.

**Public Relations:**

- In general, the recipient is responsible for promoting the upcoming event. However, the PPBP committee may from time to time utilize the media to promote the event on a year to year basis. Arrangements for spots on Lake 88 Radio should be made through the PPBP committee.
- In all print and online media, the official PPBP logo will be used in relation to "Perth Polar Bear Plunge". Other logos for the current recipient may also be used.

**Pre Planning:** (start as early as you wish):

- it is important that donors be given an opportunity to respond to our demands.
- pre-registrations and pledge sheets must go out early;
- contact former Polar Bear participants
  - identify chain of command, key players, & establish committee.
- plan to hold committee meetings to report progress.

**Legion:**

- carpets/mats are required at entrances & hallways;
- change areas upstairs, one big area divided into male/female;
- require more staff for control inside Legion to aid in security and assistance (4-6 people);
- no children will be allowed in Members' Lounge, post out of bound areas;
- must have a work party ready to assist in set up & clean up;

**Registration:**

- pre-registration & pledge forms made available at easy to get locations throughout Perth.
- must be on time ready to start registration exactly for 9:00am on Plunge day.
- registration desk requires 2x persons.
- register everyone (ensure they print clearly all info required).
- everyone who is taking the plunge will sign the waiver of liability.
- hand out Legion bar token for those who wish a beverage.
- for those who wish to eat, hand out breakfast ticket.
- hand out draw/raffle ticket, hand out itinerary/safety briefing sheet.
- T-shirt registration - should have some on hand for quick sales (10-20).

**Breakfast:**

- require ticket control, ie. pay at a separate desk entrance into hall.
- meal line up should be down the centre of the hall, not blocking the entrance.
- paper plates & eating utensils should be used for ease of clean up, (receive from local merchant).
- should have one order only, everyone receives the same meal, no special orders.
- must be prepared to serve large crowd, (should work on the ticket system, and once we have sold "X" amount that will be our indication to shut down).
- ensure if we tell folks that coffee or whatever is part of the breakfast meal, then we must be prepared to give them coffee.
- timings - breakfast will be open from 9:00am to 10:00am. This must be enforced we want everything organized for the main event.

**Information & awareness:**

- a. During the event the following should be made available:
- polar bear info board to have the following information on it:
    - \* number of plungers.
    - \* oldest & youngest name.
    - \* funds raised to date, and by who for the most pledged.
      - inform plungers of critical timings, hand out itinerary.
      - hand out safety brief sheet to all plungers.
      - event organizer must make a visit outdoors to announce to the spectators that all is in order basically give a situation report.
      - be prepared to give all updates. ie. - anything in dealing with numbers.
- b. Outside: Have an emcee on a PA system, which is provided by the Legion. Have the emcee keep the crowd informed and amused prior to the event.

**Safety briefing:** (PB Committee will look after these details)

- Will take place in the Legion Hall immediately prior to the event.
- Will be given by one of the co-chairs of the PPBP committee.
- Will be attended by ALL participants.
- A separate document on the briefing is available for download.

**Who does what, in brief**

<b>PPBP Committee</b>	<b>Recipient Committee</b>
Take banners to Prodecad for yearly updating.	Picks up large street banner at Prodecad when finished.
Picks up smaller banner for plunge site at Prodecad when finished.	Looks after prize T-Shirts (most money raised, etc.)
Pays bill at Prodecad for both banners mentioned above	Looks after PPBP registration table in foyer of Legion.
Arranges for matting outside Legion and rugs for inside.	Looks after breakfast ticket table inside hall.
Arranges for barricades	Looks after breakfast inside hall with the use of Legion kitchen facilities.
Arranges for Fire Departments (BBD&E for cutting hole in ice and Perth FD for water safety on Plunge day)	
Arranges for installation and removal of bleachers, and snow removal if necessary.	
Arranges for Ambulance and Paramedics.	
Arranges for Town Crier, Brent McLaren	



[illegible]

**PERTH POLAR BEAR PLUNGE – Line List for MC**

Page#

#	Name	Group	Notes
1			
2			
3			
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**PERTH POLAR BEAR PLUNGE – Line List for MC**

Page#

#	Name	Group	Notes
1			
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9			
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NAME: \_\_\_\_\_ AGE: \_\_\_\_\_ (if under 18)  
ADDRESS: \_\_\_\_\_  
TOWN: \_\_\_\_\_ PROV: \_\_\_\_\_ POSTAL CODE: \_\_\_\_\_

In volunteering to participate in the PERTH POLAR BEAR PLUNGE, I understand there are risks and I hereby agree that I am participating at my own risk. I confirm that I accept all risks with respect to any injury to myself (including death) and with respect to any loss or damage to my property, regardless of the cause.

I hereby release and discharge the ROYAL CANADIAN LEGION, BRANCH 244, The Polar Bear Plunge Committee, and THE TABLE COMMUNITY FOOD CENTRE, ("the sponsors") and agree to indemnify them of and from all actions, claims and demands of every nature and kind whatsoever which I, or my heirs, executors, administrators or assigns, may now or can at any time hereafter have against the sponsors of the PERTH POLAR BEAR PLUNGE, their servants, agents, members, resulting from my participation in the PERTH POLAR BEAR PLUNGE.

I CONFIRM THAT I HAVE READ AND UNDERSTAND THIS WAIVER.

SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_

***\*A participant under the age of 18 must have this form countersigned by a parent or guardian\****

PARENT SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_  
(if applicable)

## Registration Sign In

Registration Desk Volunteers:

Page: #

#	NAME	Offline (Cash)	Verified	Online	Verified	TOTAL
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2						
3						
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**The Table Community Food Centre  
Perth Polar Bear Plunge 2018  
Final Report**

by Contracted Fundraising and Event Planner Sarah Lickley (lickley.sarah@gmail.com)  
and Ramsey Hart, Executive Director (ramsey@thetablecfc.org)  
January 22, 2018

Results: Target: \$30,000  
Total Fundraised \$32,653  
Online: \$17,606  
Offline: \$15,047  
Plungers: Target 100, actual 84. Ten more had signed up but did not make it or decided not to plunge at last minute.

LCIH 2017: Total Fundraised: \$28,000 (approx.)  
Online: \$8000  
Offline: \$20,000  
Plungers: 84

The 2018 numbers show great growth in the online portion of fundraising. The Table has a large online following. With rigorous online outreach and coaching plungers to use our Canada Helps “peer to peer” fundraising platform the online fundraising was very successful.

Offline fundraising was done by plungers who used pledge forms in person, as well as encouraging attendees of the breakfast and spectators of the event to donate. Although the offline amount raised is lower than in 2017, it is expected that some plungers that previously would have used offline means to fundraise, may have switched over to online because of the resources and help that were offered to promote online fundraising.

Overall the total fundraised (gross before expenses) surpassed the target.

### **Event Schedule and Planning Details**

#### Schedule

Breakfast: 8:00-10:00am

Registration: 8am-9:45am

Safety Briefing (by PPBP Committee Member): 9:45 am

Plunge: 10 am onwards

## Breakfast

In a change from recent years The Table coordinated the breakfast ourselves which worked well given our expertise in feeding large numbers of people. Based on our conversation with Jamie Law who had done the breakfasts in recent years, it seems unlikely that he will want to do it again. If future groups partner with someone on the breakfast it is strongly recommended that they have very clear communication regarding expectations for volunteer support needed and covering the costs of food and supplies, and that there is appropriate recognition of their efforts.



Aisha and Wendy from and The Table and a team of 8 volunteers prepared and served a beautiful breakfast. Breakfast tickets (\$10 each, \$5 for children and free for plungers) helped make breakfast line smoothly. Plungers received their free ticket at registration. The past two years attracted the 84 plunges plus +60 visitors for breakfast, plus volunteers. We suggest groups plan for 150-200.

Use of kitchen must be confirmed with Legion Committee and Women's Auxiliary.

It is recommended that someone experienced cater the breakfast.

There will be extra food as you should over prepare. Decide ahead of time where excess food can go to (local food bank, youth centre etc).

## Registration

Registration is hectic with many plungers coming at once. Be prepared with two tables.

Online and Offline donation can get complicated. Keep totals separate and verify each. It is ideal that there is a person at each table counting cash and verifying online totals in addition to a person to intake the plunger, and another who hands out t-shirts and certificates.

Other registration items: waivers (mandatory), photo release, breakfast tickets, t-shirts, certificates, ballots for prizes (we gave a ballot for every \$500 raised).



## Volunteers

*Registration Tables:* 2 tables with 3 volunteers at each table (6 volunteers total) from 8am-11am (there will be last minute plungers up to 10:30am).

*Kitchen:* 2-3 cooks plus 6 volunteers in the kitchen and 1 volunteer taking cash and tickets from 7am to 11am (TOTAL 10 people on kitchen).

*Plunge Site:* 1 volunteer writing plunger lists (list are sent with each group and handed off to the MC), 1 volunteer at outside door opening when next group is up, 2 volunteers at top to hold clothes and towels.

*Polar Bear Pete:* 2 volunteers - Polar Bear Pete Costume Wearer and assistant

*MC (Master of Ceremonies):* can be anyone who will brave the cold and narrate the ceremonies. The Legion Committee may take care of this, or it may be your responsibility to find someone.

*Photographer:* If you would like professional photographs, it is best to recruit a photographer.

*Set Up:* December 31<sup>st</sup> from noon onwards the Legion committee will prepare the plunge site. They require 3 strong people to assist them with bleachers, shoveling etc. This is also a great time to get a head start on the inside set up of tables and chairs and kitchen supplies with two to three additional volunteers.

## Signage

Breakfast menu and price (\$10)

Breakfast signs with arrows

Registration signs with arrows

Registration Desk sign for stage

Tea and Coffee Signs (by donation or free for plungers)

Change Rooms signs with arrows

Vinyl sign for ice with year and organization name\*\* Make sure Legion takes care of this

Banner across Foster Street \*\* Make sure Legion takes care of this

## Other Logistics

If the Ice is NOT frozen: Ennis Lake Cottages will lend docks. Call them in late November to confirm their availability.

If docks are required, you will have to arrange for the fire department to install the docks. The Legion committee will share their contacts with you for this.

The PA system for the MC is set up by the Legion Committee, however it is good to have someone who can assist with this task on the morning of the plunge.



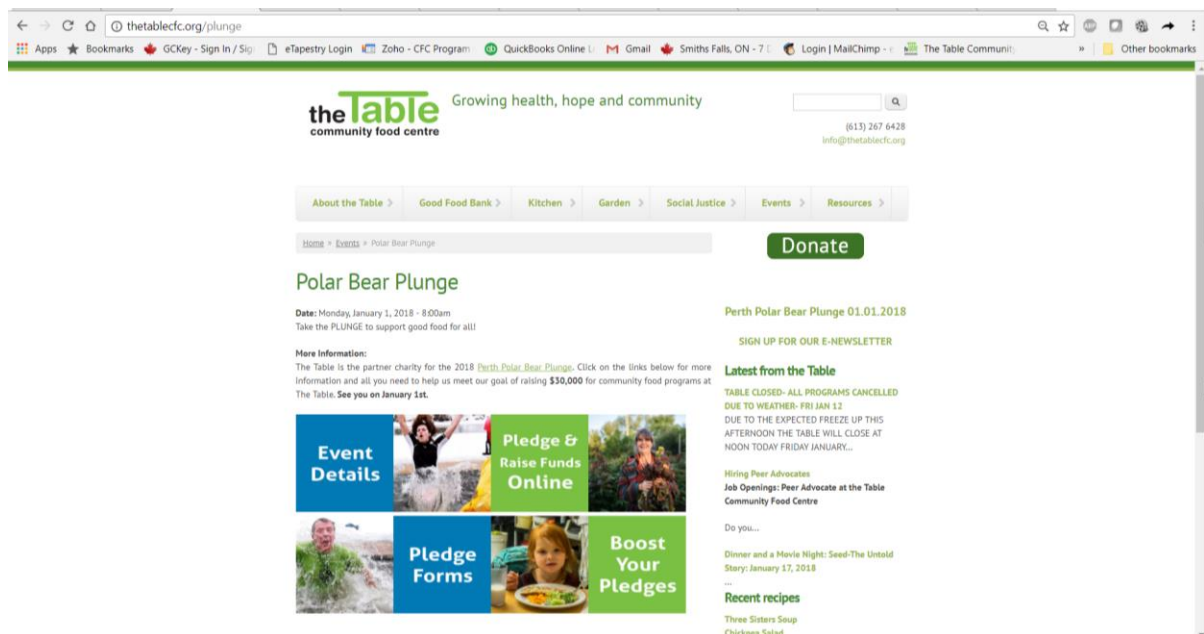
## Items Needed for Day of Plunge

- 1 Cash Box Breakfast
- 2 Cash Boxes registration
- 5 donation tubs
- Table Cloths
- Centre Pieces
- Disposable plates, utensils, cups, bowls for breakfast (200 of each)
- Name tags for volunteers

## Outreach

*Online:* Utilizing social media platforms to outreach for plungers and donations is a vital side to the fundraising campaign. Facebook and Instagram can be particularly fruitful. Small amounts were paid to boost the event through FB (\$50 boost 1 ad and helps your organization connect with many more people). Post were made 3-5 times per week with a concentration in mid-late December when fundraising efforts are most effective. Sharing posts in local groups and encouraging your partners and supports to share posts is vital.

The Table's website page for the plunge [www.thetablecfc.org/plunge](http://www.thetablecfc.org/plunge) (see screenshot below) included basic info about the plunge, tips for raising money, the downloadable pledge forms and a link to the online fundraising platform on Canada Helps. It proved a useful tool for plungers. Specifically, the HELP page which was aimed at helping plungers fundraise more successfully and learn about The Table was very effective.



Canada Helps: A platform that was vital in the success of the online fundraising. A P2P campaign can be set up and the link can be share throughout the online outreach efforts.

*Plunger Outreach:* Efforts to encourage people to plunge are important online. Showing positive fun images of plungers and your organization good work can inspire plungers. Tap into your network and promote plunging from your supporters by emailing your email list, emailing local businesses and petitioning your board of directors to help with outreach efforts. Poster locally can also promote people to plunge.

*In Person:* Posters, in schools and to local businesses.

*Support for Plungers:* It is effective to give plungers information about your organization, how to fundraise and how to use the online platform. The more help you can give to plungers to make it easier to fundraisers, the more likely they are to fundraise.

### **Incentives and Prizes**

An effort was made to motivate people to plunge with two different rewards, custom T-shirts (for minimum \$200 funds raised) and prize draws (ballot with minimum \$500 raised).

Although, it is difficult to say how effective these efforts were, it was apparent that most plungers wanted to get the t-shirt, with some buying them for \$30 if they were unable to raise the minimum \$200. The t-shirt incentive was advertised online and by email to plungers. Because the t-shirts were unique and very 'wearable', it was more enticing for plungers to raise the minimum. We also used the t-shirts as thankyou's to volunteers. Of the 100 t-shirts ordered we had 30 left after the plunge.



In past years prizes have been given out to top fundraisers and best costume. We wanted to broaden the impact of these incentives and also didn't want to have to have people wait until the end of the event to announce the winners as this did not seem to be of interest to very many of the plungers. We gave a prize ballot for every \$500 raised and prizes were items and gift cards donated by local businesses. We had the plungers drop their ballots in a box on a table with the prizes and did the draw after the event and contacted the winners the following week.

### **Event Coordinator**

The Table contracted an event coordinator to manage the logistics of the event, outreach, inquiries and plunger support as we felt we did not have enough in-house capacity to dedicate to the event. This proved to be a worthwhile investment. The event planner worked for more than 145 hours on event related work. The ED also contributed a number of hours (estimated 40 to 50 hours total) reviewing material, and supporting the event coordinator.



## SUMMARY of Successes and Challenges in 2018

### Successes

- Online outreach techniques and frequency drove online support. Posts were made 3-5 times per week with emphasis on December as fundraiser date got closer. Most



successful (views and clicks) posts were MEMES that caught attention and linked to Canada Helps and the Table's website (see above). Other successful posts were quotes from Table program participants, statistics and photos with Polar Bear Pete.

- The Table made good use of the Polar Bear Pete costume with Pete appearing at Maple Fest, Stewart Park Festival, Festival of Lights and the day of the plunge. We had hoped to have him in the Santa Claus parade but that did not work out. We had some enthusiastic "Petes" who may be willing to continue their role at future plunges.
- Event set up on December 31<sup>st</sup> was smooth. It is recommended that as much set up is done the 31<sup>st</sup> both inside and outside to prepare. Getting help early on New Year's Day is understandably challenging and there will still be lots to do the day of.
- Lots of onsite signage to direct people helped everyone find what they needed. See photo at right.
- Plunger registration inside the main hall against the stage worked well and prevented congestion at the front doors. (See notes re registration under hurdles.)



- Plungers waited their turn to plunge in the lounge ahead of plunging with one volunteer writing names of plungers lined up in groups. An additional volunteer outside door managed sending out new plungers. This saved plungers from the -30 C weather.
- The Legion Committee shared their knowledge and notes on preparation in meetings, which was very helpful. They also take responsibility for many aspects of the event on the day of. We hope this report and event plan documents can complement that relationship with the Legion for the next group.

### Challenges / Things to Improve

- There was an oversight with getting the two banners (one for across Foster St. and one goes up at the plunge site) updated with the date and Table's logo. The Legion committee has committed to ensuring this gets done in a more timely fashion in the future.
- We tried to determine how many people were planning on plunging but, as in other years, this remained a mystery until the day of. Most people downloaded their pledge forms with relatively few people picking them up in person (It is estimated that less than 10 people picked up pledge forms in person from 4 pick up point across Perth). Future organizers could consider an online registration before people get the forms but this adds some administration and a bit of a barrier to people getting involved.
- We are not sure how effective the incentives were (t-shirts and prize draw). People seemed to appreciate both but it's hard to determine if they were worth the effort and expense. We could have done more to promote the prize draw as many plungers didn't seem aware of this opportunity which means it was a nice "thank you" gesture but not an effective motivator.
- Half of the volunteers for the registration tables were a no show, in addition we were also short one cash box. There was also some confusion with plungers who used both online and offline fundraising and how to confirm their totals. Due to these factors, the registration tables were hectic and somewhat disorganized. It would be useful to meet with volunteers for registration earlier and go through registration system. Ensure there are people very comfortable with counting large amounts of cash and summing totals. It would also be good to consider how to integration Canada Helps into registration process on the day of. A list of online totals was printed the morning of, however this changed throughout the morning as more funds came in online. Always have extra volunteers! Luckily we had extras that jumped in and helped.

- It is important that volunteers assisting with the plunge line up and moving people down to the water are informed about their jobs and there are enough people on hand to move people through efficiently.
- For environmental reasons we would have liked to use proper plates and cutlery but were told fairly late in the day this was not an option. Clarifying this earlier would be better.
- It is a good idea to have warm drinks available for plungers and spectators through to the end of the event but access to the kitchen needs to be negotiated with the Ladies Auxiliary. Our kitchen crew were concerned about staying there past 11 but the kitchen wasn't needed until after noon. This last hour is the time when being able to serve warm drinks is important.
- Though we had a target to increase the number of plungers to 100, the number of plungers remained the same. An additional 10 plungers were registered online, however may have been put off by the cold weather. An effort to recruit NEW plungers may be useful. Some recruitment was done in Ottawa newspapers and radio station events listings. More could be done to recruit plungers in the wider area.
- We did not consider having a calligrapher or printer on site to make up certificates for plungers and given how hectic the registration table was it meant some of the certificates were done in a rush and did not end up looking very professional.
- We received feedback from several plungers that getting out of the water onto the ice was harder than it has been in past years. One plunger even pulled in the person that was trying to help her get out! If possible cutting the hole right to the shore would allow people to walk out and up the stairs. The stairs leading down and up could use some more coco matting to ensure they don't turn icy during the event.