

WANTED:

Warm-hearted people willing to freeze their bodies
to raise money to feed people and fight hunger.

Portage Lakes Polar Bear Club Presents

14th Annual POLAR BEAR JUMP

All proceeds will benefit the
AKRON-CANTON REGIONAL FOODBANK

Every dollar that is donated provides four
meals for the hungry in our community

\$25 minimum donation to register

\$100 receives a free t-shirt

\$500 makes you a VIPB



AKRON-CANTON REGIONAL

FOOD
BANK

New
Registration
and
Online

Saturday, February 18th 2017

Arrive by 12:00pm for registration / check-in • Jump begins at 2:00pm

Location: Portage Lakes State Park at the Beach

5031 Manchester Road (State Route 93) • New Franklin, OH 44319

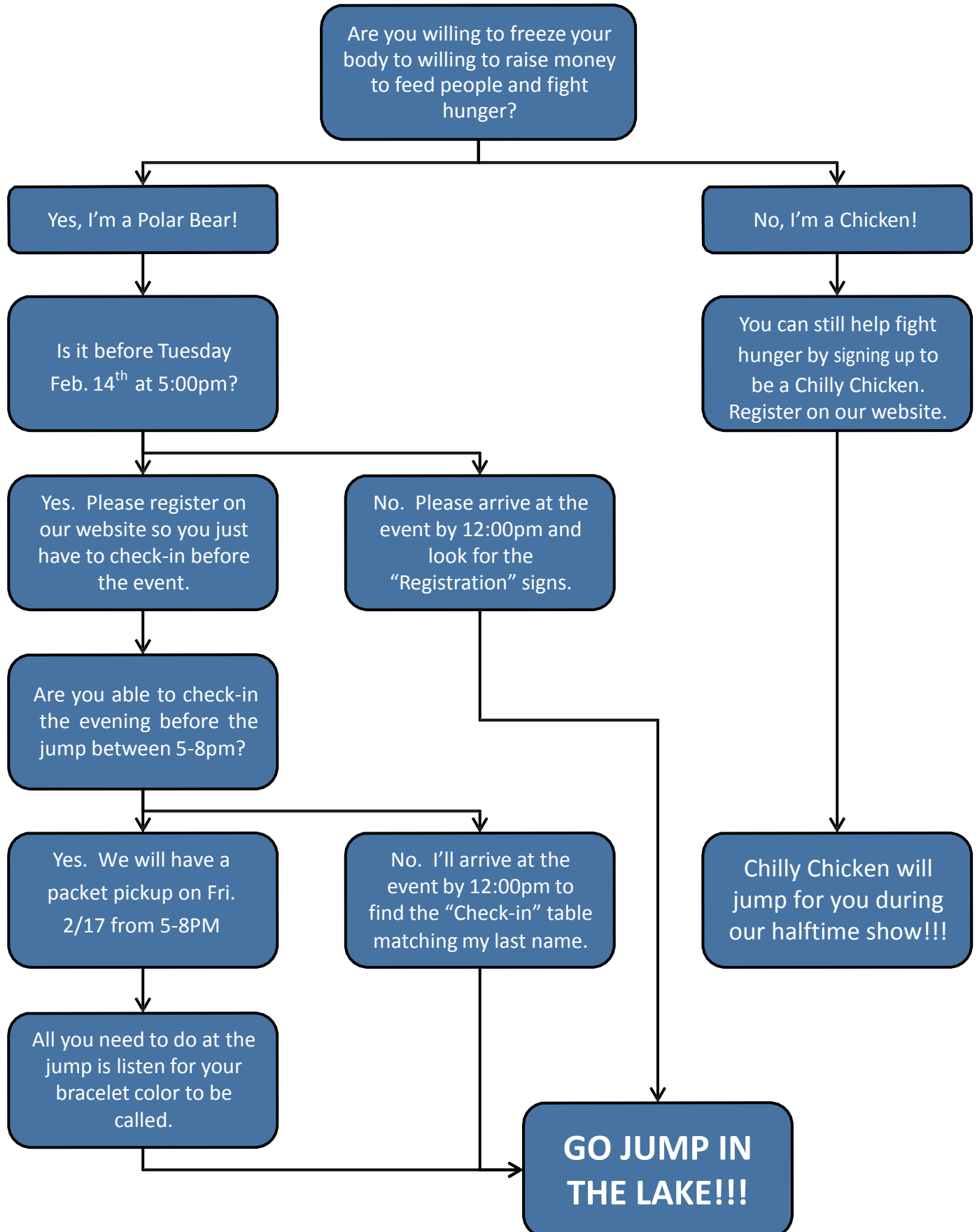
DUE TO THE POPULARITY OF THE EVENT YOU ARE ENCOURAGED TO CAR POOL



Register at: www.PortageLakesPolarBearClub.com



HOW TO PARTICIPATE





FUNDRAISING TIPS

We're happy for your support of the Akron-Canton Regional Foodbank through this unique event. Jumping into frigid water in winter isn't something people do every day, so here are some tips:

SAFETY FIRST: We have an emergency personnel on-site and in the water to protect you. If you have questions about jumping with a medical condition, please consult your doctor before the event.

CARPOOL: Parking can be crowded, so help us out by meeting friends nearby and sharing a ride to the beach parking lot. Don't let limited parking limit our fundraising efforts!

ARRIVE EARLY: Arrive by 12:00pm for registration / check-in and to get your jumper bracelet. You cannot jump without a bracelet. There will be NO day of registrations after 1:40pm.

TAILGATING: Feel free to bring fun and games to the event. Alcohol is prohibited in the park. Please obey and respect Park Officers and Fire Department personnel, they are here to help!

BLANKETS & TOWELS: Bring an old blanket to put down on the beach to use as a seat. As the ground might be wet or snow-covered, consider putting a plastic tablecloth down first so your blanket doesn't get wet.

SET UP CAMP: After registration / check-in, find a place for your blanket and stuff. This will save you any last minute rush when your jumper group is called. Go explore the event, get some food, buy a 50/50 ticket, meet your fellow jumpers and take photos. Don't leave any valuables unattended at your blanket.

JUMP ATTIRE: Costumes aren't required, but add to the festivities. This is a family event, so jumpers wearing inappropriate attire may be asked to leave. Wear your jumping clothes under the outfit you wear to the event. This way, you don't have to worry about changing and can stay warm longer!

PROTECTIVE FOOTWEAR: Wear something on your feet, i.e., old tennis shoes or "aqua socks," etc. to prevent cuts on your feet from the ice and to prevent your feet from sticking to the snow, ice, and dirt on shore.

DO YOU WEAR GLASSES? We suggest you use an athletic band to hold them to your face, or not wear them at all! If you lose them in the lake it's a little cold to go looking.

PROCEED WITH CAUTION! Keep in mind that the ice and docks are wet and slippery. Be careful before you jump and especially right after. Take your time as you make your way to the changing tents.

SAVOR THE MOMENT: When your jumper group is called, the jump will be over before your goose bumps know what hit them, so savor the moment out in the lake in front of your fellow Polar Bears. "High Fives" and "Loud Cheers" never feel so good and you've got 365 days until next time!

CHANGING AFTER THE JUMP: The quickest way to warm up is get your wet clothes off. We have heated women's and men's changing tents right on the beach. Have a dry change of clothes and shoes to change into. A fleece works great as a base layer. Bring a plastic bag for your wet clothes.



FUNDRAISING TIPS

Thank you for committing to the Polar Bear Jump and supporting our charities. Below are some fundraising tips to help you get started. With a little ingenuity and motivation, reaching your goal should be a lot of fun!

THINK BIG: When you begin, set a fundraising goal, aim high and get motivated. **YOU CAN DO IT!**

MAKE TWO LISTS: One of people you can contact online (e-mail, Facebook, etc.) and one of people to contact in other ways (phone, in-person, etc.). These lists should include everyone you can think of.

PERSONALIZE YOUR PERSONAL WEBSITE: Build your personal webpage and tell people “why” you’re jumping.

DIVIDE & CONQUER: For people you’re contacting by phone or in person, divide up your list and plan to contact one or two a day, or a certain number each week. Set weekly goal and ask them to help you reach it.

TALK ABOUT IT: The more you share your participation in the Polar Bear Jump, the more your family, friends and colleagues will be aware of your support of the charities and the more likely they’ll be to donate.

PUT OUT A CHALLENGE: First challenge potential donors to join you in jumping as this will ultimately raise more for the charities. If they balk at the invitation, tell them the least they can do it support your jump.

WHO DO YOU SUPPORT: Be sure to ask those who you may have bought Girl Scout Cookies from or donated to for a fundraising walk. People you help out should be very willing to support your jump.

DEAR NEIGHBOR: Especially for jumpers still in school, visit the neighbors on your block and ask your teachers and classmates to help you out. Even putting out a change jar to collect donations will add up.

CORPORATE MATCHING: Checks are made directly to the charities which are 501(c)(3) non-profits so be sure take advantage of any company matching of contributions by your or by other employees.

FUNDRAISING CHALLENGE: Put out a challenge for the person to support you with the largest donation. Give them a prize which could be picking the costume you have to jump in, or give them a Polar Bear t-shirt.

FACEBOOK FUNDRAISING: Use our new fundraising site to post on Facebook. Your friends can donate to you securely right in the Facebook post without even leaving Facebook.

LOCAL SPONSOR: If you’re forming a team, ask your employer or a local business to sponsor your team. Wear apparel representing that business at the jump and bring your sponsors photos of their team after the jump.

ASK THE PROS: You spend money with your doctor, veterinarian, dentist, hair stylist, accountant, and other professionals. Send a letter asking to help raise funds for the jump, and be sure to ask for a specific amount.

CLUBS & ORGANIZATIONS: If you’re a member of an organization, ask your fellow members to sponsor you. Clubs are known for supporting individuals and services in their community.

SAY THANKS: Prepare a thank you note to send to donors. Be ready to thank people promptly so that they know their contribution mattered to you. After all, you want them to support your jump next year too. This can be done by hand as well as through our website.



SAMPLE FUNDRAISING LETTER

Below is a sample letter to use in contacting potential supporters. Reaching out through letters and email appeals raises awareness about the charities we are raising money for. Hearing about the charities first hand gives donors a chance to learn more about them. People who take part in letter writing campaigns raise five to 10 times more money than those who don't.

SAMPLE LETTER/EMAIL

[Supporter's Name]:

I need your help. On February 18th 2017, I have committed to "freeze my body and warm my heart" to raise money to feed people and fight hunger by taking an icy dip into the Portage Lakes alongside hundreds of other warm-hearted people at the 14th Annual Portage Lakes Polar Bear Jump.

I know – you're probably getting cold just thinking about it! The cold that I will feel is temporary, but impact of your support will go far as **every dollar that is donated provides four meals for the hungry in our community**.

Below is some information on this year's charity, the Akron-Canton Regional Foodbank.

The Akron-Canton Regional Foodbank was formed in 1982 and provides food and other essential items to member agencies in eight Northeast Ohio counties: Carroll, Holmes, Medina, Portage, Stark, Summit, Tuscarawas and Wayne. Member agencies operate more than 450 programs like food pantries, hot meal sites, and other hunger-relief programs. The Foodbank is a distribution center that provides an efficient operation to collect and distribute food, and approximately 180,000 people are fed through their network every year.

I have set a personal fundraising goal of \$[insert amount] and I need your help to reach it! So no, I'm not asking you to take the Jump with me, but instead, I am asking if you will make a donation on my behalf for taking the icy bath at the 2017 Polar Bear Jump. Any amount would be appreciated – it all goes to a wonderful cause, and every little bit gets me that much closer to my goal.

In order to support my efforts, please visit my donate page by searching my name at: www.portagelakespolarbearclub.com or you could always make a check payable to the Akron-Canton Regional Foodbank and mail it directly to me at [Insert your address].

Think warm thoughts for me as February 18th approaches; I will do my best to make my supporters proud!

Thank you for your support!

Sincerely,

[Your Name]



PLEDGE FORM

2017 Polar Bear Jump Benefitting the Akron-Canton Regional Foodbank

Make all checks payable to the Akron-Canton Regional Foodbank

JUMPER'S NAME

HOME PHONE

ADDRESS

WORK OR CELL

CITY

STATE

ZIP

GROUP / ORGANIZATION (if applicable)

Sponsor Name	Sponsor Address	Phone	Pledge
Jane Doe	1234 Manchester Rd Akron OH 44319	330-555-1234	\$25.00

Your friends can also donate to you online at: www.portagelakespolarbearclub.com

\$25 minimum donation to register • \$100 receives a free t-shirt • \$500 makes you a VIPB



REGISTRATION / CHECK-IN

ONLINE REGISTRATION

We encourage you to register online at www.portagelakespolarbearclub.com

Things to know about online registration:

- Online registration will be open from December 3rd 2016 until Tuesday, February 14th at 5:00pm.
- You must still raise a minimum donation of \$25 online or in cash or checks when you check-in.
- When registered online, you can check-in the evening before the event, see EARLY CHECK-IN section below.
- If you don't check-in early, on the day of the jump go to the "check-in" table that matches the first letter of your last name. Do not get in line for "registration". You should still arrive by 12:00pm for check-in.
- You will have the option to purchase an event t-shirt online which will be given to you upon check-in.
- If jumping with a group, enter the group name when you register so we can group you together.
- The sooner you register online, the earlier you will be in jumping order.

EARLY CHECK-IN

If you have completed online registration, you can check in the evening before the event, Friday, February 14th from 5:00-8:00pm at a place to be determined. We will send an email with the time and place.

- Please be sure to bring your driver's license as well as any offline donations or we cannot check you in.
- We will place a non-removable bracelet on you which you must wear in order to jump.
- If you complete early check-in you don't have to do anything on the day of the event aside from listen for your jumper group to be called. Please be sure to arrive early as parking will be limited.
- New registrations will not be taken on Friday. If you didn't register online, you must register at the event.

DAY OF EVENT CHECK-IN

If you have completed online registration and plan on checking-in on the day of the event, please look for the "check-in" table that matches the first letter of your last name. Do not get in line for "registration".

- Tables will be arranged alphabetically, e.g. A-E, F-J, K-P, Q-S, T-Z.
- Please be sure to bring your driver's license as well as your donations or we cannot check you in.

DAY OF EVENT REGISTRATION

(Please do your best to register online)

If you did not get the opportunity to register in advance online, don't worry, there will be registration on the day of the event just as we have always had in the past. Get in line for registration, "not check-in".

- Registering on the day of the event doesn't mean you'll be jumping last. We will be mixing in jumpers who registered online with those who registered on the day of the event.
- Those who register earlier on the day of the event will jump earlier in the day than those who register late.

JUMPING AS A GROUP

If you plan on jumping with a group of friends, we strongly recommend each of you individually register online and be sure to type in your team name where prompted so we put you in the same flight of jumpers. Jumpers that are part of a team registered online don't have to check-in together, but will each need to show ID in person when checking in.

**** JUMPERS UNDER AGE 18 ****

You must have a parent/guardian present upon packet pickup or registration with identification to sign waiver.