



POLAR PLUNGE

& WINTER FESTIVAL



The Westhaven Residents' Club
401 Cheltenham Ave, Franklin, TN 37064
Saturday, February 20, 2016
11am to 1pm

Polar Plunge ❄ Kids' Activities ❄ Food Trucks ❄ Snow Machine ❄ DJ Louis Lee

Your Toolkit Includes:

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Why should I take the plunge for Habitat?

Right here in Williamson and Maury Counties, thousands of our neighbors struggle to afford a place to call home. Many families live in housing that is overcrowded, riddled with mold, infested with pests, and/or lack central heat and air. They work hard, but still have trouble making ends meet.

For 22 years, Habitat for Humanity of Williamson and Maury Counties (HFHWM) has partnered with local churches, businesses, foundations, and the public sector to provide local families with the opportunity to purchase their own homes. Homes are funded through tax-deductible financial contributions and in-kind donations from local businesses, churches, civic organizations, and individuals, as well as through profits generated from the affiliate's ReStore. These contributions, along with the labor of volunteers, enable HFHWM to build and sell homes to families who qualify.

After a thorough qualification process, "partner families" are selected based on three criteria: the need for housing, the ability to pay the mortgage, and the willingness to partner. HFHWM partner families must earn at least 280 hours of "sweat equity" by completing a homebuyer's education program and working on their home and the homes of others. HFHWM sells the homes at **no profit and provides a zero-interest mortgage loan**, which make payments affordable.

What do I have to do to participate?

Our goal is to raise \$15,000 to support Habitat for Humanity Williamson's affordable housing mission. With your help and the support of your friends and family, we can meet that goal! We are asking plunge participants to commit to raising at least \$100 through donations from their personal network (but feel free to set your own goal!) That means with 150 participants we can reach our \$15,000 goal.

All plungers who raise \$100 will receive:

- A free "I Took the Plunge for Habitat" long sleeved t-shirt
- Treats and warm drinks
- Bragging rights!

We will also have prizes for participants who raise \$500, \$1000, \$2000.

You can enter your own personalized goal when registering for the event.

What support will I receive?

We promise to make your plunge as simple and fun as possible by providing support every step of the way. We have our own peer-to-peer fundraising website through First Giving that you can use to track your fundraising. We here at Habitat for Humanity Williamson-Maury stand ready to help in any way we can.

After you have registered and set your goal, we'll send you sample letters, emails, and tools that you can use to engage your friends, family, and colleagues in your fundraising.

Before the plunge, we will send tips on attire (such as water shoes, robes, towels, etc.) for before, during, and after the plunge. On the day of the event, we will hand out foot/hand warmers, hot chocolate, and have changing areas available.

How do I register for the plunge?

Registering is the first step to having a successful plunge. Below is a step-by-step guide to help you through this process.

- ❑ Step 1: Visit: <https://polarplunge2016.eventbrite.com>
- ❑ Step 2: Click on the green “Order Now” Button and fill out the information
- ❑ Step 2: Click on the green “Pay Now” Button

You are now signed up! We will send you an email confirmation. Please bring the Eventbrite ticket to the event.

Need help?

Contact Jennee Galland at 615-550-5617 or jgalland@hfhwm.org



How do I fundraise?

Thank you for being a part of our first polar plunge!

We want to help you meet or exceed your fundraising goal. The next few pages include resources to help jump-start your fundraising. Many people find fundraising to be a daunting task, but we know from experience that it can be fun and easier than you think. The most important thing is to personalize your “ask” and to include a specific dollar amount. Supporters will give what is best for them, but it is always nice to give them a starting point.

Here is a checklist to get you started!

- Set your fundraising goal.
- Create your fundraising page on First Giving.
- Send emails to friends, family, colleagues, neighbors, etc.
- Ask a friend to plunge with you!
- Announce your plunge on social media and ask for support.
- Follow up! Remind your network to help you meet your goal
- Send a thank you note and photos after the event.

Here are some great tips to help you reach your goal!

- ❶ Always include a personal note that tells your friend or family member why you are taking the plunge.
- ❷ Small amounts add up! If you just send a request to 10 people for \$10, you can quickly reach \$100.
- ❸ Thank people shortly after they give by tagging them on Facebook and linking to your plunge page - it creates a fun buzz and reminds other people you’ve asked them to give!
- ❹ Make an announcement about your plunge at a party or your next community, club, church, or synagogue meeting and pass a hat around for donations.
- ❺ Use an “if, then” scenario in your outreach to meet your goal. For example: “If I reach my \$500 goal, then I will bravely dip my head under water!”
- ❻ Ask away! Childhood friend? Your dentist? You never know who will give!

Setting Up Your First Giving Page

First Giving is a fun, easy way to share your fundraising journey with friends and family. Each participant can set up his or her own webpage that can then be easily shared through email and social media.

- 1 To get started, go to: <https://www.firstgiving.com/13234/polar-plunge-for-habitat>
- 2 Then click on the green button that says “Start Fundraising”
- 3 Follow the directions after that, filling in your own personal information.
- 4 Next decide if you would like to create or join a team.
- 5 Lastly, write a description of why you are taking the plunge.
 - Here is a good example how one of our past Habitat High participants personalized her story: <http://www.firstgiving.com/fundraiser/CarolinaWilliams/2014-habitat-high>.
 - You can also add video and photos.
 - We recommend adding “All donations are tax deductible; you will receive an immediate donation receipt by email” at the end of your narrative.

You are now ready to share your First Giving page by email or social media! Just click on the buttons at the top to broadcast your First Giving page.

Donating by Check or Online

Friends and family might want to donate to your fundraising goal by writing a check. Please have them:

- 1 Make their checks to “Habitat for Humanity Williamson-Maury”
- 2 Send the check to:
“Habitat for Humanity Williamson-Maury - 511 West Meade Blvd. Franklin, TN 37064”
- 3 Make sure to note that they **include your name**, so we know to credit your fundraising total.

We can also accept donations at our website, www.hfhwm.org. Please have donors choose “Polar Plunge” in the second box and include your name in the comments section.

If you have questions or need assistance, contact Jennee Galland at 615-550-5617 or jgalland@hfhwm.org.





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Sample Letter or Email

Dear _____,

On February 20, 2016, I will take an icy plunge to support Habitat for Humanity Williamson-Maury!

Yes, it might sound like a strange thing to do, but I am excited for this fun opportunity to raise awareness and much needed funds to help Habitat for Humanity build and sell affordable homes. Right here in Williamson and Maury Counties, thousands of our neighbors struggle to afford a place to call home. Many families live in housing that is overcrowded, riddled with mold, infested with pests, and/or lack central heat and air. They work hard, but still have trouble making ends meet.

For 22 years, Habitat for Humanity of Williamson and Maury Counties (HFHWM) has partnered with local churches, businesses, foundations, and the public sector to provide local families with the opportunity to **purchase** their own homes. Homes are funded through tax-deductible financial contributions and in-kind donations from local businesses, churches, civic organizations, and individuals, as well as through profits generated from the affiliate's ReStore. These contributions, along with the labor of volunteers, enable HFHWM to build and sell homes with a zero-interest mortgage to hard-working families who qualify.

So that is why I am excited!

Check out my fundraising page [[PLUNGE PARTICIPANT: INSERT YOUR FIRST GIVING LINK HERE](#)]. You will find out just how much this plunge means to me and the other supporters of Habitat for Humanity.

I have set a personal goal of raising [[\\$XXX](#)] this year. Can you help by donating \$25, \$50, or \$100 to sponsor me? Your gift will not only deem my polar plunge a success, but it will also enable Habitat for Humanity to build more homes and help more families break the poverty cycle. Also, your gift is 100% tax deductible!

Thank you for your support in my personal pursuit to give back to our community. I hope you will come out on February 20 and join the fun! There will be fun activities for kids, food trucks, music, and community booths. It will be a great day for a great cause!

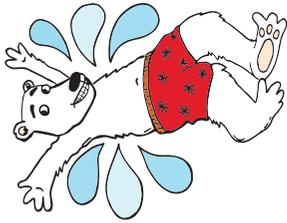
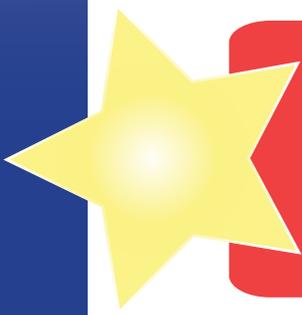
Your friend,
[[YOUR NAME](#)]



Habitat
for Humanity®
Williamson-Maury

Raise \$100 in 5 steps!

Fundraising can be easy and fun.
Just follow these easy steps!



**POLAR
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Step 1

Make your
own donation
of \$10

Step 2

Ask 5 friends
or colleagues
for \$2 donation

Step 3

Ask 10
Facebook
friends
to give \$2

Step 4

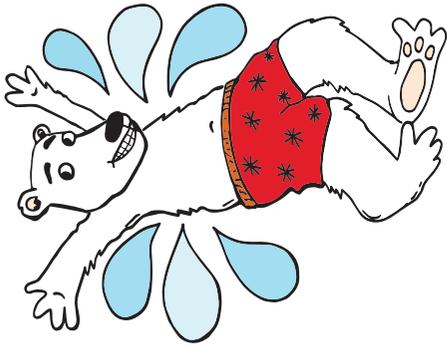
Ask your
immediate family
to donate at
least \$20

Step 5

Ask 4
extended
family members
(grandparents,
aunts, uncles,
family friends, etc.)
to contribute
\$10 each

Congrats!

You just
raised \$100!
Share your
success
with your
donors!



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First donation \$10	I love Habitat. \$3	I know how to yodel. \$3	I take my coffee black. \$3	Summer is the best season of the year. \$3	Winter is the best season of the year. \$3	I would like to volunteer with Habitat! \$3	I have done a polar plunge. \$3
I know how to yodel. \$3	I love Habitat. \$3						

I can ski. \$2	I love red wine. \$4	I know how to snowboard. \$2	I love football. \$3	I support affordable housing. \$4	I can ice skate. \$3	I love snow days. \$3	A am a Williamson County native. \$5
I love sledding. \$2	I love white wine. \$4	I have change. \$1	I love hockey. \$3	I like ice cream in the winter. \$5	A donation in honor of my best friend. \$4	I love hot chocolate. \$3	Last donation \$5
I am ready for spring. \$4	I am so ready for spring. \$4						

Fundraiser Name: _____

Help me raise donations to take the polar plunge challenge for Habitat for Humanity!
Please choose and initial the box that describes you.

Interested in volunteering with us? Learn more at hfhwm.org.

Thank you for your support!





POOLAGE PLUNGE

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I'm taking the

#habitatpoolarplunge!

Join me in support of safe, affordable housing.

Learn how at www.hfhwm.org

Plunge Day Checklist

- You have sent your final fundraising email.
- You have recruited a friend, family member, or whole cheering section to support you at the polar plunge!
- You (or your guardian) have completed the waiver found at the event of this packet and will bring it to the event.
- You are bundled up and ready to go! Check the weather for the day and make sure you are dressed appropriately. Bring lots of layers with you. Robes are great too! We will provide hand and foot warmers.
- You have your plunging shoes ready to go! Please wear water shoes or other footwear that will not come off in the water.

Habitat for Humanity Williamson-Maury and Westhaven
PARTICIPANT WAIVER, RELEASE OF LIABILITY -COVENANT NOT TO SUE & IMAGE RELEASE ("RELEASE")
Polar Plunge 2/20/2016 - Franklin, TN 37067

In consideration of being allowed to participate in any way in the above referenced Polar Plunge competition(s), race(s), related events and/or activities (the "Event"), I, _____, the undersigned, acknowledge, appreciate, and agree that:

1. I have acknowledged and agreed to, and do hereby ratify and confirm, the Event's "Agreement, Waiver, Release of Claims, Warning of Risk and Assumption of Risk" (the "Agreement", the provisions of which Agreement are currently available for re-review at <http://www.hfhwm.org>).
2. The risk of injury and/or death from the activities involved in the Polar Plunge and the Event is significant including, but not limited to the following: (i) drowning; (ii) near-drowning; (iii) sprains; (iv) strains; (v) fractures; (vi) heat and cold injuries; (vii) over-use syndrome; (viii) injuries involving vehicles; (ix) animal bites and/or stings; (x) accidents involving, but not limited to swimming, travel by boat, truck, car, or other convenience; (xi) heart attack; and (xii) the potential for permanent paralysis and/or death. While particular rules, equipment, and personal discipline may reduce this risk, the risk of death or serious injury does exist;
3. AFTER OPPORTUNITY TO FULLY INFORM MYSELF ABOUT THE EVENT, I KNOWINGLY AND FREELY ASSUME AND ACCEPT ALL SUCH RISKS, BOTH KNOWN AND UNKNOWN, and assume full responsibility and all risks for my participation in the Event;
4. I voluntarily agree to comply with the stated and customary terms and conditions for participation including, but not limited to those herein and those in the Agreement. If, however, I observe any unusual and/or significant hazard during my presence or participation, I will remove myself from participation and bring such hazard to the attention of the nearest official;
5. I, for myself and on behalf of my heirs, assigns, personal representatives and/or next of kin, forever WAIVE, RELEASE, DISCHARGE and COVENANT NOT TO SUE Habitat for Humanity Williamson-Maury, together with its successors and assigns, and Westhaven, the owners and lessors of the premises used to conduct the Event, and the officers, directors, representatives, members, managers, officials, principals, shareholders, agents and/or employees of each of them, as well as their subsidiaries, affiliates, assigns, independent contractors, sponsoring agencies, sponsors, advertisers, and volunteers (collectively, the "Releasees"), WITH RESPECT TO ANY AND ALL INJURY, DISABILITY, DEATH, and/or loss or damage to person or property, incurred by me in connection with participation in the Event. I further agree to indemnify, defend and hold harmless Releasees from any loss, liability, cost, claim or damages arising from my participation in or association with activities and events organized and sponsored by Habitat for Humanity Williamson-Maury, or otherwise connected with the Event, except to the extent caused by that Releasees gross negligence or willful misconduct.
6. I attest and verify that, unless otherwise indicated below, I am over 18 years of age, am free from all illnesses, injuries and defects that could interfere with my safe participation in the Event and that I am physically fit and sufficiently trained to participate in all activities associated with the Event. I am not now, and shall not during the Event, be under the influence of alcohol, drugs, or any medication that might adversely affect my ability to safely participate therein. My participation in activities and events organized or sponsored by Habitat for Humanity Williamson-Maury, is entirely voluntary.
7. I consent to administration of first aid and other medical treatment in the event of injury or illness and hereby release and indemnify Releasees from any and all liability or claims arising out of such treatment.
8. The Releasees reserve the right, in their sole and absolute discretion, to postpone, cancel, or modify the event due to weather conditions, Acts of God or other factors beyond the control of the Releasees that might affect the health and/or safety of the participants. No refunds will be granted.
9. I irrevocably grant unlimited permission to Releasees, to use, reproduce, sell and distribute any and all photographs, images, videotapes, motion pictures, recordings, or any other depiction of any kind of me or of my participation in the Event or related activity for any legitimate purpose in perpetuity and I understand that I shall not be entitled to any compensation therefore.
10. I hereby irrevocably and absolutely grant permission to the Releasees to film, videotape and record gratis the performance of the above named participant (referred to herein as "I", "me", "my") in the Event and subsequently to telecast, sell, distribute and otherwise utilize the same in whatever manner Releasees shall deem appropriate. Such permission shall include granting the unlimited and irrevocable right to Releasees, without compensation of any kind to me, to use, reproduce or broadcast, my name, nickname, image, likeness, voice, photograph, signature facsimile, and biographical information in connection with the Event without compensation of any kind to me. I acknowledge that Releasees and their representatives shall have the unlimited right throughout the world to copyright, use, reuse, publish, republish, broadcast and otherwise distribute depictions of or information about me and all or any portion of the Event in which I may appear on any and all radio, network, cable and local television programs and in any print materials and in any other format or media (including electronic media) now known or hereinafter devised in perpetuity and without compensation to me. In consideration and in return for being allowed to participate in the Event, I release and agree not to sue the Releasees from all present and future claims regarding my participation in the Events that may be made by me, my family, estate heirs, or assigns.

I HAVE READ THIS RELEASE OF LIABILITY AND ASSUMPTION OF RISK AGREEMENT, FULLY UNDERSTAND ITS TERMS, UNDERSTAND THAT I HAVE GIVEN UP SUBSTANTIAL RIGHTS BY SIGNING IT, AND SIGN IT FREELY AND VOLUNTARILY WITHOUT ANY INDUCEMENT.

Signature: _____ Date: _____

EMERGENCY CONTACT INFORMATION (required)

Name: _____ Phone: _____

MINORS: IF UNDER 18 – SIGNATURE OF PARENT OR GUARDIAN (required)

The undersigned hereby certifies, warrants and represents that he/she/they is or are the parent or legal guardian of the signer of the above Release (the "Participant"), and that after fully informing myself regarding the nature and risks of the Event, and have full right and authority to do so, I give my permission for Participant to participate in the same and by my signature below I fully ratify, accept and agree to all of the terms of the above Release both for myself individually and as parent or legal guardian of the Participant.

Signature: _____ Relationship to minor: _____

Name: _____ Date: _____