



Dear [Insert Name]:

As you know, oftentimes waves of change begin with a single splash. I'm asking for your help as I commit myself to making a splash in the 2010 Polar Bear Plunge for Special Olympics New Jersey (SONJ) scheduled for Saturday, January 16th at the Wildwoods Convention Center.

The Polar Bear Plunge is an organized group run into the icy Atlantic Ocean in the middle of the winter! Think I'm crazy? I agree, but I'm doing it for the more than 18,000 athletes of Special Olympics New Jersey, so they can continue to train and compete year-round free-of-charge.

I've set a personal fundraising goal of \$[insert amount]. Please help me meet this goal with your tax deductible donation. Your donation will be put directly into growing programs to serve these individuals with intellectual disabilities and to help them find success in life through success on the fields of sport.

To support my Plunge, please make your check payable to "Special Olympics New Jersey" and return it to me in the self-addressed, stamped envelope I've provided. You also can mail your donation directly to Special Olympics New Jersey at 3 Princess Road, Lawrenceville, NJ 08648. Please mark my name and "Wildwood Plunge" on your check or envelope, so the staff at SONJ will know the donation should be applied to my Plunge account.

You also could visit www.NJPolarPlunge.org, click on "Sponsor Plunger" and follow the directions to my personal Plunge page, where you'll be given the option of donating online via credit or debit card.

For more information on Special Olympics New Jersey, you can visit www.sonj.org. For more information on the Polar Bear Plunge please visit www.NJPolarPlunge.org.

Thank you for your support. Until then, I'll be warmin' up to chill out at the Polar Bear Plunge!

Thank you,