



Special Olympics
Montana

<date>

<name>

<address>

<city, state, zip>

Hello <name>,

On behalf of this year's Penguin Plunge, I have a proposal for you. But first, I'll provide a brief overview of the event.

The Penguin Plunge is an icy dip into Whitefish Lake during the Whitefish Winter Carnival to raise money to benefit Special Olympics Montana athletes. In order to participate, plungers must raise at least \$100 in order to have the "privilege and honor" of taking the plunge.

With that said, we are in the process of recruiting plungers to participate, help raise money and raise excitement about this year's plunge. And we are in fact hoping that you and some of its employees will participate, but with a twist of competition.

Our proposal is this: <you and _____> will both create teams. Each team will compete to see which group is able to raise the most money. The team that raises the most money wins and the prize for winning being the pleasure of seeing the losing team take the plunge into the pool of cold water.

Not only will your business and teams be participating in a friendly competition, but your efforts will directly benefit Special Olympics athletes.

If you are interested in participating in this year's "Penguin Plunge Challenge," please let me know. We would love to have your businesses participation. For more information, please feel free to call me at <phone> or email me at <email>.

I look forward to hearing from you and I will be in touch.

Talk with you soon,

<name>

On behalf of the Penguin Plunge



I N S P I R E
G R E A T N E S S

3117 5th Avenue North • P.O. Box 3507 • Great Falls, Montana 59403-3507 • (406) 268-6759 • 1-800-242-6876 (MT only) • FAX (406) 454-9043 • E-Mail: info@somt.org
Visit our website @ www.somt.org

*Created by the Joseph P. Kennedy, Jr. Foundation
Authorized and Accredited by Special Olympics Inc. for the Benefit of Persons with Intellectual Disabilities*