



**Special Olympics**  
Montana

<date>

<name>

<address>

<city, state, zip>

Hello <name>,

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

The Sweetheart Passion Plunge is an icy dip into Spring Meadow Lake on February 13<sup>th</sup>, 2010 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 your 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 Spring Meadow Lake.

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 "Passion 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 Sweetheart Passion Plunge



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

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