

Memo

From: Alfred Von Mirbach
To: LCCJ Board
Date: August 21, 2020
Re: 2021 Polar Bear Plunge – August update

Rayna has been doing great work on comprehensive Polar Bear Plunge section of the LCCJ website, as well as major changes to the flow of the overall site. It should be “live” very soon.

Joellen and Christine are working on the draft email to constituents, and will send it out once the new plunge website it is live, directing folks to that site.

The Canada Helps portal is live, thanks to Amir, so people can register. Three have already (Amir, Joellen and Alfred), with \$653 raised so far. Some tweaking is needed to the text on that site, which should happen soon.

Initial conversations have taken place with Sue Landry on a prize package, hopefully a romantic getaway in Perth. Plungers would get one raffle ticket for each \$500 pledged.

Initial discussions have taken place with Steve Brown about forming an OPP Team, and getting them to challenge the Crown, and local lawyers.

Initial discussions will be taking place shortly with Weatherhead Brewery. suggesting things such as creating a plunge beer (with say \$0.05 per can going to the plunge), and/or hosting one or more after-events (hot chocolate warm up, performance by RedFox after that). Some of that will depend on what COVID restrictions are in place come December.

There is a long list of other things that I need to get moving on, but those the the priority ones.

We Need You, As Board Members, To Get Involved!

- Please Please Plunge – better yet, form a team (your family, a group you are part of, or work colleagues). Here's the link to the Canada Helps site to register:

<https://www.canadahelps.org/en/charities/lanark-county-community-justice-program-inc/p2p/LCCJ2021Plunge/>

- Challenge others to plunge (family, friends, colleagues)
- Share far and wide via email and social media, with personal pleas for why LCCJ is a great cause and the plunge a great way to support LCCJ
- If you can help with a pitch for the prize package (do you have an in at the Best Western, or a nice local restaurant, or florist, or chocolate place, or spa, etc?)
- If you can't plunge, then help drum up plunges for Joellen or someone else

Alfred Von Mirbach
cell 613 200 2005
vonmirbach.alfred@gmail.com