

How to Rally Support for your Polar Bear Swim

Getting pledges for the swim can be challenging, so we wanted to provide you with tips on how you can do your best to obtain pledges and help us advance our efforts with the 2009 Polar Bear Swim and On Thin Ice campaign. All of the money raised will go directly to this campaign to raise awareness by expanding our ability to conduct education and outreach activities. By determining to support this event you are playing a key role in helping us attain our campaign goals. Thank you!

Setting a Goal

A really great way to start your polar-adventure is with a goal. When making a goal try the following:

- Write down the reasons you feel this is an important issue and make sure your goal reflects how you feel.
- Think about the people in your life you could ask to sponsor you. Could they sponsor you a lot? Or a little?
- Set your goal at a level that will challenge you, while at the same time making it realistic and achievable.
- Talk to your friends about their goals and challenge them to a friendly competition to see whom can raise more.

Getting Pledges

Making a list of potential sponsors is an effective way of succeeding in your quest for sponsorships. Consider the following suggestions:

- Which people close to you will consider sponsoring you? (close friends, family and coworkers)
- Who are you comfortable asking? (neighbours and acquaintances)
- Challenge yourself by including people on your list that may serve as an opportunity to get to know people better. (people you see everyday at the bus stop, or when walking your dog in Withrow Park)

Build a Case for your Potential Supporters

Know the issue well. Ask yourself some of these questions, they may help you develop conversations and get people interested in how they too can help:

- Why did you feel compelled to take on this challenge?
- Why is this issue important to you?
- Why save polar bears? (refer to background information insert or our website for info)

Dealing with Rejection and Praising Yourself

Don't feel bad if people say "no thanks"! The fact that you have helped educate people is important. Even if they don't sponsor you, you should feel good in the knowledge that you have raised their awareness. There are other ways to support your polar-adventure - ask them to come watch the swim, volunteer, or to help spread the word about the event by directing people to our website and get the word out there! Most importantly, praise yourself for supporting a great cause, no matter what your final tally of pledges is!