



Frequently Asked Questions:

1. Why Virtual?

With the continued safety of our plungers, staff and town partners, and health concerns caused by COVID-19, we are proceeding with a virtual event. Though we won't be gathering in large numbers in person, the funds raised from this annual fundraiser are vital to our mission and enable Weezie Library for Children to continue offering free programs, materials and services all year long.

A virtual plunge allows you to participate how, when and where you want! Don't have access to open water? Plunge from your backyard! Fundraise from your couch! Busy cooking Thanksgiving morning, take the plunge ahead of time! We are so thankful for your support and are excited to see the creativity and fun that a plunge allows for!

2. How do I Register?

Registration will take place completely online this year.

Visit register.nantucketatheneum.org to sign up!

3. What is included with my registration?

With your 'virtual registration + In Person Pick Up' (\$35), you receive an official 2021 Cold Turkey Plunge t-shirt (**while supplies last – consider registering by October 15th to be guaranteed a t-shirt**), a personal fundraising page and access to entry for raffle and prize packages. *Plus, your registration counts towards your fundraising total!*

With your "virtual registration + Shipping" (\$40), your 20th anniversary t-shirt will be mailed to the address you use to register.

4. How do I take the plunge?

Here is the fun part – it's up to you! With this year's virtual *Plunge Day Your Way*, you can complete the plunge anytime from November 1st to November 25th (Thanksgiving Day)!

Ways to participate:

1. Take the Plunge Your Way! There are two simple rules – you must take the plunge during the month of November and you must plunge outdoors! But where, how and with whom are up to you!

Grab your dog and jump in the icy waters at the beach of your choosing! Let your kiddos run through the icy sprinkler! Ice bucket challenge style? The choice is yours!

Photo/Video Contest: Be sure to show us your style! No matter how you participate, we want to see it! Post your photos/videos with the **#ackturkeyplunge**
#plungedayyourway!

We will be sharing and reposting photos throughout the month of November!

Challenge friends & families: Once you've **#PlungeDayYourWay**, tag three friends or family members in your social media photo and challenge them to take the plunge!

2. Fundraise Your Way! Set a fundraising goal and meet – or better yet – exceed it! Fundraisers will have the opportunity to earn great prizes while every dollar raised benefits the Weezie Library for Children.
3. Become a Business Partner!
 - Help us spread the word! Follow us on Social Media and then share our posts on your own account! We want to make sure people know that they can be part of this beloved island event no matter where they find themselves this Thanksgiving!
 - Sponsor a prize category! We will again be awarding prizes to some of this year's spirited plungers and are looking for gift cards to award as prizes.
 - Return as a Sponsor – Entry Level rate starting at \$250 (additional sponsorship levels: \$500, \$1,000, \$2,500, \$5,000)

5. How do I get my plunge swag once I register?

You can pick up your plunge swag at our touchless pick-up on Tuesday or Wednesday, November 23 – 24 between 9:30 AM – 4 PM at the Atheneum located at 1 India Street. *For your protection and that of our volunteers and staff, masks are required. You may pick-up items for another person or entire team, you will just need that person's full name.*

**You can also elect to have your items shipped to you for an additional fee of \$5. (When registering, choose "Virtual Registration + Shipping"). T-shirts will be mailed on a rolling basis starting November 15th. We cannot guarantee t-shirts will arrive in time for Thanksgiving Day.*

6. When does registration close? Registration close November 30th at midnight.

7. If I am a prize winner, how will I know and when will I receive my prize? Prize winners will be announced on Thanksgiving Day and prizes will be mailed the week of November 29th.

- a. Prizes will be awarded in the following categories:**
 - i. Furthest from Nantucket
 - ii. Top 3 Fundraisers
 - iii. Most creative venue/style
 - iv. Most spirited plunger (*think costumes!*)

- 8. Do you provide refunds?** Unfortunately, we are not providing refunds for this virtual event. All proceeds raised support the Weezie Library for Children.

- 9. I have more questions, who can I contact?** We are happy to help! Contact Maggie O'Reilly at 508-228-1110 x114, moreilly@nantucketatheneum.org OR Lisa Lothian at 508-228-1110 x107, llothian@nantucketatheneum.org