# GENERAL SYNOPSIS (The Big Picture in 3-4 sentences):

# The presentation was a mix of promoting the idea of doing a Swim A Thon for clubs/programs that hadn’t in the past, and ways to improve your SAT for clubs currently doing one.

# They highlighted what some of the funding goes towards – 5% of Sat money goes to the USA Swimming Foundation, which gave about $500,000 towards lessons last year and a similar amount to support the national team.

# Team Unify teams can use TU to help raise money – lots of functionality with their platform.

# Every club has to structure their SAT to fit their need/community, but they threw out a bunch of good ideas: (in no particular order, listed below as well) alumni engagement, promotional emails, incremental goals (instead of just ‘raise x’, you can aim for ‘raise A by this date, B by this, etc.’), group v group competitions, silly coach incentives (pie in face), unique swim prizes, non-swim prizes (ipod, gift card), fun atmosphere, instant recognition, raffle, themes, etc etc etc POSSIBLE MAIN POINTS OR TAKEAWAYS FOR…

|  |  |
| --- | --- |
| LSC Board/Committee Members | Teams in Wisconsin Great ideas for teams currently running a SAT to improve or at least freshen theirs up.  For teams that don’t run a SAT, it’s an easy way to do fundraising! |
| Coaches Same as for teams. Run a SAT program for your club, make it unique to your needs, come up with creative ideas | Officials |
| Athletes | LSC Others |

ADDITIONAL NOTES OR INFORMATION CAN BE ADDED ON FOLLOWING PAGES

SWIM-A-THON Strategies

55 of money raised through SATs goes back to USA Swimming Foundation

Why SAT?

Fun and east, proven success ($7 million + raised in 2016), awards/prizes, national contest, online fundraising platform

USA Foundation gave $500,000 back to lesson programs in 2016 and gave a similar amount to the national team

TU Online donation platform:

Average donation was $83

Average team raised $11,000 (highest team was $115,000)

Average swimmer got 3 donations

50% of swimmers on average participated

TU is easy for parents and swimmers

TU has ways to create and promote internal competition

TU provides lots of tools to promote and mange the SAT

TU can create buy-in for different incentives

Lots of different ideas to motivate:

Coach-driven incentives (pie on the face for winning group)

Host a pep rally type environment

Have a definitive reason (or reasons) to raise the money (equip, trip, etc. – not just general upkeep)

Gift card drawing

On-site raffle

Awards for most raised within a certain period

Competitions by group/site/location/gender/whatever

Different clubs run their SATs at different times. Most often in spring lull or early fall, but no perfect choice

Katy Aquatics (Texas)

Money is for a new facility

Important to establish timeline/deadlines

Split the team into different groups for competition

Day-of should be an event – get people there!

Themes for each SAT (almost like a HS dance type theme) SAT specfic

Photo booth

Lots of SAT specific signage

Explore possibilities of corporate/business tie ins, solicit donations from companies

SAT t shirt or cap with company logos

REACH OUT TO FOUNDATION OR OTHER CLUBS TO GET IDEAS AND SEE WHAT WORKS FOR YOU!