

THE 2014 LITTLE BOOK of Swim-A-Thon™ Success

*A Fun and Easy Way to Raise Money for
Your Club or Team!*



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What Is Swim-a-Thon™?

Swim-a-Thon™ is a fun and easy way to raise money for your swim team!

Participants earn money by swimming lengths of the swimming pool. Swimmers have a two-hour period in which to swim a maximum of 200 lengths. Swimmers get pledges from family, neighbors or businesses to support their efforts. Donors can either pledge a certain amount of money per length, or make a flat donation in support of your team.

Swim-a-Thon is the only pledge-for-length program recognized by the USA Swimming Foundation. Since 1998, Swim-a-Thons have generated more than \$30 million for swim clubs and swim programs across the country.

The USA Swimming Foundation is proud to support your fundraising efforts. In the enclosed manual, you'll find all the information you need to run a successful Swim-a-Thon. Additionally, you'll learn how the USA Swimming Foundation can incentivize your program with certificates and awards for your athletes, and provide promotion support to ensure the success of your event.

Swim-a-Thon™ is a registered trademark of the USA Swimming Foundation. In order to host a pledge-for-length swimming event, participating organizations must sign a contract with the USA Swimming Foundation. Participating teams agree to pay a nominal fee to the USA Swimming Foundation of 5% of the gross revenue from your Swim-a-Thon event.

The fee that is paid to the USA Swimming Foundation supports its mission to **save lives and build champions**—in the pool and in life. The USA Swimming Foundation serves as the philanthropic arm of USA Swimming. Whether we're equipping our children with the life-saving skill of learn-to-swim through our Make a Splash initiative, or providing financial support to our heroes on the U.S. National Team, the USA Swimming Foundation aims to provide the wonderful experience of swimming to kids at all levels across the country.

For more information on the USA Swimming Foundation, **please visit usaswimmingfoundation.org**.



SAVING LIVES | BUILDING CHAMPIONS

Join the Swim-a-Thon conversation online,
and share with your team!

 Facebook: facebook.com/swimfoundation

 Twitter: [@swimfoundation](https://twitter.com/swimfoundation)

 Pinterest: pinterest.com/usaswimming

 Instagram: instagram.com/usaswimming



How Swim-a-Thon™ Works

TEN EASY STEPS



CHOOSE A FUNDRAISING PLATFORM: TRADITIONAL VS. ONLINE

The first step in hosting a successful Swim-a-Thon is deciding which platform is right for your organization.

TRADITIONAL

Traditionally, the USA Swimming Foundation has provided paper pledge materials to participating teams. Swimmers collect pledges and donations using these forms, and collect pledges post-event, if necessary. Paper materials will be provided to your team upon request. Sample materials can be viewed in the “Resources” section of this manual.

ONLINE

The USA Swimming Foundation is excited to announce a new, easy system for managing your Swim-a-Thon online. By registering your Swim-a-Thon with Team Unify, the official partner of the USA Swimming Foundation’s Swim-a-Thon, you’ll have access to powerful promotional and set-up tools to manage your Swim-a-Thon with ease. Pre-created templates and comprehensive reporting tools make it easier for you to reach the donors you want to reach, monitor the results of your team’s efforts in real-time, and collect donations with the click of a button. To find out more, please contact Team Unify directly at info@teamunify.com or 888.326.8643.

BOTH

Use the Team Unify platform and the traditional paper pledge materials together to create a combination that suits your team’s needs!



SET THE DATE FOR YOUR SWIM-A-THON

Choose a date when no other activities are planned for your organization. The most successful Swim-a-Thons are planned 3-6 months in advance of the event - giving your team time to build excitement for the event, and allowing your swimmers time to fundraise successfully.



3 SUBMIT YOUR SIGNED CONTRACT TO THE USA SWIMMING FOUNDATION

Submitting your signed contract to the USA Swimming Foundation is a mandatory step in hosting a Swim-a-Thon or other pledge-for-length event for your club or organization. The Foundation requests that your contract be completed and submitted 3-6 months prior to your scheduled Swim-a-Thon date. If your Swim-a-Thon date changes for any reason, you must notify the USA Swimming Foundation so that we may update our records. If the date of your Swim-a-Thon is uncertain, please provide an approximate date on your contract and notify us immediately when your date has been finalized.

4 HOST A KICKOFF MEETING OR PARTY

Once your signed contract has been submitted to the USA Swimming Foundation, you are ready to get started! If you've opted to use a traditional fundraising platform, your supplies should arrive within 2 weeks of submission (pledge envelopes, forms, posters and pledge charts).

Hosting a kickoff meeting or party is a great way to educate and motivate your swimmers and their parents about Swim-a-Thon, and to get your swimmers excited by telling them about the great prizes they can win for participating in Swim-a-Thon! This is also a good time to develop goals, launch a promotional campaign, and to secure volunteers to support your Swim-a-Thon.

5 SECURE PLEDGES

Now is the time to start getting pledges and donations for your Swim-a-Thon! You should plan to allow a pledge period of approximately 3-4 weeks in order to give your swimmers time to secure their donations. Check out Appendix A of this manual for some creative, effective ways to maximize your fundraising results!

6 HOST YOUR SWIM-A-THON

Swim-a-Thon Day is an opportunity to be creative, and to build team spirit within your organization. Whether you choose to set different time limits for different age groups or to have all swimmers do a two-hour timed swim, hosting a Swim-a-Thon is an opportunity to incorporate special activities that your swimmers might not typically experience as part of swim practice - such as picnics, sleep overs, or special games!

7 COLLECT PLEDGES

Collecting pledges is the most important part of a successful Swim-a-Thon—it's what ensures your team has a financially successful event! In order to make the pledge process successful, it's a good idea to set a deadline for your swimmers. Pledges should be collected and returned to your organization no later than 2 weeks after the conclusion of your Swim-a-Thon.

Encouraging your swimmers to solicit flat pledges can make the pledge collection process simpler—and it can keep your swimmers from having to approach supporters twice.

Please note: supporters of your Swim-a-Thon should make all checks payable to your team - NOT the USA Swimming Foundation!





FULFILL YOUR CONTRACT WITH THE USA SWIMMING FOUNDATION

Before the USA Swimming Foundation is able to issue awards for your swimmers, you must submit the following within 60 days:

- A single check from your team or organization, made payable to the USA Swimming Foundation. The amount of the check should equal 5% of the gross amount collected from your Swim-a-Thon.
- Financial Report Form (Appendix B)
- Award Redemption Form (Appendix B)
- Unused supplies (pledge forms, receipt forms and envelopes). Teams wishing to keep their unused materials may do so for \$1.00 per packet.

Note: Teams that fail to make payment to the USA Swimming Foundation within 120 days will be considered “not in good standing.” USA Swimming membership may be suspended at that time.



RECEIVE CERTIFICATES AND DIGITAL PATCHES!

Congratulations! Your successful Swim-a-Thon is complete and it’s time to reward your athletes! The USA Swimming Foundation will provide certificates of participation for all swimmers.

In addition, the Foundation now provides a series of digital “Deck Pass Patches” that recognize participants and award winners. These patches provide several great options not offered by the discontinued lapel pins. (See page 18 for more info on patches).

ALSO, GREAT AWARDS!

Each participant who raises \$200 or more will receive a Swim-a-Thon bag tag.

Additionally, official USA Swimming Foundation Swim-a-Thon prizes will be awarded to participants who raise \$400+ as follows:

- \$400.00-\$599.99: Swim-a-Thon Swim Cap
- \$600.00-\$799.99: Swim-a-Thon T-Shirt
- \$800.00-\$1199.99: Swim-a-Thon Towel
- \$1,200.00+: Swim-a-Thon Backpack

Please note: Awards are not cumulative. An athlete qualifies for the single highest prize for which they are eligible. We are also unable to guarantee vendor-specific requests.

For more information and to see pictures of the awards, visit usaswimming.org/SATawards.



AWARDS CEREMONY

Hosting an Awards Ceremony is a great way to recognize your athletes and thank them for participating in your Swim-a-Thon® and build excitement and momentum for next year’s event! It’s also a nice way to thank donors, sponsors and volunteers for supporting your team.



Swim-a-Thon™ Completion Checklist

Please remember to return the following items to the USA Swimming Foundation within 60 days of your scheduled Swim-a-Thon.

- _____ ONE check from your team or organization made payable to the USA Swimming Foundation. The amount of the check should equal 5% of the gross amount collected from your Swim-a-Thon. (If you would like to donate additional proceeds to the USA Swimming Foundation, please include that amount in your check.)
- _____ Financial Report Form
- _____ Award Order Form
- _____ Unused Swim-a-Thon® materials
Please submit \$1.00 per packet for non-returned pledge forms, receipt forms and envelopes.

REMINDER

It is the policy of the USA Swimming Foundation that:

- A team has sixty (60) days in which to return its remittance to the USA Swimming Foundation, located at 1 Olympic Plaza, Colorado Springs, CO 80909.
- Any USA Swimming member team which is 120 days or more past their scheduled Swim-a-Thon date will be given thirty (30) days to comply with the terms of the Swim-a-Thon contract, or the team's USA Swimming membership and privileges of such membership may be revoked.
- It is the responsibility of each organization to return all unused Swim-a-Thon packets to the USA Swimming Foundation in good condition, or your team will be charged \$1.00 per unused packet.
- If your Swim-a-Thon does not take place as originally planned, or there has been a date change, please notify the USA Swimming Foundation immediately.



Frequently Asked Questions

1

CAN WE HOLD A SWIM-A-THON WITHOUT A CONTRACT?

No! A Swim-a-Thon™ is a registered trademark owned by the USA Swimming Foundation. Holding a Swim-a-Thon without a contract would be a violation of this trademark.

2

CAN WE HOLD A LAP-A-THON AND NOT PAY 5% TO THE USA SWIMMING FOUNDATION?

No! Swim-a-Thon is a registered trademark owned by the USA Swimming Foundation. Any activity that resembles a Swim-a-Thon, including lap-a-thons or other fundraising programs involving lap swimming, are a violation of this trademark. The USA Swimming Foundation has the right to pursue legal action against any team or club that violates the Swim-a-Thon trademark.

3

CAN MY TEAM CONTRIBUTE MORE THAN 5% TO THE USA SWIMMING FOUNDATION?

Yes! If you are interested in supporting the USA Swimming Foundation's mission to save lives and build champions beyond your mandatory 5% contribution, you are more than welcome to do so. Your team or group can also hold a Swim-a-Thon as a third-party fundraiser for the USA Swimming Foundation. The Foundation is very grateful for your generous support.

4

IS SWIM-A-THON COVERED BY USA SWIMMING INSURANCE?

Yes! Swim-a-Thon is the only fundraising program involving lap swimming which is recognized by USA Swimming insurance. In order to be covered, all participants must be current USA Swimming or United States Masters Swimming athletes. Non-USA Swimming member clubs and non-USA Swimming member swimmers are not covered under USA Swimming insurance. If you have any questions, please contact Risk Management Services at 1-800-777-4930.

5

WHO CAN HOST A SWIM-A-THON?

Anyone can host a Swim-a-Thon. Hosting a Swim-A-Thon is a great way to fundraise for your swim team or club. It's also an effective tool for summer leagues, high school teams, affinity groups or colleges and universities!



6

WHEN SOMEONE MAKES A DONATION TO SWIM-A-THON, IS THEIR GIFT TAX-DEDUCTIBLE?

The USA Swimming Foundation is a 501(c)3 nonprofit organization. Contributions made to the USA Swimming Foundation are fully tax deductible to the extent allowed by law. If your organization is a registered 501(c)3 nonprofit organization, and it is not providing goods/ services in exchange for donations made to your Swim-a-Thon, the full amount of the donors gift is tax deductible. If your organization is not a registered 501(c)3 nonprofit, only 5% of the donor’s gift is tax deductible. Each participant has the responsibility to inform donors of the extent of their tax deductibility. If you have questions about tax deductibility, please contact current tax lawyers.



7

CAN MY ORGANIZATION CONDUCT MORE THAN ONE SWIM-A-THON PER YEAR?

Yes. You may hold as many Swim-a-Thons as you like per year. Multiple Swim-a-Thons, however, are not usually as effective as one well-planned and well-coordinated effort.



IF I NEED TO CHANGE THE DATE OF MY SWIM-A-THON, OR IF I NEED ADDITIONAL INFORMATION, WHO CAN I CONTACT FOR ASSISTANCE?

For assistance, please call (719) 866-4578 or send an email to swimathon@usaswimming.org.



APPENDIX A

Fundraising Tools, Promotions, Recognition



HELPFUL HINTS AND IDEAS

WANT TO RAISE TONS OF MONEY FOR YOUR ORGANIZATION? HERE ARE SOME HELPFUL HINTS TO GET YOU STARTED!

SET GOALS!

Athletes are no stranger to goal-oriented activities. Set goals with your team, and show your swimmers and their parents what will be achieved if you are able to reach your fundraising goals.

TRACK PROGRESS!

Included in your materials is a Swim-a-Thon tracking chart. Display this chart before each swim practice, and encourage your swimmers to update their totals daily. This serves as a reminder to keep your swimmers interested, and encourages some friendly competition among your athletes!

INCENTIVIZE, INCENTIVIZE, INCENTIVIZE!

Incentive programs are critical to the success of your Swim-a-Thon. In addition to the prizes provided by the USA Swimming Foundation, most successful Swim-a-Thons offer additional prizes to their athletes, such as team shirts, warmups, parkas, etc. Teams either choose to put a portion of the money raised from Swim-a-Thon back into the program, or solicit prizes and donations from area businesses. Some teams also choose to provide their athletes with special privileges for reaching fundraising milestones - such as “get out” swims, a fun game during practice, or the opportunity to push their coach in the pool. Daily or weekly prizes and/or competition between practice groups will help keep your kids motivated from your kickoff party to the big event!

Special Note Regarding Swim-a-Thon Incentive Programs:

Inspiring and motivating Swim-a-thon participants to achieve certain dollar goals is an important key to conducting a successful Swim-a-thon. Such efforts have seen clubs develop many creative incentive programs over the years. Some of those ideas are mentioned in the previous paragraph.

In their efforts to be creative, some clubs have developed incentive programs that earmark a percentage of the dollars raised above a certain dollar amount to be deposited in individual accounts that are then used to pay entry fees or travel expenses for a specific swimmer or family. Please be aware that this type of incentive program may violate IRS regulations particularly in those cases where the funds are being raised in the name of a non-profit organization. Before implementing any type of incentive program that directs extra dollars to individuals or individual accounts, teams are strongly encouraged to seek professional advice from a CPA or tax attorney.

SAY THANK YOU!

Don't forget to thank your supporters and donors! This will help them feel connected to your team. Donors who feel appreciated are more likely to continue supporting your organization year after year. Be sure that donors receive thank-you notes from your team, and consider including an individual or team photo to provide that extra touch!



PUBLICIZE YOUR EVENT!

Send a press release to your local newspaper two weeks before the date of your Swim-a-Thon. Try challenging a local journalist or celebrity to swim 200 laps with your team! Let local television stations know the date of your event, and invite them to attend your event. Consider hosting an “overnight” Swim-a-Thon to attract more media attention, and promote the worthy causes that your Swim-a-Thon is supporting - both your organization and the USA Swimming Foundation!

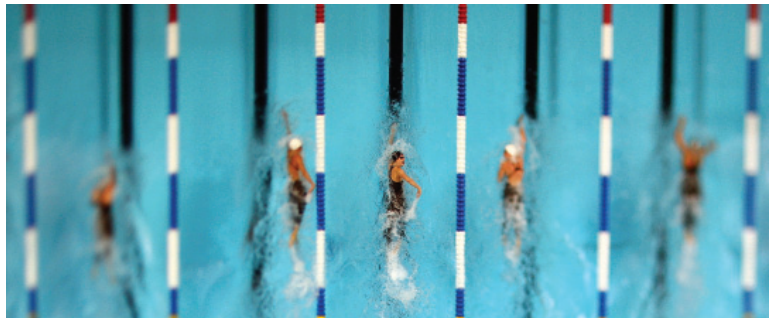
FUNDRAISE OUTSIDE THE BOX.

When raising money for a Swim-a-Thon, it is a great idea to solicit your “usual suspects” - friends, relatives and co-workers. But it’s also good to think outside of the box to generate additional funds for your team. Ask local businesses to support your team’s efforts - either through a flat donation, by providing prizes for your swimmers, or agreeing to match the funds raised by individual swimmers or a larger group. See if a local grocery store or bank will let you set up a pledge table outside of their business. Or reach out to another local swim club and challenge them to a “Swim-Off.” By creating a friendly rivalry, you’ll not only increase participation, but also funds. Ramp up your Swim-a-Thon by co-hosting it with your competitor, and incorporate fun relays and competitions throughout the day.



ASK!

The only way that people will give money to support your Swim-a-Thon is if you ask them! Write letters and emails asking people to make a donation to your cause, make phone calls to family and friends, and make personal visits to neighbors and local businesses. Send follow-up notes to remind your contacts about your upcoming event, and make it as easy as possible for donors to support you. Remember to include a return envelope with letters, or include a direct link to your fundraising page in emails. Check out the included sample letter/email to get you started! We’ve also included a “Why Support This Swimmer” page, and a “Pledge Per Length” diagram for additional help!



SAMPLE FUNDRAISING SOLICITATION LETTER/EMAIL

PLEASE FEEL FREE TO USE THE FOLLOWING SOLICITATION LETTER TO GARNER SUPPORT FOR YOUR SWIM-A-THON™!

Dear NAME,

On DATE, I will be participating in a Swim-a-Thon to raise funds for [SWIM CLUB NAME] and the USA Swimming Foundation.

What's a Swim-a-Thon? A Swim-a-Thon is a really fun way to combine something I love—Swimming!—with a wonderful cause. Together with my teammates, I will commit to swimming for either 2 hours or up to 200 lengths of the pool. *I'm asking for the support of my friends and family to either make a flat donation to support my effort, or to pledge a certain amount of money per length.* I've been training hard, and I'm going to do all 200 lengths!

You might be wondering why I'm committed to spending my Saturday swimming laps at the pool. For me, this is a great opportunity to give back to a sport that I love. Swimming has given me a lot - it's taught me skills like hard work, time management and perseverance. The money I raise will support crucial programs for my swim team, and will allow us to continue working hard for the coming season.

In addition to raising funds for my team, 5% of the money I raise will go back to the USA Swimming Foundation. The Foundation works to strengthen the sport of swimming by **saving lives and building champions** - in the pool and in life. Whether they're equipping kids across the country with the lifesaving skill of learn-to-swim through their Make a Splash initiative, or providing financial support to our heroes on the U.S. National Team, the USA Swimming Foundation aims to provide the wonderful experience of swimming to kids at all levels across the country. It's great to know that I'll not only be building a stronger team here at home, but I'll be helping to give kids across the country the same great experience that I've had!

I hope that I can count on you to help me achieve my fundraising goal for my upcoming Swim-a-Thon. Please consider mailing back a donation in the enclosed envelope, or check out my fundraising page at [TEAM UNIFY URL HERE].

On behalf of myself, my team and kids across the country who might not otherwise have the opportunity to swim, thank you! Your support will give me the energy I need to complete my 200 laps on [DATE]- and it will truly make a difference for our team and our country!

Thanks again,
NAME



WHY SUPPORT THIS SWIMMER?

Thousands of Americans of all ages are engaged in swimming. The money this swimmer raises will support crucial programs for his or her swim team, and will allow the entire team to continue working hard for the coming season.

In addition to raising funds for the local swim team/club, 5% of the money this swimmer raises will go back to the USA Swimming Foundation. The Foundation works to strengthen the sport of swimming by **saving lives and building champions**—in the pool and in life. Whether they're equipping children across the country with the life-saving skill of learn-to-swim through their Make a Splash initiative, or providing financial support to heroes on the U.S. National Team, the USA Swimming Foundation aims to provide the wonderful experience of swimming to kids at all levels across the country. To learn more about the USA Swimming Foundation, visit usaswimmingfoundation.org.

By supporting this swimmer, you'll not only be building a stronger team at your local swim club, but you'll be helping to give kids across the country the same great experience in the pool.

Thank you for your donation.

Swim-a-Thon™ is a registered service mark owned by the USA Swimming Foundation, and any use of this term must be with the express consent of the USA Swimming Foundation, 1 Olympic Plaza, Colorado Springs, Colorado 80909-5770.

A portion of your donation may be tax deductible.



PLEDGE CHART

PLEDGE PER LENGTH

	\$0.10	\$0.15	\$0.20	\$0.25	\$0.30	\$0.35	\$0.40	\$0.45	\$0.50	\$0.75	\$1.00	\$2.50	\$5.00	\$10.00
10	\$1.00	\$1.50	\$2.00	\$2.50	\$3.00	\$3.50	\$4.00	\$4.50	\$5.00	\$7.50	\$10.00	\$25.00	\$50.00	\$100.00
20	\$2.00	\$3.00	\$4.00	\$5.00	\$6.00	\$7.00	\$8.00	\$9.00	\$10.00	\$15.00	\$20.00	\$50.00	\$100.00	\$200.00
30	\$3.00	\$4.50	\$6.00	\$7.50	\$9.00	\$10.50	\$12.00	\$13.50	\$15.00	\$22.50	\$30.00	\$75.00	\$150.00	\$300.00
40	\$4.00	\$6.00	\$8.00	\$10.00	\$12.00	\$14.00	\$16.00	\$18.00	\$20.00	\$30.00	\$40.00	\$100.00	\$200.00	\$400.00
50	\$5.00	\$7.50	\$10.00	\$12.50	\$15.00	\$17.50	\$20.00	\$22.50	\$25.00	\$37.50	\$50.00	\$125.00	\$250.00	\$500.00
60	\$6.00	\$9.00	\$12.00	\$15.00	\$18.00	\$21.00	\$24.00	\$27.00	\$30.00	\$45.00	\$60.00	\$150.00	\$300.00	\$600.00
70	\$7.00	\$10.50	\$14.00	\$17.50	\$21.00	\$24.50	\$28.00	\$31.50	\$35.00	\$52.50	\$70.00	\$175.00	\$350.00	\$700.00
80	\$8.00	\$12.00	\$16.00	\$20.00	\$24.00	\$28.00	\$32.00	\$36.00	\$40.00	\$60.00	\$80.00	\$200.00	\$400.00	\$800.00
90	\$9.00	\$13.50	\$18.00	\$22.50	\$27.00	\$31.50	\$36.00	\$40.50	\$45.00	\$67.50	\$90.00	\$225.00	\$450.00	\$900.00
100	\$10.00	\$15.00	\$20.00	\$25.00	\$30.00	\$35.00	\$40.00	\$45.00	\$50.00	\$75.00	\$100.00	\$250.00	\$500.00	\$1000.00
110	\$11.00	\$16.50	\$22.00	\$27.50	\$33.00	\$38.50	\$44.00	\$49.50	\$55.00	\$82.50	\$110.00	\$275.00	\$550.00	\$1100.00
120	\$12.00	\$18.00	\$24.00	\$30.00	\$36.00	\$42.00	\$48.00	\$54.00	\$60.00	\$90.00	\$120.00	\$300.00	\$600.00	\$1200.00
130	\$13.00	\$19.50	\$26.00	\$32.50	\$39.00	\$45.50	\$52.00	\$58.50	\$65.00	\$97.50	\$130.00	\$325.00	\$650.00	\$1300.00
140	\$14.00	\$21.00	\$28.00	\$35.00	\$42.00	\$49.00	\$56.00	\$63.00	\$70.00	\$105.00	\$140.00	\$350.00	\$700.00	\$1400.00
150	\$15.00	\$22.50	\$30.00	\$37.50	\$45.00	\$52.50	\$60.00	\$67.50	\$75.00	\$112.50	\$150.00	\$375.00	\$750.00	\$1500.00
160	\$16.00	\$24.00	\$32.00	\$40.00	\$48.00	\$56.00	\$64.00	\$72.00	\$80.00	\$120.00	\$160.00	\$400.00	\$800.00	\$1600.00
170	\$17.00	\$25.50	\$34.00	\$42.50	\$51.00	\$59.50	\$66.00	\$76.50	\$85.00	\$127.50	\$170.00	\$425.00	\$850.00	\$1700.00
180	\$18.00	\$27.00	\$36.00	\$45.00	\$54.00	\$63.00	\$72.00	\$81.00	\$90.00	\$135.00	\$180.00	\$450.00	\$900.00	\$1800.00
190	\$19.00	\$28.50	\$38.00	\$47.50	\$57.00	\$66.50	\$78.00	\$85.50	\$95.00	\$142.50	\$190.00	\$475.00	\$950.00	\$1900.00
200	\$20.00	\$30.00	\$40.00	\$50.00	\$60.00	\$70.00	\$80.00	\$90.00	\$100.00	\$150.00	\$200.00	\$500.00	\$1000.00	\$2000.00

LENGTHS



Some teams prefer to get a flat pledge from the sponsors which can be collected at that time.
This eliminates the swimmer from going door-to-door twice.

SAMPLE PRESS RELEASE

USE THE FOLLOWING PRESS RELEASE TEMPLATE FOR YOUR SWIM-A-THON™!

[Insert Team Logo]

FOR IMMEDIATE RELEASE: [Date]

Contact: [Name, Phone Number and Email Address]

[Team Name] to Host Official Swim-a-Thon™ in [City Name] on [Date]
Event will Raise Funds to Support [Team Name] and USA Swimming Foundation

[CITY, State] — The [team name] will be holding an official Swim-a-Thon on [Date] at the [name of pool] in [city and state].

During this Swim-a-Thon, swimmers will have a two-hour period in which to swim a maximum of 200 lengths. Donors are encouraged to support our athletes by pledging to support their efforts—either via a flat donation, or by pledging a certain amount of money per length that the swimmer completes.

The Swim-a-Thon will provide funds to enable our club to [insert personal story here about how your club will use the funds (buy new equipment, provide scholarships for swimmers, cover meet costs, fund athlete travel, etc.)]

In addition to raising funds for the team, 5% of the money raised will go back to the USA Swimming Foundation. The Foundation works to strengthen the sport of swimming by saving lives and building champions—in the pool and in life. Whether they're equipping kids across the country with the lifesaving skill of learn-to-swim through their Make a Splash initiative, or providing financial support to the heroes on the U.S. National Team, the USA Swimming Foundation aims to provide the wonderful experience of swimming to kids at all levels across the country.

Swim-a-Thon™ is the only pledge-for-length swimming program recognized by the USA Swimming Foundation. Since 1998, Swim-a-Thons have generated more than \$30 million for swim clubs and swim programs across the country.

Persons interested in sponsoring a swimmer should contact [name of coach or organizer] at [phone number] or visit [Swim-a-Thon fundraising page URL].

About the USA Swimming Foundation: The USA Swimming Foundation serves as the philanthropic arm of USA Swimming. Established in 2004, the Foundation works to strengthen the sport of swimming by saving lives and building champions—in the pool and in life. Whether we're equipping our children with the life-saving skill of learn-to-swim through our Make a Splash initiative, or providing financial support to our heroes on the U.S. National Team, the USA Swimming Foundation aims to provide the wonderful experience of swimming to kids at all levels across the country. The Foundation also serves as the home for our National and Olympic Team Alumni reunions and regional events. The development efforts of the USA Swimming Foundation aim to establish an endowment to strengthen the future of USA Swimming's programs and services. For more information on the USA Swimming Foundation, please visit usaswimmingfoundation.org.



SWIM-A-THON CONTEST:

The USA Swimming Foundation is on YOUR team and we are doing all we can to help you raise more money for your club by bringing you an all new 2014 Swim-a-Thon Contest!

Designed to create unparalleled excitement and new levels of athlete participation for your USA Swimming Foundation Swim-a-Thon fundraising event, this contest will give your swimmers the ability to compete with other clubs and teams all across the country for an amazing array of prizes and a chance to win the grand prize - a personal visit to your club by an 2014 National Team athlete!

The Rules Are Simple!

Host a USA Swimming Foundation Swim-a-Thon between December 2013 and November 2014, and you are automatically entered into our 2014 Swim-a-Thon Contest! Not interested? No worries. You can always opt out.

HERE'S HOW IT WORKS: Host a USA Swimming Foundation Swim-a-Thon and earn points for dollars raised. Don't forget to check out our Official Contest Rules* to learn how you can earn some easy bonus points, and we mean VERY easy. Clubs will compete against each other to get the most points.

HOW DO YOU WIN? If your club has the most points in your category, then you're a Gold Medal winner! To keep the contest fair, categories are based on the size of your club. The category winners are called Gold Medal winners because who does want to go for the gold?

WHAT DO GOLD MEDAL WINNERS GET? Pretty epic prizes! Including an entry into the Grand Prize drawing, a customized Deck Pass Patch for your club or team, a feature article in USA Swimming's Splash magazine, \$200 in Visa gift cards AND a gift certificate to a pizza joint to host a really sweet team party!

AND THAT'S NOT ALL! One Gold Medal winner will be randomly drawn, and if your team or club is chosen, then you'll receive the Grand Prize - a personal visit from Olympic 2014 National Team athlete. But wait....there's more! As the Grand Prize winner you'll also receive one free year of licensing fees to SwimOffice Team Management, compliments of Team Unify!

Gold Medal winners will be announced February 11, 2015, and the Grand Prize Winner will be drawn on February 18, 2015.

Visit www.usaswimmingfoundation.org/SAT for Official Contest Rules and start fundraising your way to new levels of athlete participation, excitement and revenue in 2014!

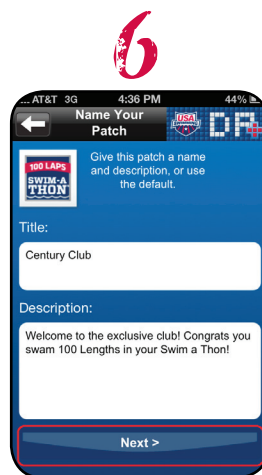
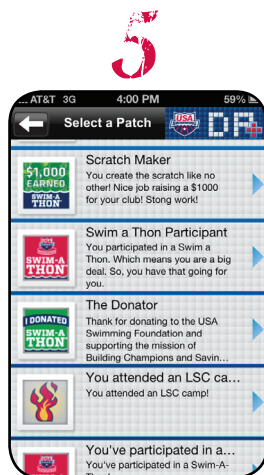
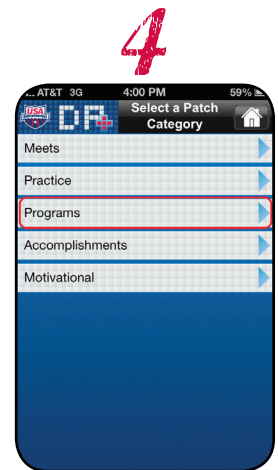
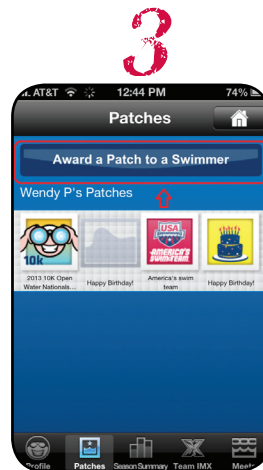
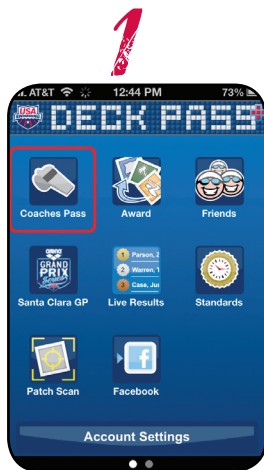


Awarding Deck Pass Patches

Coaches are you looking to reward your swimmers for their Swim-a-Thon accomplishments? Here is how you can give your athletes patches for their participation in the program.

Awarding Swim-a-Thon patch to your athletes:

1. Login to your Deck Pass account via your mobile device.
2. Select the "Coaches Pass" icon. (image #1)
3. Click the "Patches" button on the bottom of the app. (image #2)
4. Click the "Award a Patch to a Swimmer" button. (image #3)
5. Select the "Programs" button. (image #4)
6. Select appropriate Swim-a-Thon patch that you wish to award to your athlete(s). (image #5)
7. Give the patch a name and description, or use the default. Once complete, hit the "next" button. (image #6)
8. Select the swimmer(s) name that should receive the award. The athlete(s) receiving the award will have a checkmark by their name(s).
 - a. Note: swimmers must activate their Deck Pass account to receive patches.
9. Click the "yes" button to confirm the patch. (image #7)
10. The new Swim-a-Thon patches have been assigned to your swimmers Deck Pass accounts!



APPENDIX B

Contracts and Forms





SWIM-A-THON™ CONTRACT

This agreement is made by and between the USA Swimming Foundation (the "Foundation"), a Colorado not-for-profit corporation with principal offices in Colorado Springs, CO, and the (Club) _____ located at (club address) _____ in (city, state, zip) _____.

The undersigned agrees to conduct an event called SWIM-ATHON™ (SAT) according to the terms and conditions set forth in this contract and the "Little Book of Swim-A-Thon™ Success," issued by the Foundation.

The undersigned acknowledges that the term SWIM-A-THON™ is a registered service mark owned by the Foundation, and that any use of this mark must be with the prior consent of the corporation. Any unauthorized use is strictly prohibited.

The undersigned agrees to pay the Foundation 5% of all funds collected as a result of its SWIM-A-THON™. Any local expenses including (but not limited to) mailing, printing, publicity and other administrative costs, shall not be deducted before the 5% is calculated and paid to the Foundation.

The undersigned agrees to return all unused materials supplied by the Foundation with a SWIM-A-THON™ Financial Report Form, along with 5% of all funds collected, no later than 60 days after the SWIM-A-THON™ date. Failure to comply with the terms of this agreement may result in loss of privileges under this agreement or in the program, as well as possible loss of membership in USA Swimming. Teams not complying with the terms of this contract will not be eligible for individual awards or the Top Ten Team Recognition.

The undersigned proposes to conduct a Swim-A-Thon™ event on the _____ day of _____, 20____.

THE USA SWIMMING FOUNDATION MUST BE NOTIFIED IMMEDIATELY OF ANY CHANGE IN THE PROPOSED DATE.

The undersigned shall indemnify and hold harmless the Foundation, United States Swimming, Inc., the USA Swimming Local Swimming Committee concerned and their respective officers, directors, members, agents, representatives and employees (the "Indemnified Parties") from and against any and all liabilities, losses, claims, damages, costs and expenses (including court costs and reasonable attorneys' fees) incurred by one or more of such parties and arising from or connected with the conduct of the event, except to the extent attributable to the negligent act or omission or intentional misconduct of one or more Indemnified Parties.

USA SWIMMING FOUNDATION.

By _____ Date _____
USA Swimming Foundation Representative
(to be signed by staff at USA Swimming Foundation headquarters)

By _____ Date _____
Team President, Owner, or Head Coach

Please mail, fax or email the completed contract to:
USA Swimming Foundation 719-866-4578 (o)
SWIM-A-THON™ 719-866-4669 (fax)
1 Olympic Plaza cwaters@usaswimming.org
Colorado Springs, CO 80909-5770

Local Swimming Committee (LSC) if USA-S Team

Club Name _____ Club Code _____

Swim-A-Thon Contact Person _____

Alternate Swim-A-Thon Contact Person name, phone and email. _____

Address (please no post office boxes) _____

City, State, Zip _____

Address above is a: _____ Business or _____ Home

Email _____

Day Phone (_____) _____

Cell Phone (_____) _____

To view/print/download the Swim-a-Thon handbook, please visit: usaswimming.org/swimathon

Please answer the following questions:

Is this your team's first Swim-a-Thon? _____ YES _____ NO

What is your fundraising goal? \$ _____

____ We plan to use the Team Unify Online Giving Platform

____ My team does not need printed materials.

____ We request printed SAT packets. (Quantity: _____)

Please send only the following supplies:

____ Envelopes _____ Pledge Forms

____ Receipt Forms _____ Posters

Is your club a: _____ USA Swimming Club _____ YMCA Team

____ HS Team _____ Summer League Team _____ Other

Teams will be charged \$1.00 per swimmer for any unused material packets that are not returned to the USA Swimming Foundation.

FOR OFFICE USE ONLY:

M: _____
E: _____



2014 SWIM-A-THON™ FINANCIAL REPORT

Team Name _____
(as it appears on the contract)

LSC _____

Attention _____

Please check this box if you used
 Team Unify for your Swim-a-Thon.

Mailing Address Home Business _____
(Please no P.O. boxes)

City, State, Zip _____

Email Address _____

Daytime Phone _____ Swim-a-Thon Date _____

1. What was your fundraising goal?	\$ _____
2. Total Amount Collected	\$ _____
3. 5% of Total Collected (line 2)	\$ _____
4. Additional contribution to the USA Swimming Foundation	\$ _____
5. Reimbursement to the Foundation for unused/non-returned Swim-a-Thon supplies (\$1.00 per packet)	\$ _____
6. Total due to the USA Swimming Foundation (add lines 3, 4 and 5)	\$ _____

AWARDS:

Number of Swim-a-Thon Certificates: _____
(All athletes, regardless of dollar amount raised, will receive a certificate)

I do not want to receive certificates for my swimmers.

Number of Sponsor Certificates: _____

I do not want to receive sponsor certificates.

**Don't forget to award your swimmers
with their Deck Pass Patches!
Visit www.usaswimming.org/SATawards
for information.**

The USA Swimming Foundation has a special tiered award program for individual high achievers who raise more than \$300. Please use the Award Redemption Form to list all individuals raising \$300 or more so that these swimmers may receive the appropriate award. **Awards are not cumulative. An athlete qualifies for the highest single prize for which they are eligible.**

Please complete and return this form, the Award Redemption Form, any unused supplies, and a single check made payable to the USA Swimming Foundation for the amount listed in line 6 above to:

Swim-A-Thon, USA Swimming Foundation
1 Olympic Plaza, Colorado Springs, CO 80909 · 719-866-4578 · swimathon@usaswimming.org

FOR OFFICE USE ONLY: A: _____ E: _____ CHECK #: _____



2014 SWIM-A-THON™ AWARD REDEMPTION FORM

Team Name _____
(as it appears on the contract)

Awards are not cumulative. An athlete qualifies for the highest single prize for which they are eligible.

Earned \$200+: Bag Tag (do not include in swimmer award list; write total in box below)

Earned \$400-599.99: Swim Cap (do not include in swimmer award list; write total in box below)

Earned \$600-799.99: T-Shirt (write **T-Shirt SIZE** in "Award" area below - Adult Sizes S, M, L, XL ONLY)

Earned \$800-1199.99: (write **towel** in "Award" area below)

Earned \$1,200+: Backpack (write "Bag" in "Award" area below)

Please enter award totals below:

Bag Tags: _____

Swim Caps: _____

T-Shirts: S _____ M _____ L _____ XL _____

Towels: _____

Bags: _____

AWARDS (for swimmers earning \$600+ ONLY):

Name: _____ Amount \$ _____ Award: _____

Name: _____ Amount \$ _____ Award: _____

Name: _____ Amount \$ _____ Award: _____

Name: _____ Amount \$ _____ Award: _____

Name: _____ Amount \$ _____ Award: _____

Name: _____ Amount \$ _____ Award: _____

Name: _____ Amount \$ _____ Award: _____

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Name: _____ Amount \$ _____ Award: _____

Name: _____ Amount \$ _____ Award: _____