



## What is the Swim-A-Thon?

The Swim-A-Thon is a USA Swimming sponsored fundraiser in which participants earn money for their team by swimming lengths of the pool. Swimmers have a two hour period to swim a maximum of 200 lengths. With over 500 USA Swimming clubs conducting Swim-A-Thons each year, this program has proven itself over and over again as a successful method of raising funds for teams, as well as boosting team spirit and increasing community awareness of the team. The Swim-A-Thon is our club's primary fundraiser of the year. 95% of the Swim-A-Thon money stays with Lubbock Swim Club and is used to provide for things such as coaches travel, relay fees, annual awards banquet, equipment and much more! The other 5% goes to USA Swimming to help support national initiatives.

The main components of the Swim-A-Thon are the donation campaign and the swim event. For 2015, our **donation campaign** will run from 6/15-7/27. Our **swim event** will occur on Wednesday, July 15 at Pete Ragus Aquatic Center. Parents will be needed at both the morning session and afternoon session to help count laps. There will be food and fun for everyone during the entire event.

## DONATION CAMPAIGN

Swimmers ask for donations from friends, family, businesses, providers, neighbors, teachers, etc. There are **four ways** in which LSC swimmers can collect donations.

- ✍ Send out the LSC donation request letter or a customized letter with enclosed return envelope.
- ✍ Send out email donation requests.
- ✍ Make the rounds in person and ask for donations or pledges (see pledge form sample). Some choose to get pledges and money prior to swimming while others get pledges per length and collect the money following the Swim-A-Thon.
- ✍ Opt-out of fundraising by paying the \$100 (\$50 for Seasonal swimmers) commitment yourself.
- ✍ NOTE: All swimmers will participate in the Swim Day regardless of which option is chosen.

The first option – letter writing - has proven to be very successful, maybe because people like receiving personalized mail. With the letter writing, a return envelope is included and checks are mailed back to the club.

The second option – email – is even easier. Just send out the same donation request letter to everyone in your email address book. Combining options one and two by sending a letter and following up with an email is another method that has proven successful. Another option is to use Facebook to send out requests.

The third option – pledges – are used if you wish to either have people pledge a donation amount per lap or if you will be collecting donations in person (such as neighbors or co-workers). These types of donations are logged on the pledge form. Please ask for a USA Swimming Swim-A-Thon Packet at Pete Ragus from April.

# Key dates for the 2015 Donation Campaign

**July 15** – Swim-A-Thon at Pete Ragus. 7:00-9:00 am for Blue Team (morning practice groups)  
4:00-6:00 pm for Black Team (afternoon practice groups).

**June 15-July 15** – Continue to send out any letters and emails, get donations/pledges, and/or follow-up on requests; qualify for individual swimmer prizes.

**July 27** – DONATION PRIZE DEADLINE – this is the target date to receive all donations and wrap up our Swim-A-Thon. Prizes for individual swimmer donation levels will be calculated as of 7/27 and distributed after we tally everything up and order the prizes.

## Donation Success Tips

START COLLECTING ADDRESSES NOW! The key driver to success is getting as many letters and emails sent out as possible. Parents can help swimmers find names, addresses and emails of people and businesses for their letter writing! Start with addresses and emails for family members, friends, and neighbors. Another good source for donations is people you do business with such as your family doctor, dentist, insurance agent, tax accountant, real estate agent, or lawyer. The donations raised from Swim-A-Thon are tax-deductible contributions. Don't forget that many companies match donations and the matching funds really add up.

## SWIM EVENT

**When:** Wednesday July 15<sup>th</sup>: 7:00-9:00 am for Blue Team (morning group) and  
4:00-6:00 pm for Black Team (afternoon group).

(Families with swimmers in both groups may choose to have all swimmers attend one session-please notify Coach April if you plan to do this.)

**What: Lubbock Swim Club SWIM-A-THON:** Swim and have fun with your LSC teammates

BLUE Team vs. BLACK Team Who will rule the pool?

Blue Team Goal Laps=100 laps (5000 yards) \*not to exceed 100 laps or two hours

Black Team Goal Laps=50 laps (2500 yards) \*not to exceed 100 laps or two hours

## FAQs

### How long do we have to raise money?

You can start now to obtain pledges from friends, family members and businesses. Ask your dentist, ask your neighbors and ask your family members to sponsor you for Swim-A-Thon. Some parents take the pledge form to work and ask their co-workers or place the pledge form on a bulletin board. You can ask for a flat dollar amount or a per length pledge, it's up to you. All money will be due by July 27<sup>th</sup>.

### How much money should we raise?

Our fundraising commitment is \$100 per family for year round swimmers or \$50 for summer only swimmers. If you are not sure which commitment you fall under, just ask Coach April. Our team goal is to raise \$20,000. People realize the importance of community, team, and sports for kids and are willing to support this cause. It is important that every team member participate! A team effort is needed by everyone to accomplish our goal. Please remember these pledges will significantly help our club. It is not difficult to raise pledges, your parents can help

and all you need to do is ask! Remember, you are giving your potential sponsor a tax write-off opportunity. Many people look for non-profit organizations to reduce their tax burden even in economic hard times.

**When and where do we turn in the money?**

Money should be turned in to Coach April at Pete Ragus. Please return any unused USA Swimming Pledge packets or letter writing materials to help us keep costs down.

**Do we have to participate?**

Yes, every family has committed to raising \$100 or \$50 for Seasonal swimmers. Parents can choose to opt-out of the fundraising portion and just pay the \$100/\$50, but all swimmers will swim the Swim Day. If you are out of town for the Swim Day, you can still fundraise. If you have pledges, we can arrange a make-up during practice time.

**Where are the Swim-A-Thon Pledge Forms?**

Pledge forms are available from Coach April at the pool. Note that the pledge form requires a bit more work on the part of the swimmer than other donation methods. The swimmer gets the pledge and then returns to the donor after the Swim Event to collect the pledge amount.

**How Do I get Pledges?**

Pledges may be collected from family, friends, teachers, neighbors, business associates, etc. and logged on the pledge sheet that is included in the Pledge packet. We suggest, if possible, that you collect your money at the time of the pledge.

**How Else Can I Help?**

We will need lots of parent help on Swim Day. Parents will help swimmers count off laps and offer encouragement. Use the job sign-up button to sign up to help out. We would like to have one parent for every 2-3 swimmers. Elite Gold and Elite Silver swimmers will not need parent help!

**What if we have other questions:** See April at the pool or email her at [coachapril@lubbockswimclub.org](mailto:coachapril@lubbockswimclub.org)