



What: Swim-a-thon is a USA Swimming sponsored fundraiser in which swimmers earn money for their team by swimming a two-hour period or 200 laps. We encourage our youngest swimmers to do what they can.

When: Kick Off : Our Donation Campaign starts **September 24, 2022**
Swim-a-thon Event is **November 19th** in the afternoon at McDowell Mountain Aquatic Center. All families are invited, and there will be food and fun for everyone!

Team Goal: Our goal is to raise **\$75,000**. We encourage each swimmer to raise at least **\$125**.

Tax Benefit: Take a tax-break! All donations contributed during the swim-a-thon are tax-deductible.

Team Fund Raising Match: After you raise your first \$125, **every dollar raised will go toward your annual team Fundraising Fee of \$250 per year.** For example, if you raise \$375 you will have met your family fundraising obligation for the year!
(\$125 Swim-a-thon +\$250 SAC Fundraising Obligation =\$375)

Prizes: This year's top fundraiser will win a **\$500 Apple Gift Card!** Check out the "Incentives" tab on your swimmer's page to see all available prizes.

Set-Up Your Page and Solicit Donations Now!

1. Login into your SAC Swim Club account.
2. Select the Swim-a-thon icon at the top of the page - this will take you to your swimmer's page.
3. Watch the help video for a great tutorial, or if you are a "learn as you go" type, select the **SET-UP** button:
 - Set a personal dollar amount goal – each swimmer is encouraged to raise at least \$125.
 - You do not need to add a lap goal as our swimmers will swim 200 laps or 2 hours whichever comes first (we encourage our younger swimmers to do what they can).
 - Select the message template provided, or personalize it.
 - Use the default picture, or you can upload a picture of your choice.
 - Click "**SAVE**" and you have completed your set-up!
4. Select the **PROMOTE** button:
 - Import your email addresses or add them manually.
 - You have the option to upload this link to your Facebook page.
 - Select the email template message provided, or personalize it.
 - When setting up your email message you can use a template provided or write your own. I have found you must select a template and then you can change the template to meet your needs.

Where do Swim-a-thon funds go?

Running a team as large as SAC has many expenses: coach salaries, pool rental, insurance, fees to USA Swimming and Arizona Swimming, licensing fees and much more. In addition, our team coordinates with the City of Scottsdale for maintenance of the Cactus Pool facility and occasional purchases of big ticket items like lane lines, score board, touch pads, starting blocks, etc.

Your annual dues and fundraising covers a portion of these costs, but not everything. We rely on our annual fundraiser, like Swim-a-thon to make up the balance and allow us to purchase equipment and hire top rate coaches. ***All of this contributes to our club's stellar rating with USA Swimming and creates a positive, educational and professional team environment for all swimmers!***

How Our Funds Could Be Used

In addition to the operational and maintenance costs mentioned above, Swim-a-thon funds *could* go toward some of the following ideas we have for this year!

- **Dry-land Equipment & Training**
- **New state of the Art Timing Equipment**
- **Parent & Athlete Mindset Performance and More Training Seminars**

The Board of Directors will make determinations on expenditures, but these are some possibilities. Please share this information with friends and family when seeking donations to Swim-a-thon! All fundraising contributes to the experience your swimmer has at SAC.

Help us meet our team goal of \$75,000!

Help us make the SAC Top Gun Swim-a-thon a success so our team can continue to grow! Help us continue to make SAC THE premier Swim Club in the valley!