

## CW 2012 SWIM-A-THON Instructions

These letters should be addressed to those family members, friends, neighbors, and local small businesses who you think might be willing to support our swim club. You can use the Swim-a-thon sample letter or write your own letters. You can complete the letters on your own or you can participate in one of the Letter Writing Events that will be held at CW before or after practice. Letters, envelopes and stamps will be provided for all letters by CW at the Letter Writing Events. Swimmers not attending the Letter Writing Events can print off letters from the web site.

**IMPORTANT... make your letters count.** Letters turned in to the Swim-a-Thon Coordinator at one of the Letter Writing Events will be tracked immediately. If you choose to complete the letters on your own, please email Sue Whitener ([suewhitener@hotmail.com](mailto:suewhitener@hotmail.com)) your address list (include only those you've actually mailed out) to be eligible to swim in the clinic. A minimum of 10 letters per swimmer are due by May 6, 2012. Each letter must have a unique address. Swimmers may not send multiple letters to the same household. (However, a swimmer from the same family may use the same address as a sibling if they feel that the donor may be willing to make multiple donations.) Use the pledge tracking sheet to record all of the donations and pledges that you receive. If at all possible, make sure to give a receipt to every donor you receive money from. You can use the provided receipts or write your own thank you.

### HOW TO FILL OUT THE SPONSOR LETTER

1. Enter the sponsor's name at the top of the letter (e.g., Dear Grandma) Fill out as many letters as you can to relatives, friends, neighbors, and local businesses.
2. Sign your letter below the "thanks" sentence. You might want to add a personal note thanking your sponsor for their support and enthusiasm.
3. Accurately address the **larger envelope** with the **sponsor's name and address**.
4. Fold the letter into thirds (two folds) so it fits in the larger envelope.
5. Write **your own address on the smaller envelope**. This envelope is for your donors to use to send their donations or pledge forms back to you. Place the folded letter and the smaller envelope in the larger envelope and seal it.
6. CW will provide stamps for your letters if you attend one of the letter writing events.

### ONCE YOU RECEIVE A DONATION OR PLEDGE

1. Once you receive a donation, immediately give them a receipt. Fill in the sponsor's name, the dollar amount you received and sign your name.
2. Once the Swim-a-thon is complete, let any sponsors who pledged a per lap amount know **how many laps you completed** so they can calculate their donation.
3. Once you receive the per lap pledges, immediately give them a receipt.
4. You can turn in donations at any time before May 15<sup>th</sup>. Donations received after that deadline are welcome, but will not be considered in determining prizes.

**GOOD LUCK SWIMMERS!!!!**