

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

Take a look at creative ways a USA Swimming sponsored Swim-A-Thon (SAT) can bring in fundraising dollars for your program. SAT is trademarked and 5% of all earnings goes to the USA Swimming Foundation. The Foundation then puts 100% of the money in to learn to swim programing nationwide. Set team raising goals, create a theme, make it a full team opportunity, add prizes, have it be fun, add an additional local charity and use social media to promote the event.

POSSIBLE MAIN POINTS OR TAKEAWAYS FOR...

<p>LSC Board/Committee Members</p>	<p>Teams in Wisconsin</p> <ul style="list-style-type: none"> • Promote swim as safety measure and life skill. • Prizes team apparel to strengthen your brand. • Seek corporate sponsorship to match funds, provide product or prizes. • Make it fun: DJ, lights, dinner, contests, alumni, parent raffles • Get the coaches involved • Send a thank you to all donors and sponsors
	<p>Officials</p>
<p>Athletes</p> <ul style="list-style-type: none"> • Fun practice • Challenge practice ways to improve each time • Select a charity that means something to athlete or community • Social media chat and pictures 	<p>LSC Others</p>

ADDITIONAL NOTES OR INFORMATION CAN BE ADDED ON FOLLOWING PAGES