



2022 SWIM A THON

GENERAL INFORMATION

Our Annual Spring EAST Fundraiser is coming up! The SWIM-A-THON is a USA Swimming sponsored fundraiser that helps benefit our program. Fundraisers are a vital part of the swim team operation, they keep our dues low, buy new equipment, provide for activities and motivation awards, competition travel for coaches, and keep our team financially healthy.

This event is fun for our swimmers- they are tasked to show off their endurance and attempt to swim for 200 lengths or 2 hours, whichever comes first! This year we will be running a 2-hour format, swimming from 4pm-6pm on Friday, May 20th. Please arrive to the pool by 3:30.

LAP COUNTERS REQUIRED

All swimmers will need to have their own “coach” (a parent or relative to count their laps and cheer them on). Please bring supplies for counting laps, such as something to write on/with, and a deck chair. Please make sure your swimmer comes prepared with extra goggles, caps, and full water bottles.

If no parent is available to be your swimmer’s coach for the SWIM-A-THON, please prearrange with another parent or let Coach Sarah know in advance. We will accommodate.

TEAM GOAL

Our team goal for fundraising is \$10,000 in pledges/donations. To achieve this, we will need all members to work hard at collecting pledges.

INDIVIDUAL AWARDS

All swimmers participating in SWIM-A-THON will earn a small prize. Swimmers earning at LEAST \$350 will receive a swim bag. Those earning \$500 or more will receive a parka or gift card to Swim Outlet for an equivalent amount through EAST.

PLEDGES AND SWIMMING

All swimmers can get pledges per lengths swam (example: \$.10 x 200 lengths= \$20) or flat donations. The swimmers will be encouraged to swim as much as possible in the 2 hour time period (please note bronze/precomp swimmers will swim less than the 2 hours per their

personal endurance and coaches advice). Bronze swimmers are encouraged to swim a minimum of 1 hour. Precomp swimmers are encouraged to swim a minimum of 30 minutes.

MEMBERSHIP FUNDRAISING OBLIGATION

Per EAST dues agreement, all swimmers are obligated to raise a minimum of \$200 per year over and above the membership dues. Families with 2 or more swimmers, we ask \$400. Fundraising keeps our team financially healthy. EAST provides various opportunities during the year to help swimmers reach their minimums. For those families that participated in the Rodeo/Pepsi Labor Day fundraiser- we sincerely thank your hard work and your families contribution has been met for this year- we also encourage your swimmer to participate in the camaraderie of this fun event. All money raised from fundraising is deposited into EAST's account as general fundraising.

PLEDGE COLLECTION AND PAYMENTS

All SWIM-A-THON pledge amounts will be due on the date of the SWIM-A-THON (MAY 20). Pledge packets are asked to be returned at this time (please return unused packets as well). Any money not collected will be billed to your account on June 1st. When collecting pledges or donations, please make checks payable to YOU (then you make ONE check to EAST for the total cash/check collected) and/or use the Team Unify (our website) for donors to pay direct (via debit/credit). Swimmers who need to complete their laps during a make-up time, will need to turn in pledges before May 20th to Coach Sarah.

ONLINE PLEDGE COLLECTION via Team Unify (www.EASTSWIM.org)

We have set up an online donation system. This should be ready for you to refer potential donors to our website and they can donate directly to your swimmer(s). Please log into our team website, click on your name in the top right corner, next go to "my account", under billing click on "event fundraising". This should allow access to set up your swimmer's fundraising profile. You can also access additional information resources from this site.

QUESTIONS? Please contact Coach Sarah or our fundraising coordinator, Melissa Johnson @ eastswimfundraising@gmail.com

THANK YOU SO MUCH FOR YOUR PARTICIPATION!