



Event: 2018 Sunkist Swim-A-Thon
Date: Tuesday, March 6
Time: 4:00-6:00pm Junior/ Blue/ Orange/ Sunfish groups
 5:00-7:00pm Senior/ Junior groups
TEAM GOAL: \$15,000 & 100% participation



WHOOSH! It's time for our annual Swim-A-Thon fundraiser sponsored by USA Swimming Foundation. Once again, we are utilizing **Razoo** to make it easy for every swimmer to raise funds for the team. Razoo is a leading crowdfunding site for non-profits like us and provides a secure way to raise money online. We will also have collection sheets for those who prefer to raise money the old-fashioned way, but I would highly encourage you to use Razoo which will allow you to raise more funds much quicker. Razoo also takes care of collections for you and sends the funds directly to the team. This will be our third year using Razoo, and the site has made a big difference in the success of our Swim-a-thons.

An invitation to set up a Razoo fundraiser page for your swimmer(s) will be emailed to your account.

RAZOO SET-UP INSTRUCTIONS:

- When your email invitation arrives, click the **JOIN TEAM** link box provided in the email, you will be taken to the start page and asked: **“How much money do you want to raise?”**
- Fill in the goal amount for your swimmer (i.e.: \$200, \$500, \$1,000, etc.) and click **NEXT**.
- The next page tells you **“You’re ready to build your page!”**
- You are asked on this page to **“continue with Facebook”** or you can select **“Nope, continue with boring old email”** – I would select **“Nope…”** so you have more control over utilizing Facebook (you are still able to post directly to Facebook); however, if you are super-familiar with Facebook, on it primarily, and want to integrate it fully into your Razoo page then go for it.
- You now have arrived at your official fundraiser page! Now all you need to do is to dress up your page, there are many options to **EDIT** and put in all the information you wish to include.
- First thing to do is to **TITLE your fundraiser** (i.e.: “Emma Orr Swim-a-thon”) You can add pictures, slide show, video, set a goal amount, put in a deadline, set pledge suggestions, create links for social media, etc. (to see a simple example page from a previous Swim-a-thon, click this link: <https://www.razoo.com/story/Emma-Orr-S-Swim-A-Thon>)
- Once ready, select the little **ROCKET ICON** 🚀 (left side) while in Page Editor to **PUBLISH** and your page will go live (you can still make edits after as needed).
- You are now ready to **share your page with potential donors** via email, text, Facebook and other social media outlets. **Blast out your page and be sure to thank everyone who donates!**

Collection Sheets

Swimmers can also use traditional collection sheets for any donations not made online with Razoo and/or if a swimmer chooses to collect all their funds the old-fashioned way. For donations using collection sheets, **it is best for swimmers to collect pledges and donations “up front”** to make the process easier.

Swimmers need to turn in a list of their pledges and all their monies collected to date the night of our Swim-A-Thon. Swimmers will then have additional time to collect final donations and any outstanding pledges. All funds need to be accounted for and turned in by March 29th.

What is Swim-A-Thon?

Swim-A-Thon is our most important and one-and-only fundraiser of the year. Funds raised help cover our team expenses and allow us to provide for “wish list” needs. Swim-A-Thon also allows us to keep our monthly dues reasonably low—**donations to the team are tax deductible, regular monthly dues are not.**

Swim-A-Thon is a fun way to raise money for the team. Swimmers earn money by swimming lengths of the pool during the Swim-A-Thon event. Swimmers reach out to family, friends, neighbors, businesses, etc., asking for financial support. Donors can either pledge a certain amount of money per length or make a flat donation in support of the team. On the day of the event, swimmers have a two-hour period to swim a maximum of 200 lengths.

Win prizes! The TOP TEN fundraisers receive team prizes and USA Swimming also provides awards and certificates for different levels raised. 5% of all proceeds go to USA Swimming Foundation to help support its mission to save lives and build champions—in the pool and in life.

Participation Goals

Our team goal is 100% participation! We need all our swimmers doing their part to pitch in. It is very important to help raise funds for the team even if you are unable to swim laps on the event date. Some teams assess members for a minimum amount to ensure fundraising meets the budgetary need, we have not had to do this yet and will not have to if everyone participates and does what they can to help the team. No amount is too small or too large!

Lap Goals

Swimmers enjoy Swim-A-Thon because they get to be their own coach for two hours and choose for themselves how they swim their laps. Two hours is plenty of time for swimmers in each group to reach minimum lap goals below. Sunfish swimmers will be assisted by their coaches in the water.

LAP GOALS

200 laps – Senior, Junior 1 & 2

150 laps – Blue 1 & 2

100 laps – Orange

25 laps – Sunfish

Parents Help

Please help your swimmers with their fundraising and collection efforts! It is very important for parents to guide our young swimmers by suggesting folks to contact and businesses to approach. They will need your help keeping track of pledges and collecting funds. They will also need your help counting laps!

