



MARLINS OF RALEIGH

4904 Waters Edge Dr, Suite 295, Raleigh, NC 27606



Develop. Prepare. Succeed.

What is a capital campaign?

A capital fundraising campaign is an intensive fundraising effort by a non-profit in a defined time frame for a specific capital project, in this case the purchase of the Silverton Tent, lease commitments at Greenway and Silverton, heaters and other related capital expenses which will allow MOR to secure lane space for the future. The \$300,000 goal is substantially more than MOR has ever tackled before for its annual needs. The fundraising strategy used in capital campaign uses leading community volunteers to solicit leadership gifts from donors. The strategy also includes the use of MOR parent volunteers to assist with educating our parent and alumni population about the campaign.

Is participation required by all families?

We sincerely hope that all families, staff, alumni, and friends will participate by making a pledge to the capital campaign. Although the dollar figures pledged by different families will vary greatly, the act of participating is a meaningful symbol of your commitment to the future of the Marlins Of Raleigh Swim Team.

What is expected amount to give?

There is no quota set for anyone and all gifts are appreciated. Our goal is to have everyone on MOR participate. There will be gift recognition opportunities for those who wish to honor or recognize their own support or the commitment of others at MOR. All families that contribute to the campaign will receive a MOR silver swim cap with their swimmer's last name on it. Stock donations are also acceptable gifts toward the capital campaign and could provide donors with additional tax benefits. Please consult your tax advisor.

What is a multi-year pledge?

The campaign is designed so that families can make payments on their pledges over a 12 month period. Gifts can be made in one, two, or twelve equal payment over the course of the year. The campaign will run from June 30, 2018 through October 31st 2018.

If a family has already given a cash gift of a certain amount in one calendar year, we would like to ask for that same amount to be extended for two years, thereby increasing the total amount of the pledge.

How does my capital campaign gift relate to Swim-A-Thon?

MOR conducts a Swim-A-Thon each year for regular program operating needs. Annual fund gifts are single cash gifts or one-year pledges. Donations of all levels are needed to help us reach our \$300,-000 goal. Tax deductible gifts can be made online at www.marlinsofraleigh.com or with hard copies of the pledge cards.