

Las Cruces Aquatic Club
2018 Swim-A-Thon
Fundraising Packet



Goal: \$15,000

100% Team Participation

Contents

What is Swim-A-Thon?	3
When and where is the Swim-A-Thon?	3
What will we do at a Swim-A-Thon?	3
How do we raise money for Swim-A-Thon?	3
How do I win prizes?	4
What is the deadline for turning in donations?	4
What if I have questions?	4
Prizes Awarded by LCAC	5
Individual Awards -	5
Grand Prize -	5
Corporate Sponsorship Award -	5
Prizes Supplied by USA Swimming	5
How to Set Up Your Personal Website	7
Sample Correspondence	7
Swim-A-Thon Pledge Form	9
Sample Per-Length Pledges	10

What is Swim-A-Thon?

- Swim-A-Thon is LCAC's largest fundraiser each year. All proceeds go to support the Las Cruces Swim Team. We use the funds to pay for coaches, rent pool time, purchase equipment and many other activities that provide a quality experience for our swimmers and families.
- Swimmers earn money for their team by swimming lengths of the pool. Swimmers have a 2-hour period to swim up to a maximum of 200 laps.
- Swimmers get pledges per lap or flat donations from family, friends, neighbors, businesses, etc. prior to swimming. It functions like Jog-A-Thons that are popular in the local elementary schools.

When and where is the Swim-A-Thon?

- Saturday, March 10, 2018
- Check-in at 9:00 am, Swim-A-thon starts at 9:30 am
- NMSU Aquatic Center
- Pancakes and coffee will be served!

What will we do at a Swim-A-Thon?

- Athletes will swim as many laps as they can during the 2 hour period.
- Parents play an important role. They count laps, cheer on the swimmers and help raise pledges.

How do we raise money for Swim-A-Thon?

- Online Giving – We use the TeamUnify website to coordinate individual giving. You just set up your own personal website and send the link to family and friends via email, Facebook, and Twitter. See page 6 for instructions. We will also provide individual help if needed.
- Traditional Pledge Forms – We have included sample pledge letters and a pledge form if you choose to solicit donations personally.
- Corporate Matching – Don't forget to see if your employer has a Corporate Matching Gift Program. Many Corporations will match their employee's contributions to non-profit organizations. This is a great way to increase the money you raise.

How do I win prizes?

- Each swimmer will have the opportunity to seek donations individually to earn prizes. Individual prizes will be awarded at different levels.
- See page 5-6 for prizes

What is the deadline for turning in donations?

- The deadline for turning in donations is midnight **March 19, 2018 to count towards prizes.**

What if I have questions?

- Please email all questions to mcferrin.randy@gmail.com.

Prizes Awarded by LCAC

Individual Awards -

- Raise \$150 win a Las Cruces Aquatic Team T-Shirt or baseball cap
- Raise \$300 all of the above and Speedo swim goggles
- Raise \$500 all of the above and Speedo hoodie
- Raise \$750 all of the above and a Speedo swim bag
- Raise over \$1,000 all of the above and a IKKOS Swimming Pro Equipment package *or* Speedo warmups

Grand Prize -

- For every \$100 raised, a swimmer's name will be entered into a drawing to win

\$300 VISA GIFT CARD!

For example, if you raise \$400, your name will be entered 4 times. The more you raise, the greater your chances of winning!

- The practice group who has the highest average per swimmer will win a party of their choosing (\$100 value).
- The coach of the practice group with the highest average per swimmer wins \$150!

Corporate Sponsorship Award –

- If you secure a gold medal corporate sponsorship (next page), all of the individual awards plus **4 months free dues for one swimmer!**
- If you secure a silver medal corporate sponsorship (next page), all of the individual awards plus **3 months free dues for one swimmer!**
- If you secure a bronze level corporate sponsorship (next page), all of the individual awards plus **2 months free dues for one swimmer!**

Prizes Supplied by USA Swimming

Swim 100 Lengths:	Receive a 100 Lengths Swim-A-Thon Bag Tag
Swim 200 Lengths:	Receive a 200 Lengths Swim-A-Thon Bag Tag
Raise \$400 - \$599.99:	Receive a Swim-A-Thon Swim Cap
Raise \$600 - \$799.99:	Receive a Swim-A-Thon T-Shirt
Raise \$800 - \$1,199.99:	Receive a Swim-A-Thon Towel
Raise \$1,200 or More:	Receive a Swim-A-Thon Embroidered Swim-A-Thon Backpack

Corporate Sponsorships:

Gold Medal-

\$5,000 Dollars and above

Swim meet named after your company'

Company logos on swim meet t-shirt

One Year of full-front page advertisement in the meet heat sheet.

Corporate logo on display at all LCAT swim meets

Advertising and link on LCAT web site.

Silver Medal-

\$3,000 Dollars

One Year of full-page advertisement in the meet heat sheet.

Corporate logo on display at all LCAT swim meets

Company logos on the back of swim meet t-shirt

Advertising and link on LCAT web site.

Bronze Medal-

\$1,000 Dollars

One Year of full-page advertisement in the meet heat sheet.

Corporate logo on display at all LCAT swim meets

Advertising and link on LCAT web site.

Friend of the program-

\$250-900 Dollars

½ Page heat sheet ads

Corporate logo on display at all LCAT swim meets

Advertising and link on LCAT web site

\$100-249 Dollars

¼ Page heat sheet ad

How to Set Up Your Personal Website

- Each athlete will need to create an online webpage for our 2015 Swim-A-Thon.
- Go to lcapride.com and sign into your account
- Click on the Swim-A-Thon logo under our Facebook banner on the right side. Once there, you should see the following page:
- Click on the red tab labeled setup. Here you personalize your message sent via email. The default goal amount is \$200, but you can change it to whatever you want. You also enter the number of laps you would like to complete.
- Click on the red promote tab. This is where you enter the email address of your potential donors. Click on the invite list to add new emails.
- When you are ready to send out your solicitations, just click the name box and it will select all your potential donors. Then select the green email donor's button. The system will email your solicitation letter to everyone on your list.

Sample Correspondence

Dear Aunt Sally:

Did you know that I'm a swimmer? I swim a lot every day and I'm getting pretty good. My swim team is raising money by having a Swim-a-Thon and I'd like you to help me by pledging \$.10 for each lap I swim. I will be swimming 200 lengths (I hope). That would be a donation of \$20.00.

Thank you very much for helping my swim team and me.

Love,
(Name)

Dear Mr. Jones:

Well, it is annual lean on your friend's time again, and Dad says if you don't have friends to lean on, you'll fall down. I swim competitively for the (swim team). Every year our club raises money for our youth swimming activities by participating in a Swim-a-Thon. The money we raise goes to our club and to USA Swimming to help our programs.

I'd like to tell you a little about our Club. Our swimmers have represented the United States in competitions all over the country. There are many reasons to be proud of our team, and many reasons to raise money for team events for the coming season.

Here's how a Swim-a-Thon works: You pledge a certain amount of money for each length of a pool that I can swim within two hours, up to a maximum of 200 lengths. After I swim, I will let you know how many lengths I completed and the total amount due for your donation. You may pledge any amount you like, and it may be tax deductible. If you prefer, you can make a flat pledge instead.

If I can count on you for support, please call or write Dad or me. By the way, my goal is to complete 175 lengths.

Thank you,
(Name)

Sample Per-Length Pledges

LENGTHS

PLEDGE PER LENGTH

	\$0.01	\$0.02	\$0.03	\$0.04	\$0.05	\$0.10	\$0.15	\$0.20	\$0.25	\$0.30	\$0.35	\$0.40	\$0.45	\$0.50	\$0.75	\$1.00
10	\$0.10	\$0.20	\$0.30	\$0.40	\$0.50	\$1.00	\$1.50	\$2.00	\$2.50	\$3.00	\$3.50	\$4.00	\$4.50	\$5.00	\$7.50	\$10.00
20	\$0.20	\$0.40	\$0.60	\$0.80	\$1.00	\$2.00	\$3.00	\$4.00	\$5.00	\$6.00	\$7.00	\$8.00	\$9.00	\$10.00	\$15.00	\$20.00
30	\$0.30	\$0.60	\$0.90	\$1.20	\$1.50	\$3.00	\$4.50	\$6.00	\$7.50	\$9.00	\$10.50	\$12.00	\$13.50	\$15.00	\$22.50	\$30.00
40	\$0.40	\$0.80	\$1.20	\$1.60	\$2.00	\$4.00	\$6.00	\$8.00	\$10.00	\$12.00	\$14.00	\$16.00	\$18.00	\$20.00	\$30.00	\$40.00
50	\$0.50	\$1.00	\$1.50	\$2.00	\$2.50	\$5.00	\$7.50	\$10.00	\$12.50	\$15.00	\$17.50	\$20.00	\$22.50	\$25.00	\$37.50	\$50.00
60	\$0.60	\$1.20	\$1.80	\$2.40	\$3.00	\$6.00	\$9.00	\$12.00	\$15.00	\$18.00	\$21.00	\$24.00	\$27.00	\$30.00	\$45.00	\$60.00
70	\$0.70	\$1.40	\$2.10	\$2.80	\$3.50	\$7.00	\$10.50	\$14.00	\$17.50	\$21.00	\$24.50	\$28.00	\$31.50	\$35.00	\$52.50	\$70.00
80	\$0.80	\$1.60	\$2.40	\$3.20	\$4.00	\$8.00	\$12.00	\$16.00	\$20.00	\$24.00	\$28.00	\$32.00	\$36.00	\$40.00	\$60.00	\$80.00
90	\$0.90	\$1.80	\$2.70	\$3.60	\$4.50	\$9.00	\$13.50	\$18.00	\$22.50	\$27.00	\$31.50	\$36.00	\$40.50	\$45.00	\$67.50	\$90.00
100	\$1.00	\$2.00	\$3.00	\$4.00	\$5.00	\$10.00	\$15.00	\$20.00	\$25.00	\$30.00	\$35.00	\$40.00	\$45.00	\$50.00	\$75.00	\$100.00
110	\$1.10	\$2.20	\$3.30	\$4.40	\$5.50	\$11.00	\$16.50	\$22.00	\$27.50	\$33.00	\$38.50	\$44.00	\$49.50	\$55.00	\$82.50	\$110.00
120	\$1.20	\$2.40	\$3.60	\$4.80	\$6.00	\$12.00	\$18.00	\$24.00	\$30.00	\$36.00	\$42.00	\$48.00	\$54.00	\$60.00	\$90.00	\$120.00
130	\$1.30	\$2.60	\$3.90	\$5.20	\$6.50	\$13.00	\$19.50	\$26.00	\$32.50	\$39.00	\$45.50	\$52.00	\$58.50	\$65.00	\$97.50	\$130.00
140	\$1.40	\$2.80	\$4.20	\$5.60	\$7.00	\$14.00	\$21.00	\$28.00	\$35.00	\$42.00	\$49.00	\$56.00	\$63.00	\$70.00	\$105.00	\$140.00
150	\$1.50	\$3.00	\$4.50	\$6.00	\$7.50	\$15.00	\$22.50	\$30.00	\$37.50	\$45.00	\$52.50	\$60.00	\$67.50	\$75.00	\$112.50	\$150.00
160	\$1.60	\$3.20	\$4.80	\$6.40	\$8.00	\$16.00	\$24.00	\$32.00	\$40.00	\$48.00	\$56.00	\$64.00	\$72.00	\$80.00	\$120.00	\$160.00
170	\$1.70	\$3.40	\$5.10	\$6.80	\$8.50	\$17.00	\$25.50	\$34.00	\$42.50	\$51.00	\$59.50	\$68.00	\$76.50	\$85.00	\$127.50	\$170.00
180	\$1.80	\$3.60	\$5.40	\$7.20	\$9.00	\$18.00	\$27.00	\$36.00	\$45.00	\$54.00	\$63.00	\$72.00	\$81.00	\$90.00	\$135.00	\$180.00
190	\$1.90	\$3.80	\$5.70	\$7.60	\$9.50	\$19.00	\$28.50	\$38.00	\$47.50	\$57.00	\$66.50	\$76.00	\$85.50	\$95.00	\$142.50	\$190.00
200	\$2.00	\$4.00	\$6.00	\$8.00	\$10.00	\$20.00	\$30.00	\$40.00	\$50.00	\$60.00	\$70.00	\$80.00	\$90.00	\$100.00	\$150.00	\$200.00