



## What is the Swim-A-Thon?

The Swim-A-Thon is a USA Swimming sponsored fundraiser in which participants earn money for their team by swimming lengths of the pool. Swimmers have a two hour period to swim a maximum of 200 lengths. With over 500 USA Swimming clubs conducting Swim-A-Thons each year, this program has proven itself over and over again as a successful method of raising funds for teams, as well as boosting team spirit and increasing community awareness of the team. The Swim-A-Thon is our club's primary fundraiser of the year. 95% of the Swim-A-Thon money stays with Lubbock Swim Club and is used to provide for things such as coaches travel, relay fees, annual awards banquet, equipment and much more! The other 5% goes to USA Swimming to help support national initiatives.

The main components of the Swim-A-Thon are the donation campaign and the swim event. For 2021 our **donation campaign** will run from 9/13-10/10. Our **swim event** will occur on Monday, Tuesday & Wednesday September 27-29 at Pete Ragus Aquatic Center. Parents will be needed to help count laps, even for our Elite swimmers. There will be food and fun for everyone during the entire event.

## DONATION CAMPAIGN

Swimmers ask for donations from friends, family, businesses, providers, neighbors, teachers, etc. There are **four ways** in which LSC swimmers can collect donations.

- ✍ Use our LSC website to set up your personalized donation website!
- ✍ Send out the LSC donation request letter or a customized letter with enclosed return envelope.
- ✍ Make the rounds in person and ask for donations or pledges (see pledge form sample). Some choose to get pledges and money prior to swimming while others get pledges per length and collect the money following the Swim-A-Thon.
- ✍ Opt-out of fundraising by paying the \$150/year-round commitment yourself. Additional donations are greatly appreciated!
- ✍ NOTE: All swimmers can participate in the Swim Day regardless of which option is chosen.

The first option –LSC website – this is, by far, the easiest option! You have the ability to increase our exposure and reach for additional donations.

The second option – letter writing - has proven to be very successful, maybe because people like receiving personalized mail. With the letter writing, a return envelope is included and checks are mailed back to the club

The third option – pledges – are used if you wish to either have people pledge a donation amount per lap or if you will be collecting donations in person (such as neighbors or co-workers). These types of donations are logged on the pledge form. Please ask for a USA Swimming Swim-A-Thon Packet at Pete Ragus from Coach April.

# Key dates for the 2021 Donation Campaign

**September 13 – Launch Day!** Set up your personalized fundraiser landing page.

**September 27 – 5:00-7:00 pm Swim Day for all Discovery teams (D. Bronzes, D. Silvers & D. Gold)**

**September 28 – 5:00-7:00 pm Swim Day for all Challenger teams (CH. Bronze, CH. Silver & CH. Gold)**

**September 29 – 5:00-7:00 pm Swim Day for all Elite teams (Elite Silver & Elite Gold)**

**Sept. 30-October 10** – Continue to send out any letters and emails, get donations/pledges, and/or follow-up on requests; qualify for individual swimmer prizes.

**October 10** – DONATION PRIZE DEADLINE – this is the target date to receive all donations and wrap up our Swim-A-Thon. Prizes for individual swimmer donation levels will be calculated as of 10/10 and distributed after we tally everything up and order the prizes.

## Donation Success Tips

START COLLECTING ADDRESSES NOW! The key driver to success is getting as many letters and emails sent out as possible. Parents can help swimmers find names, addresses and emails of people and businesses for their letter writing! Start with addresses and emails for family members, friends, and neighbors. Another good source for donations is people you do business with such as your family doctor, dentist, insurance agent, tax accountant, real estate agent, or lawyer. The donations raised from Swim-A-Thon are tax-deductible contributions. Don't forget that many companies match donations and the matching funds really add up.

## SWIM EVENT

**When: Mon. Sept. 27<sup>th</sup>:** 5:00-7:00 pm Swim Day for all Discovery teams

**Tues. Sept. 28<sup>th</sup>:** 5:00-7:00 pm Swim Day for all Challenger teams

**Wed, Sept. 29<sup>th</sup>:** 5:00-7:00 pm Swim Day for all Elite teams

(Families with swimmers in both groups may choose to have all swimmers attend one session-please notify Coach April if you plan to do this.)

No regular swim practice for any group on Monday Sept. 27<sup>th</sup>-Wednesday Sept. 29<sup>th</sup>. We will resume normal practice on Thursday Sept. 30<sup>th</sup>.

**Where:** Pete Ragus Aquatic Center

**What: Lubbock Swim Club SWIM-A-THON:** Swim and have fun with your LSC teammates

Discovery Goal Laps=50 laps/200 lengths (2500 yards) \*not to exceed 100 laps or two hours

Challenger & Elite Goal Laps=100 laps/200 lengths (5000 yards) \*not to exceed 100 laps or two hours

# FAQs

## **How long do we have to raise money?**

You can start now to obtain pledges from friends, family members and businesses. Ask your dentist, ask your neighbors and ask your family members to sponsor you for Swim-A-Thon. Some parents take the pledge form to work and ask their co-workers or place the pledge form on a bulletin board. You can ask for a flat dollar amount or a per length pledge, it's up to you. All money will be due by October 10<sup>th</sup>.

## **How much money should we raise?**

Our fundraising commitment is \$150 per family for year-round swimmers and \$75 per family for summer only swimmers, however, feel free to raise as much as possible! Our team goal is to raise \$25,000. People realize the importance of community, team, and sports for kids and are willing to support this cause. It is important that every team member participate! A team effort is needed by everyone to accomplish our goal. Please remember these pledges will significantly help our club. It is not difficult to raise pledges, your parents can help and all you need to do is ask! Remember, you are giving your potential sponsor a tax write-off opportunity. Many people look for non-profit organizations to reduce their tax burden even in economic hard times.

## **When and where do we turn in the money?**

Money raised outside of our online platform should be turned in to Coach April at Pete Ragus.

## **Do we have to participate?**

Yes, every family has committed to raising \$150 per year. Parents can choose to opt-out of the fundraising portion and just pay the donation, but all swimmers can swim the Swim Day. If you are unavailable for the Swim Day, you can still fundraise.

## **Where are the Swim-A-Thon Pledge Forms?**

Pledge forms are available from Coach April at the pool. Note that the pledge form requires a bit more work on the part of the swimmer than using our online method. The swimmer gets the pledge and then returns to the donor after the Swim Event to collect the pledge amount.

## **How Do I get Donations/Pledges?**

Donors can easily be directed to our website. Donors choose which swimmer they are supporting and you never have to lift a finger, except to hit that SEND button!

Pledges may be collected from family, friends, teachers, neighbors, business associates, etc. and logged on the pledge sheet that is included in the Pledge packet. We suggest, if possible, that you collect your money at the time of the pledge.

## **How Else Can I Help?**

We will need lots of parent help on Swim Day. Parents will help swimmers count off laps and offer encouragement. We would like to have at least one parent for every 2 swimmers. Elite swimmers have the opportunity to swim their laps on their own this year for a cumulative time and MUST have someone to count their laps accurately.

**What if we have other questions:** See April at the pool or email her at [coachapril@lubbockswimclub.org](mailto:coachapril@lubbockswimclub.org)