



Potomac Marlins 1st annual SWIM-A-THON fundraiser

Dear parents and swimmers:

We invite all swimmers, parents and siblings to come join our BIG fundraising party!

What is a SWIM-A-THON? *"Swim-A-Thon is a 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. Participants get pledges from businesses, family, neighbors, etc. prior to swimming. Some choose to get pledges prior to swimming (recommended) while others get pledges per length and collect the money following the Swim-a-Thon. Swim-A-Thon is the only pledge-for-length swimming program recognized by USA Swimming (USAS)".*

Date: Saturday April 21st, 2012 (no Saturday morning practices on this date)

Location: Lee District Rec. Center

Time:

SWIM	6:00-8:00 p.m. (Entire pool – 22 lanes X 25 yards)
FOOD & DRINKS	7:30-8:30 p.m. (Designated room on lower level)
AFTER PARTY	8:00-10:00 p.m. (Basketball court / gymnasium/moon bounces/music/games)

D.J. - Coach Bob Brofft spinnin' tunes!

What's in it for you?

USA Swimming awarded PRIZES: (one prize per swimmer for highest level reached)

- All swimmers received USAS Swim-A-Thon participation certificate
- 100 lengths swum = USAS Swim-A-Thon 100 length pledge pin
- 200 lengths swum = USAS Swim-A-Thon 200 length pledge pin
- \$500-749.99 = USAS Swim-A-Thon T-shirt
- \$750-999.99 = USAS Swim-A-Thon Towel
- \$1000 + = USAS Swim-A-Thon swim bag

Potomac Marlins awarded PRIZES: (one prize per swimmer for highest level reached)

- \$100 - \$249.99 = Special Swim-A-Thon Team T-shirt & 10% towards swimmer's MEF account.
- \$250 = 499.99 = Special Swim-A-Thon Team T-shirt & 10% towards swimmer's MEF account & \$25 Sport Fair Gift Certificate
- \$500 + = Special Swim-A-Thon Team T-shirt & 10 % towards swimmer's MEF account & \$50 Sport Fair gift Certificate
- TOP earning Male & Female fundraisers (swimmers) will get to throw PIE IN THE FACE of Coach Bill or Coach Barry on stage at the Marlins annual awards Ceremony. (*One week after the Swim-A-Thon this year*). Top earner will get to choose his/her face of choice! Top earners will also receive the prizes from the \$500+ level.

PURPOSE: Providing all of the “extra” services that we feel make our team/program unique and special takes a significant amount of time, effort and financial resources. This year we have implemented several test programs on a trial basis that we feel are of great benefit to our members, staff and overall program development (*Saturday Technique Clinics, Coach Education Fund, and Guest Lecturer Series*). We have received a lot of positive feedback on our efforts and we thank you for doing so. Approx. 250 swimmers have taken part in one or more of the Saturday Technique Clinics and over 200 parents and 200 swimmers are expected to attend the Sports Nutritionist Lecture on February 25th (*we continue to hope that number doubles!*). We plan to continue to provide these events in the future but we need your help in generating the revenue to help cover these costs so we do not have to raise the yearly team fees to do so.

GOAL: Our yearly goal is to reach \$40,000 (*or approx. \$100 per swimmer X 400+ member squad*). This is a significant number, however, teams ¼ and ½ of our size have raised this much and more. See attached partial Swim-A-Thon results from 2010 supplied by USA Swimming.

POTOMAC MARLINS Fundraising Objectives (Direct benefits for every swimmer!):

- Fund future Stroke Technique Clinics at GMU - Short Course season. (Cost = Approx. \$1000 per clinic – Pool rent and assistant staff wages). We hope to add some clinics over the SUMMER for 2012-13 registered members aimed at keeping skills sharp. Pending results of the **April 21** Swim-A-Thon.
- Guest Lecture Fees (ex. Nutritionist Lecture - \$1200 + H.S. Rental \$800 = \$2000)
- End of Short Course season facility parties for swimmers. (food, drink, supplies, room rental, etc...)
- Volunteer appreciation T-shirt / polo shirt production for special events (Winter Classic, Special Olympics, Hosted meet timer and meet support personnel, etc.. = approx. \$7-10 per shirt)
- Coach Education – classes, clinics, lectures, educational opportunities for Marlins staff. (funded @ \$2500/year). Coach Rick Stakel, Coach Bruce Peters, Coach Kimberly deJonckheere and Coach April Brassard have taken USA Swimming education classes this season.)
- To fund purchases of specialized team practice equipment (stretch cords, swim benches, video equip.)
- To subsidize swimmer cost of team building activities. (ex. Hemlock retreat, snow tube trip, Ice skating, canoe trip, laser tag, etc...).
- Fund SWIM-A-THON rental and PARTY activities (pool rental, gym rental, moon bounces, food/drinks , D.J., etc. – total cost \$2000).
- Strengthen & Increase National Travel Team swimmer subsidy/support fund. (travel, lodging, & meals).
- Fund team purchase of Colorado Timing equipment mandated by PVS. (PVS no longer renting equipment to run meets. Requiring all host clubs to have their own equipment). Initial cost after \$5K PVS grant = \$15,000 plus yearly maint. and storage estimate of the equipment (\$2-3K)
- Establish Outreach scholarship program for potential qualified swimmers (School lunch program eligible).
- Summer technique and recruiting seminar expenses (materials and assistant coach wages). If interested in setting up FREE summer seminars at your summer club, please contact Bill or Barry.

INSTRUCTIONS:

1. Please DO NOT throw away the USA Swimming Swim-A-Thon materials or the manila envelope. All materials, used and un-used must be returned to the coaching staff after the date of the Swim-A-Thon and no later than May 5th, 2012. USAS charges the team \$1 for every un-used packet that is not returned to USAS within 30 days after the event.
2. Solicit / collect pledges from various sources in your community. **Checks should be made out to POTOMAC MARLINS. Cash is also acceptable, but checks are preferred.**
3. Use the attached sample intro letters (from USAS) to get started or create one of your own. You can also print copies of the Marlins Swim-A-Thon **Thank You Certificate** to give to each of your pledge donors. They will really appreciate it! Thank you certificates (and team logo) can be downloaded and printed from the Marlins web site Swim-A-Thon link on the home page to help you create "professional" documents. Make a bunch of them (with your name inserted) and take them with you when seeking your pledges. Give donors the certificate when they give you the pledge money/check.
4. Keep track of your pledge amounts and send Coach Barry your updated total at the end of each week (via e-mail) leading up to the event. USAS recommends publishing a weekly tally board. We would like to try to do this on the web site with your help. We will start the tally as soon as the first pledge reports are in.
5. If all of your pledges are collected prior to the Swim-A-Thon on April 21st, please plan to bring them to the event and deliver them in the manila envelope to the coaching staff. Pledges collected after the event must be turned in to the staff or mailed to the Marlins P.O. Box 4190 Arlington VA 22204 no later than May 5th. Swimmers will only get credit for pledges that are actually collected. USAS recommends getting pledge money at the time of the pledge if possible to avoid having to make two trips.
6. Come to the event on April 21st ready to swim, eat and have fun! Swimmers are supposed to have a designated counter (if possible-not mandatory). Swimmers MAY be dropped off for the 2-4 hour duration of the event if desired, but we would love to have everyone there as well.
7. USAS and Marlins prizes will be distributed during practices following the event, and hopefully before the last day of practice at the end of May. This of course will depend upon how quickly we are able to get all of our money in and paper work to USAS. For this reason we encourage everyone to try to have all of their pledges in hand at the April 21st event.

ALTERNATIVE PLANS

The success of any fundraising effort depends upon everyone's support within the organization. If you cannot make the BIG EVENT and party on April 21st, there are two alternative options for you to be able to participate and still be able to help the team and earn your USAS and Marlins prize/incentives.

1. **MAKE-UP DAYS:** The Marlins site coaches will be establishing Make-up SWIM-A-THON dates in April and/or May to occur during a regular practice (or two) wherein swimmers will be able to swim their pledged laps and receive SWIM-A-THON credit in this manner. The deck coach will certify the number of laps after these designated practices.
2. **SPONSOR A COACH:** If unable to gather sponsors and/or unable to attend the make-up Swim-A-Thon practices, please consider sponsoring Coach Bill, Coach Barry or a specific deck coach (or two) who may be volunteering to swim laps at the SWIM-A-THON. To do this, simply send your donation check(s) to the Marlins mailing address, OR turn your un-used packets into your deck coach with sponsorship checks inside (noting this on the outside of the manila envelopes). Don't worry we'll have A.E.D.s at the pool 😊

REMEMBER WE NEED ALL UN-USED SWIM-A-THON MATERIALS RETURNED IN MINT CONDITION SO THEY CAN BE RE-USED by USAS. (hopefully, we will use them all!)

Thank you! Barry & Bill Marlin - & coaching staff