

USA SWIMMING



Promotional Handbook

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Introduction

TO: Potential Swim-a-Thon® Host
FROM: USA Swimming Swim-a-Thon® Committee
SUBJECT: Conducting a Successful Swim-a-Thon®

The goal of this handbook is to share information, so a club can run a successful Swim-a-Thon®. Since USA Swimming owns the Swim-a-Thon® trademark, an organization must sign a contract agreeing to certain conditions regarding use of the term Swim-a-Thon®, how Swim-a-Thon® is run, the collecting of donations, etc. In return, USA Swimming supplies forms, promotional materials and all that's necessary for conducting a well-organized fund-raising event.

With over 500 Swim-a-Thons® conducted each year, this program has proven itself over and over again as a successful method of raising funds for teams. In 1982, USA Swimming acquired the rights to Swim-a-Thon® from the International Swimming Hall of Fame. Since then, the program has been restructured and has gained valuable input from success stories throughout the nation. By hosting a Swim-a-Thon®, a team becomes part of a rich tradition.

The exciting benefits of this program are that Swim-a-Thon® is not only an excellent fundraiser, but also an opportunity for teams to combine swimming and a social event. Additionally, Swim-a-Thon® can boost team spirit and increase community awareness of the team.

Since January 1, 1998, all teams (USA Swimming, YMCA, YWCA and High School) keep 95% of the gross collected.

Effective January 1, 2006, USA Swimming established a cap of \$12 per swimmer to the fee paid to conduct a Swim-a-Thon. In other words, USA-S would charge 5% of the gross revenue or \$12 per participating swimmer, whichever was more favorable for the swim club.

We hope you have a successful Swim-a-Thon® and become one of the many hundreds of clubs in USA Swimming that raised a total of over 2.3 million dollars last year.

Best of Luck!

What Is 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 and money prior to swimming 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.

The Basics (How Swim-A-Thon® Works)

1. Set the date for the Swim-a-Thon®.
2. Submit the signed contract to USA Swimming. (3-6 months prior is encouraged).
3. Swimmers' pledge materials arrive, usually within 2 weeks of receiving the signed contract.
4. Get pledges.
5. Hold the Swim-a-Thon®.
6. Collect pledges (if necessary).
7. Send USA Swimming 5% of gross earnings, Financial Report Form, Questionnaire, and any unused supplies.
8. Receive certificates, pins and awards from USA Swimming.
9. Give certificates, pins and awards to participants.

Supplies

For Participants

- Individual pledge envelopes
- Supplementary pledge forms
- Individual receipt forms

For Teams

- Promotional posters (with room for event specifics)
- Pledge charts
- Corporate Thank you Certificates

For Swimmers

- Individual certificates of completion
- Swim-a-Thon® pins for those who swim 100 or 200 lengths

****NOTE:** We ask that you return unused supplies so that we may recycle and reuse them. We ask for unused pledge forms, receipt forms and envelopes to be returned. All teams are asked to pay \$1.00 per swimmer for any unused material packets that are not returned to USA Swimming

Swim-A-Thon® Forms (Why They Are Important)

BEFORE YOUR SWIM-A-THON®

Contract (page 11) - This is what gets a Swim-a-Thon® rolling. It must be filled out and returned to USA Swimming before swimmers' supplies will be sent. If the Swim-a-Thon® date changes for any reason, you must notify us so we can change the date on our records. If the future date is uncertain, please give us an approximate date and then when you have the exact date please notify us immediately.

OPTIONAL PARTS OF THE PROGRAM

- **Swim-a-Thon® 5000 for Time Recognition Program** has been discontinued because it correlated with the Internet Long Distance Challenge, which has also been discontinued. However, if your club wants to continue to calculate its swimmers' times and display them on the club website, please feel free to do so!
- Ordering **Swim-a-Thon® T-shirts** (page 16) If you are looking for additional ways to personalize and spruce up your team's event, you may purchase shirts to motivate the swimmers. T-shirts may be ordered directly from Tayco! Give them a call for further details. 1-800-457-2302

AFTER YOUR SWIM-A-THON®

- Financial Report & Award Order Form (pages 13 & 14) - Return this form along with a check for 5% of the gross amount collected or \$12 per participant, whichever is more favorable to the swim club. It is important to fill out the list of participants and the amounts they have raised in order for them to receive their prizes.
- Swim-a-Thon® Questionnaire (page 15) - We really are interested in new ideas, and knowing what worked and what didn't. Please return this page along with the financial report form.

How To Run A Successful Swim-A-Thon®

The one trait of a successful Swim-a-Thon® is PLANNING. Adhering to the Suggested Swim-a-Thon® Planning Timeline will greatly enhance chances of making more money. The complete process of a Swim-a-Thon® may take 4-6 months (1-4 months pre-planning, 1 month of Swim-a-Thon®, 1-2 month's post Swim-a-Thon®).

Successful Swim-a-Thons® include:

1. Form a Swim-a-Thon® committee. Positions may include: a chairperson, volunteers for Swim-a-Thon® day, someone overseeing the pledge sheets and collections, and a publicity chairperson. Make sure these positions have specific job assignments.

Develop goals, a promotional campaign, and motivational/incentive programs, etc.

2. Set a date(s) when no other activities are planned. The clubs that raise the most money through Swim-a-Thon® plan their events 6 months to 1 year in advance. You may choose to run your Swim-a-Thon® on more than one date (i.e. May 20-22).
3. Mail or fax in the contract. The earlier this is done the better. Supplies will be sent to the team once the signed contract is received.
4. Request accurate numbers of supplies or plan to return unused supplies.
5. Once the supplies have arrived, get familiar with the materials and hold a meeting to educate, and motivate the swimmers and parents about Swim-a-Thon® and the promotional/incentive programs.
6. Pledge Period. Most clubs prefer a 3-4 week period, some longer, some shorter. Whatever it is, make sure the swimmers have the proper tools to be successful (sample Swim-a-Thon® letters for individuals and businesses, information about the team, how the money will be used, method of payment, etc). Some teams do pledges by how many lengths the swimmers will finish, while others prefer to get a flat pledge from the sponsors, which can be collected on the spot. This eliminates need for the swimmer to approach supporters twice.
7. Swim-a-Thon® Day. This is a chance to be creative. Create easy, step-by-step instructions for both the swimmers and counters. Let them know what is expected of them. Participants in the Swim-a-Thon® are limited to 200 lengths or two hours, whichever comes first. Some teams set time/length limits for different age/training groups. This also helps when the swimmers are getting pledges. Some teams try to have everyone swim in one two-hour period. Others spread their swimmers out during the day. Some include special activities such as picnics, sleep-overs, parties, special celebrity swims, etc.
8. If you need to change the Swim-a-Thon® date for any reason, you must notify USA Swimming.
9. Pledge Collections. This can be the most difficult part of the Swim-a-Thon®, but it doesn't have to be. In order to make this a little easier, have a predetermined date within 2-3 weeks of the Swim-a-Thon® date for all pledge money to be turned in. Have the swimmers collect the money up front by getting flat pledges or set up a direct billing system. Have all checks made payable to the team, not USA Swimming. All checks received from individuals will be returned and the award process will be delayed.
10. Fulfillment of USA Swimming Contract. The 5% of the gross amount collected sent to USA Swimming in a single team check, as well as any unused supplies, are due to USA Swimming within 60 days of the scheduled Swim-a-Thon®. Teams will be considered "not in good standing" if their money is not received within 120 days. USA Swimming membership may be suspended at that time.
11. Awards Ceremony. This is another great way to be

creative. Recognize ALL of the swimmers, volunteers and sponsors in some fashion. Make them feel special for participating. The most successful clubs offer incentives and award prizes in addition to the ones provided by USA Swimming. Invite a local celebrity to be a part of this ceremony.

Helpful Hints and Ideas

- Plan Ahead. Successful clubs have stressed the importance of planning ahead. Give members plenty of time to hang posters, contact local businesses for contributions and perhaps even obtain additional prizes. Good planning might be the big difference between having a successful fund-raising event or a flop. It also relieves the stress of having to rush to get everything done.
- Collecting money. This is the most consistent complaint on our comment sheet. Give swimmers a time limit to have the money turned in, and maybe have a special pizza party or some other prize for those who respond. Let them know how important it is for them to have the money turned in on time; the sooner the team has the funds, the sooner that money can be used for the club. Some teams have their swimmers collect a contribution up front; this relieves the swimmers from approaching the supporters twice.
- Contributor Gifts. We have contributor certificates that we include with the awards package, but no other gifts to give special contributors. We send five certificates, but if more are needed, please indicate that on the awards form. Ideas for your club to thank special contributors include sending them a team picture, making a videotape of the event and sending it to them or inviting them to the "after party."
- Awards Ceremony. Make it like the Olympics - medals, recipient's favorite music playing, flowers, etc. Present recipients with earned prizes, photograph top swimmers for membership in special team Hall of Fame. Hold Awards Ceremony at local mall, mayor's office, outdoors at county fair or other locally attended events. After the Awards Ceremony, set new goals for the club to break.
- Involvement is the main ingredient of a successful Swim-a-Thon®. This involvement must come from everyone connected with the event. Coaches, parents and others are encouraged to participate in the fundraising and the swim. Their enthusiasm will easily flow to the swimmers and volunteers. They can make Swim-a-Thon® a real "event."
- Team members are, by far, the most important part of Swim-a-Thon®. Keeping swimmers involved can be achieved with personal incentives and by setting up intra-team competition. Challenge the team as a whole to break national records.
- Get older swimmers involved. Sometimes the younger swimmers are more excited about the Swim-a-Thon® idea than the older swimmers. Try teaming the older swimmers with a group of younger swimmers to increase participation. Try special fun incentives for those who bring in \$100 in pledges (be the coach for a day, get out of practice early, etc.) Be creative and let the kids give ideas, too!
- Parents can add support by helping their children develop lists of prospective contributors, finding addresses and composing letters. Parents can also solicit donations without participating in the swim. Develop a potential contributor list, broken down into two groups: "A" past contributors and "B" potential new contributors. If a swimmer has successfully attained dollars from someone on list "A" in the past, then they "own" that contributor. Then allow swimmers in turn and one at a time, to pick names from list "B" or any unclaimed members of list "A". This networking system helps the club by not losing past contributors and it gives team members beneficial leads.
- Incentive programs are critical. Daily pledge reporting is a cost-free incentive. Take roll at each practice by asking team members to report their pledges. At this point use the official USA Swimming Swim-a-Thon® tracking chart. Daily reminders keep swimmers interested. Another cost free idea is to award the swimmer who is the first to acquire \$3 per lap total pledges a special "privilege" such as the right to throw a cream pie in the coach's face in front of the rest of the team. A number of successful teams put a portion of the Swim-a-Thon® money collected back into supplying incentive awards to swimmers based on the dollars raised (i.e. team shirts, suits, parka's, apparel, etc..).
- Refreshments. Find a contributor to provide the refreshments on swim day.
- Develop a gimmick. Actively promoting the event can only enhance its ultimate success. Planning and enthusiastic implementation of a relatively few details can not only add to the total dollars collected, but can develop community awareness that will aid in recruiting new team members. Any event is more newsworthy if a gimmick is developed. Try one of these:
 - Adopt a Swimmer. Encourage local businesses to adopt a swimmer and match the funds raised. Not only will this increase income, it can also increase community awareness of the team.
 - Adopt a Team. Divide the swimmers into two teams. Have competing corporations sponsor each sub-team and try to raise funds within the employment ranks. Or have the fire and police departments each adopt a sub-team for increased event stimulation. Kick off the event by having relay races between the swimmers and the adults.
 - Compete with Another Local Team. Contact another area USA Swimming club and challenge one another to a "Swim-Off." This natural rivalry is sure to increase participation.
 - Have an Overnight Swim-a-Thon®. For those teams renting pool space, run the swim at night and have a

slumber party for the swimmers. This helps with scheduling problems and could easily attract the media.

- Press releases. Send press releases to the local paper two weeks before the swim date announcing the program, its goals and the gimmick. The release should center on a personal story (the gimmick or an athlete) not the event. It is necessary to find an "angle" that would make covering this story appealing. Total commitment is a great angle for a newspaper story.
- Resubmit the press release three days before the swim date with an invitation to the journalist to come enjoy the refreshments or challenge him/her to swim 200 laps.
- Get a local radio station involved. Get a local celebrity to attend and promote your Swim-a-Thon®.
- Give a portion of your proceeds to a worthy cause. You may get some positive press and more contributions.

Add Excitement To Your Swim-A-Thon®

Successful ideas from other teams.

1. Have a tie-dye booth or a t-shirt decorating station before or after the SAT to help build team spirit and participation.
2. Take photos of the kids as they finish to create a slide show for the Awards Ceremony.
3. Weekly prizes to those who had raised the most money or most number of pledges.
4. Pizza party for group within a team who raised the most money.
5. Use pennies or popsicle sticks to count number of lengths.
6. Set up pledge table at local business.
7. Pancake breakfast following Swim-a-Thon®.
8. Cookout and sleepover following Swim-a-Thon®.
9. Family barbecue and potluck after the Swim-a-Thon®.
10. Limo ride to practice for top fundraisers.
11. Dinner with coach for top fundraisers.
12. Girls versus boys competition.
13. Include masters and special Olympic swimmers.
14. Local radio station broadcast live during Swim-a-Thon®.
15. Swim-a-Thon® under the stars (at night).
16. Tickets to Olympic trials to top achiever.
17. Introduce swimmers with loud music.
18. Donate part of money earned to local charity.
19. Hold a food drive in conjunction with the Swim-a-Thon®.
20. Hold silent auction following Swim-a-Thon®.
21. Daily incentive prizes for those who brought in their pledges.
22. Develop special coupons for swimmers who turn in

any money collected before the Swim-a-Thon. For every \$25 turned in, give them a coupon for \$1.00 (or any dollar amount of your choice) towards a gift card of their choosing.

Frequently Asked Questions

- Q: Can we hold a Swim-a-Thon® without a contract?
A: No! Swim-a-Thon® is a registered trademark owned by USA Swimming. Holding a Swim-a-Thon® would be a violation of this trademark.
- Q: Can we change our Swim-a-Thon® date once we have returned our contract?
A: Yes. Just notify USA Swimming of your date change before you hold the Swim-a-Thon® at 719-866-4578 or swimathon@usaswimming.org
- Q: Is Swim-a-Thon® covered by USA Swimming insurance?
A: Yes. Swim-a-Thon® is the only fundraising program involving lap swimming which is recognized by USA Swimming insurance. Non-USA Swimming member teams are not covered under USA Swimming insurance. If you have questions, contact Risk Management Services at 1-800-777-4930.
- Q: We just held our Swim-a-Thon®, what now?
A: Collect your pledges, fill out forms provided in this promotional handbook, and send the appropriate money and forms to USA Swimming within 60 days of the contracted Swim-a-Thon® date.
- Q: When is our percentage payment due?
A: Payments are due to USA Swimming no later than 60 days from the contracted date of your Swim-a-Thon®.
- Q: We are a USA Swimming/YMCA team, how much do we have to remit to USA Swimming?
A: All participating teams now retain 95% of gross funds collected.
- Q: Can we hold more than one Swim-a-Thon® a year?
A: Yes, although this might not be as effective as one well planned and coordinated effort.
- Q: Do we receive prizes from USA Swimming when hosting a Swim-a-Thon®?
A: Yes. You will receive 100 and 200 length pins for the swimmers who have completed the appropriate lengths. For each swimmer who earns more than \$500 there is also a tiered award system. Individual swimmer prizes will be shipped to the Swim-a-Thon contact person listed on the contract.
- Q: What is an LSC?
A: LSC stands for Local Swimming Committee. The Local Swimming Committee is the local governing body of USA Swimming. An LSC should not be confused with a local swim club.

Q: Can we hold a lap-a-thon and not pay the 5% to USA Swimming?

A: No. Swim-a-Thon® is a registered trademark owned by USA Swimming. Anything that resembles a Swim-a-Thon® (lap-a-thon, swim for laps, pledge and swim, etc.) would be a violation of this trademark. USA Swimming does have the right to prosecute any team or club that violates the Swim-a-Thon® trademark.

Tax and Insurance Questions

USA Swimming and the 59 Local Swimming Committees are 501(c)(3) organizations. Therefore, the 5%/\$12 per participant which goes to USA Swimming is deductible as long as other stipulations in the law are followed. In addition, the 95% that is retained by the team is deductible if the team is also a 501(c)(3) organization. Each team has the responsibility to inform the donor of the extent of the deductibility of the donation. Please check the tax laws if you have any questions in this area.

NOTE: Swim-a-Thon® is the ONLY pledge per lap fund raising program recognized by USA Swimming. Aquathons, Lap-a-thons, Swim-a-longs, etc. are NOT covered by USA Swimming insurance. USA Swimming insurance covers only those Swim-a-Thons hosted by a USA Swimming member club and whose participants are all USA Swimming or United States Masters athlete members. Non-USA Swimming member clubs and non-USA Swimming member swimmers are NOT covered under USA Swimming insurance while hosting a Swim-a-Thon®.

Protect The Best Interests Of Your Club

It is the policy of USA Swimming, as established by the Board of Directors, that:

A team has sixty (60) days in which to return its remittance to USA Swimming National Headquarters.

Any USA Swimming member team, which is 120 days or more past their scheduled Swim-a-Thon® date will be given thirty (30) days to comply with the terms of the Swim-a-Thon® contract or the team's USA Swimming membership and privileges of such membership may be revoked.

It is the responsibility of each organization to return all unused Swim-a-Thon® packets to USA Swimming headquarters in good condition or your team will be charged for these unused packets.

If the Swim-a-Thon® does not take place as originally planned or there has been a date change, please notify USA Swimming headquarters immediately.

Asking For Help and Sample Letters

A Little Help Never Hurts...

There are a number of people who can help to make your Swim-a-Thon® successful. Parents and friends can assist not only with organization of the event, but they can actually swim also.

And don't forget your Local Swimming Committee (LSC). Most LSCs have a designated Swim-a-Thon® Chair. These people should be available to assist and instruct you as the need arises. To find out who your LSC Swim-a-Thon® Chair is, contact the LSC General Chair or USA Swimming.

USA Swimming's hope regarding Swim-a-Thon® is that the program will help you and your aquatic organization raise the funds you need. We sincerely hope that the program is successful for you, and ask that you let us know if you have questions or need assistance.

Sample Correspondence

The following letters, press releases and public service announcements are samples to give you some guidelines as you begin to write your own. Use them as is by simply adding your team name and Swim-a-Thon® dates or create your own using these as models.

Sample

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)

Sample

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. Since this has to do with our new pool I might get wet, so I need YOU!

I swim competitively for the (swim team). Every year our club raises enough 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 and some have even swum in international competition! And each year, there are 150 kids and adults who learn to swim or compete in swimming through our club.

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 and believe it or not, Dad's doing to swim too. He's trying to go 120 lengths this year: that's 20 more than last year! If you would like to pledge a few extra cents for him, I think he can use your help!

Thank you,

(Name)

Sample

Dear Grandma and Grandpa:

Remember when I told you that I had started swimming for our local swim club? Well, it is going pretty well, and I really like it.

We just started a new project to help raise money for our team travel, and I could really use your help. We're having a Swim-a-Thon®. Everyone on the team goes out and collects pledges for each length they can swim within two hours, up to 200 lengths of a pool.

My goal is to be the top fundraiser in our club, so I'm working very hard to collect as many pledges as I can, and I was hoping that you could make a pledge to help me reach my goal.

95% of the money we make goes directly to our club and 5% or \$12 per participant, goes to USA Swimming to help with all the programs out of our national headquarters.

Just think, I'm not only helping myself and my club, but swimmers all over the country!

The way that this works is, you make a pledge to me for each length I can swim with the two-hour limit, and then I

swim the lengths and let you know exactly what your donation comes to. You then send me a check made out to the (Swim Team).

As I said, I'm getting pretty good at this swimming stuff, so I think I can do all 200 lengths within the time limit.

If you would like to sponsor me, please let me know, and if you have any friends that might want to help out, I can always use their support also.

Thanks so much,

Love,

(Name)

Sample Press Release

Date

CONTACT: Name of person and telephone number

The (name of swim club) will hold a Swim-a-Thon® on (date of Swim-a-Thon® at the (name of pool) in (city and state).

This Swim-a-Thon® will provide funds which enable the club to maintain its strong swimming program. The (name of club) currently has (number) swimmers in the program, and has several top-caliber swimmers. (Here you should have a sentence or two about a couple of your best swimmers' exploits or about team's performance at a recent meet.)

Swim-a-Thons are conducted across the country by many of the more than 2,600 member clubs of USA Swimming. Our team will retain 95% of what we collect and send 5% or \$12 per participant, whichever is less, to USA Swimming.

Swimmers from the (name of club) are currently soliciting sponsors for the Swim-a-Thon®. The swimmers will swim up to 200 lengths, earning a specified amount of money per length.

Persons interested in sponsoring a swimmer should contact (name of coach or person organizing your Swim-a-Thon®), at (phone number).

Sample Public Service Announcement

Note: Public Service Announcements (PSA's) can be submitted in different forms, with varying lengths. Practice reading the ones you prepare, and try to time them to 10, 20 and 30 seconds. Submit them to your local radio stations 10-14 days in advance of the time you would like for them to be aired. Be sure to deliver them in person.

Sample 1 (10 seconds)

The (Swim Club) will hold its annual Swim-a-Thon® this Saturday at the (pool location). For information on sponsoring a swimmer, call (phone number).

Sample 2 (20 seconds)

The (Swim Club) holds its annual Swim-a-Thon® this Saturday at the (pool location). Funds raised by the swimmers benefit local swimmers and USA Swimming. If you'd like to sponsor a swimmer in this weekend's Swim-a-Thon®, call (contact name) at (phone number).

Sample 3 (30 seconds)

Swimmers from the (Swim Club) are currently seeking sponsors for their annual Swim-a-Thon®, scheduled for Saturday, (Date of SAT). The funds raised by the swimmers will enable the club to maintain and improve its current programs. If you'd like to sponsor a swimmer in the Swim-a-Thon®, just call (contact name) at (phone number).

Awards

Every participant receives a certificate of participation.

Every participant who completes 100 or 200 lengths receives a Swim-a-Thon® pin.

For every individual participant who earns \$500 or more there is also a tiered award system. Page number 20 in this handbook asks you to list all individuals earning \$500 or more. When you return the paperwork and 5%/\$12 per participant check after the completion of your event, we also ask you to write the number of athletes earning \$300-\$499.99 since we hope to be able to award athletes in this earning tier in the future. The person listed as the club contact for the Swim-A-Thon® on your contract will receive the awards for distribution.

The awards tier is:

- \$500-749.99 USA Swimming t-shirt
(sizes are Adult: S – M – L – XL)
- \$750-999.99 USA Swimming towel
- \$1000.00 + USA Swimming bag

All awards will be shipped to the Swim-a-Thon contact person listed on the contract after the 5%/ \$12 per participant check has been received by USA Swimming.

Suggested Swim-a-Thon® Planning Timeline

ACTIVITY	TIME LINE	COMMENTS
Request handbook or contract from USA Swimming	4-6 months from date of Swim-a-Thon®	USA Swimming will mail the handbook or fax the contract to the team.
Hold meetings	On-going	Meetings should be held throughout to keep swimmers and parents informed and motivated.
Set date, secure pool, letter to parents	3 months from date of Swim-a-Thon®	Set the date well in advance and at a time which is advantageous for the team.
Determine team's goals and motivational/promotional strategy (awards, incentives, marketing plan)	3 months from date of Swim-a-Thon®	Those participating, pledging and donating will want to know why you are hosting an SAT. Be creative. Make Swim-a-Thon® a fun event for the whole team and community.
SEND SIGNED CONTRACT WITH CORRECT ADDRESS (NO PO'S) TO USA SWIMMING	3 MONTHS FROM DATE OF SWIM-A-THON®	USA SWIMMING CAN ONLY SEND MATERIALS OUT AFTER WE RECEIVE THE SIGNED CONTRACT.
Receive & distribute materials from USA Swimming	2 months from date of Swim-a-Thon®	Get those packets out to the swimmers so they can get their pledges.
Implement motivational-promotional campaign	2 months from date of Swim-a-Thon®	Incentives along the way make for a successful Swim-a-Thon®.
Pledge period	2 months from date of Swim-a-Thon®	Give the team enough time to adequately get pledges. If the time is too long the materials sometimes get lost.
Obtain additional Swim-a-Thon® volunteers	1 month from date of Swim-a-Thon®	Obtain help not only before the Swim-a-Thon®, but also during and after.
Swim-a-Thon® date(s)	THE BIG DAY!	Yes, it is OK to have the Swim-a-Thon® scheduled for more than one day
Collect pledges	Immediately following the Swim-a-Thon® for 10-14 days	It is appropriate to request payment at the time the pledge is made, or set up a direct billing system.
Fulfillment of contract to USA Swimming	Within 60 days from date of Swim-a-Thon®	5% of gross/ \$12 per participant is due 60 days after Swim-a-Thon® is held.
Awards ceremony	3 months after the date of Swim-a-Thon®	Show appreciation to the swimmers (and sponsors) for the work they did for the team.
Evaluation and goals for next year's Swim-a-Thon®	3 months after the date of Swim-a-Thon®	Try to do this while SAT is fresh in everyone's mind.

USA Swimming's Swim-A-Thon® Contract



This agreement is made by and between USA Swimming, an Ohio not-for-profit corporation with principal offices in Colorado Springs, CO, and the
 (Club): _____
 located at (club address): _____
 in (city,state,zip): _____

The undersigned agrees to conduct an event called "SWIM-A-THON®" (SAT) according to the terms and provisions contained in the SWIM-A-THON® Promotional Handbook, issued by USA Swimming.

The undersigned acknowledges that the term "SWIM-A-THON®" is a registered service mark, owned by USA Swimming and that any use of this term must be with the consent of the corporation. Any other use is strictly prohibited.

The undersigned agrees to pay to USA Swimming 5% of all funds collected or \$12 per participant, as a result of its SWIM-A-THON®; local expenses including mailing, printing, publicity and other administrative costs shall not be deducted before the 5%/\$12 per participant is calculated or distributed.

The undersigned agrees to return all unused materials supplies by USA Swimming with a SWIM-A-THON® Financial Report Form, along with 5% of the gross income/\$12 per participant, no later than 60 days after the SWIM-A-THON® date. Failure to comply with the terms of this agreement may result in loss of membership privileges. Teams not complying with the terms of this contract will not be eligible for individual awards or the Top Ten Team Recognition.

The undersigned proposes to conduct such an event on the _____ day of _____ 200__.

USA SWIMMING MUST BE NOTIFIED IMMEDIATELY OF ANY CHANGE IN THE AFOREMENTIONED DATE.

The undersigned shall jointly and severally hold USA Swimming, Inc., the USA Swimming Local Swimming Committee concerned and all officers, agents, representatives and employees of USA Swimming, Inc., free and harmless from any and all liabilities for personal injury and property damage, which might arise out of or relate to the conduct of this event. Should any one or more of said parties be named in any suit or legal proceeding of any nature, whether the same be groundless or not, arising out of or related to the conduct of this event, then the undersigned shall defend said parties, jointly and severally, and shall indemnify them, and each of them, from any judgment rendered against them, or any one of them, or from any sums paid out in settlement or otherwise.

USA SWIMMING, INC.

By _____ Date _____
 USA Swimming Representative

By _____ Date _____
 Team President or Head Coach

Please mail or fax the completed contract to:
 USA Swimming 719-866-4578 (o)
 Programs & Services Dept 719-866-4669 (fax)
 1 Olympic Plaza
 Colorado Springs, CO 80909-5770

_____ Local Swimming Committee (LSC)

_____ Club Name

_____ Swim-a-Thon Contact Person

_____ Address (please no post office boxes)

_____ City, State, Zip

Address Above is a: ____ Business or ____ Home

Email: _____

Home Phone (_____) _____

Day Phone (_____) _____

I request _____ packets for my team.

I need a SWIM-A-THON® handbook: ____ Yes ____ No

Is your club a: (circle any that apply)
 USA Swimming Club HS Team YMCA Tm

Is this your first SAT: ____ Yes ____ No

All teams are asked to pay \$1.00 per swimmer for any unused material packets that are not returned to USA Swimming

For office use only:
 M: _____
 E: _____

Checklist for returning items to USA Swimming following your Swim-a-Thon®

(All due within 60 days of scheduled SAT)

Swim-a-Thon® Financial Report Form _____

Award Order Form for those earning \$500.00 plus
(please keep a copy for your records) _____

Swim-a-Thon® Questionnaire _____

Unused Swim-a-Thon® materials _____
*Please submit \$1.00 per non-returned pledge forms,
receipt forms and envelopes.

One check payable to USA Swimming for 5% of the
gross income/\$12 per participant, whichever is less,
from your Swim-a-Thon® _____

Reminder

It is the policy of USA Swimming, as established by the Board of Directors, that:

A team has sixty (60) days in which to return its remittance to USA Swimming National Headquarters.

Any USA Swimming member team, which is 120 days or more past their scheduled Swim-a-Thon® date, will be given thirty (30) days to comply with the terms of the Swim-a-Thon® contract, or the team's USA Swimming membership and privileges of such membership may be revoked.

It is the responsibility of each organization to return all unused Swim-a-Thon® packets to USA Swimming headquarters in good condition or your team will be charged for these unused packets.

If the Swim-a-Thon® does not take place as originally planned, or there has been a date change, please notify USA Swimming headquarters immediately.

Swim-A-Thon® Financial Report

NO P.O. BOXES

Team Name _____ LSC _____
 (as it appears on the contract)
 Attention _____
 Mailing Address (**Please no P.O. Boxes!!**) _____
 City/State/Zip _____
 Email address: _____
 Daytime phone: _____ Date of Swim-a-Thon® _____

1.- Total Amount Collected	\$ _____
2.- 5% of Total Collected (line #1) or \$12/participant, whichever is less	\$ _____
3.- Reimbursement to USA-S for unused/non-returned Swim-a-Thon Supplies (\$1.00 per packet)	\$ _____
4.- Total due to USA Swimming(line #2 + line #3)	\$ _____

Awards:

Number of Swim-a-Thon® Participants: _____ (determines amount of certificates)
 All athletes, regardless of dollar amount, will receive a certificate.

Number of Pins for those who completed: 100 lengths _____ 200 lengths _____

USA Swimming has a special tiered award program for individual high achievers who earn more than \$500. Please use the next page (on the back of this form) to list all individuals earning \$500 or more so that these swimmers may receive the appropriate award. **An athlete qualifies for the highest prize for which they are eligible.** From the awards on the next page please fill in the totals below:

Earned: \$500-749.99	Tshirt sizes (adult):	Sm _____	Med _____	Lg _____	XL _____
Earned: \$750-999.99	Towels:	_____			
Earned: \$1000+	Bags:	_____			

Number of athletes earning between \$300.00 - \$499.99 _____

Please return this form and a **single** check made payable to USA Swimming for the amount listed above on line #4 to:

SWIM-A-THON®, USA SWIMMING
1 OLYMPIC PLAZA, COLORADO SPRINGS, CO 80909
719-866-4578

For office use only: A: _____ E: _____ Ck# _____
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Swim-A-Thon[®] Questionnaire

Team Name _____

Date of Swim-a-Thon: _____

What did you do that was particularly different and exciting? _____

What went well? Why? _____

What was frustrating? _____

Comments _____

Please return this page along with the Financial Report Form.
Thank you for supporting USA Swimming Programs!

Optional Motivator: Swim-A-Thon® T-Shirts

May Be Ordered From:

Tayco

25 W. Las Vegas
Colorado Springs, CO 80903
1-800-457-2302
Fax 719-634-4361

Please call Tayco for the price of the T-shirts and to discuss your method of payment. Then you can fax this handy order form directly to Tayco. Do not forget to ask about having your Team name printed on the shirts!

Team Name: _____

Contact Person: _____

Address: _____
(NO P.O. BOXES)

City/State/Zip: _____

Day Phone: (_____) _____

Email: _____

Number of T-shirts S M L XL XXL

Special Instructions (date needed, etc): _____

