



BEYOND THE BAKE SALE

Tips Tricks & Tidbits on Fundraising for your Club



BEYOND THE BAKE SALE

CLUB FUNDRAISERS

- Swim-A-Thon
- Swim Meets
- Many More Ideas



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BEYOND THE BAKE SALE

HIGH LEVEL TIPS

- Pick two fundraisers per year
- One fundraiser should bring in at least 10% of expenses
- Know your audience
- Get creative
- Start early

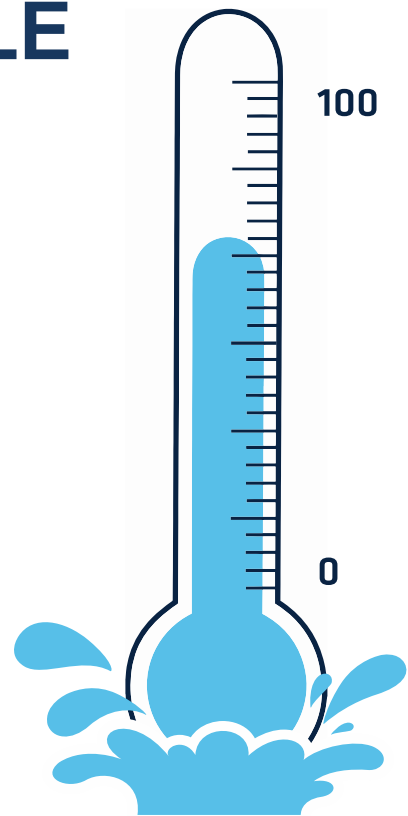




BEYOND THE BAKE SALE

HIGH LEVEL TIPS CONTINUED

- Set a high level goal
- Add social media to the mix
- Ask, Ask, Ask
- Customize letters and webpage
- Stay focused
- Finally, write a personalized Thank You





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WHY SWIM-A-THON?





BEYOND THE BAKE SALE

- # 1 Club Fundraiser - Raised more than \$6 million for swim clubs last year





BEYOND THE BAKE SALE

- USA Swimming Foundation
 - Supports Mission of Saving Lives & Building Champions
 - 5% or more benefits the Foundation
 - Great Prizes for reaching fundraising levels.
- Team Unify partnership





BEYOND THE BAKE SALE

HAVE MORE FUN

- Prizes
- Incentives
- Contests
- National Team Alumni
- Themes





BEYOND THE BAKE SALE

SWIM MEETS

- Maintain quality of meet by focusing on athlete development
- Entry Fees
- Sponsorships
- Concessions
- Merchandise Booth
- 50/50 Raffles





BEYOND THE BAKE SALE

50%

OF ALL CLUBS ARE
NON PROFIT

80%

OF DONATIONS
COME FROM
INDIVIDUALS

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BEYOND THE BAKE SALE

CREATIVE IDEAS

- Find fundraiser intrinsic to your part of the country
- Connect with Community
 - Crab Feed (East Coast)
 - Bingo (Alaska & California)
 - Oranges/Fruit (South)
 - Spring Training (Arizona)





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CREATIVE IDEAS CONTINUED

- Connect with Community
 - Fireworks stand
 - Wreaths/Poinsettias



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CREATIVE IDEAS CONTINUED

- Scrip
- Tap into Volunteers
 - Kohl's/Bank of America
- Matching gifts



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CREATIVE IDEAS CONTINUED

- Sponsorships
 - Tucson Ford Dealer Aquatics
- Online Giving
 - TeamUnify
 - Active
 - i-Give
- Silent Auctions



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FINAL THOUGHTS

- It takes time
- Build your own money tree

