THE 2017 LITTLE BOOK of Swim-A-Thon™ Success

A Fun and Easy Way to Raise Money for Your Club or Team!
# Table of Contents

**THE LITTLE BOOK**

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>What is Swim-A-Thon™</td>
<td>3</td>
</tr>
<tr>
<td>How to Host A Successful Swim-A-Thon™: 10 Easy Steps</td>
<td>4</td>
</tr>
<tr>
<td>Swim-A-Thon™ Checklist</td>
<td>7</td>
</tr>
<tr>
<td>Frequently Asked Questions</td>
<td>8</td>
</tr>
<tr>
<td>Appendix A: Fundraising Tools/Promotions/Recognition</td>
<td>10</td>
</tr>
<tr>
<td>Helpful Hints and Ideas</td>
<td></td>
</tr>
<tr>
<td>Simple Fundraising Solicitation Letter/Email</td>
<td></td>
</tr>
<tr>
<td>Why Support This Swimmer</td>
<td></td>
</tr>
<tr>
<td>Pledge Per Length Chart</td>
<td></td>
</tr>
<tr>
<td>Sample Press Release</td>
<td></td>
</tr>
<tr>
<td>2017 Swim-a-Thon Contest</td>
<td></td>
</tr>
<tr>
<td>Deck Pass Patches</td>
<td></td>
</tr>
<tr>
<td>Appendix B: Swim-a-Thon Dashboard Quick Start Guides</td>
<td>20</td>
</tr>
<tr>
<td>Swim-a-Thon Quick Start Guide – Registering your Swim-a-Thon</td>
<td></td>
</tr>
<tr>
<td>Swim-a-Thon Quick Start Guide – Submitting Results</td>
<td></td>
</tr>
<tr>
<td>Swim-a-Thon Dashboard – Other Features</td>
<td></td>
</tr>
</tbody>
</table>
What Is Swim-a-Thon™?

Swim-a-Thon™ is a fun and easy way to raise money for your swim team!

Participants earn money by swimming lengths of the swimming pool. Swimmers have a two-hour period in which to swim a maximum of 200 lengths. Swimmers get pledges from family, neighbors or businesses to support their efforts. Donors can either pledge a certain amount of money per length, or make a flat donation in support of your team.

Swim-a-Thon™ is the only pledge-based swimming event recognized by the USA Swimming Foundation. In the last 10 years, Swim-a-Thons have generated more than $50.8 million for swim clubs and swim programs across the country.

The goal of the USA Swimming Foundation is to help teams host a fun and financially successful event, and we are proud to support your fundraising efforts! In the enclosed manual, you’ll find all the information you need to run a successful Swim-a-Thon. Additionally, you’ll learn how the USA Swimming Foundation can incentivize your program with certificates and awards for your athletes, and provide promotional support to ensure the success of your event.

Swim-a-Thon™ is a registered trademark of the USA Swimming Foundation. In order to host a pledge-based swimming event, participating organizations must sign a contract with the USA Swimming Foundation and agree to pay a contribution of 5% (or more) to the USA Swimming Foundation from the gross revenue of its Swim-a-Thon fundraiser.

The contribution that is paid to the USA Swimming Foundation supports its mission to save lives and build champions—in the pool and in life. The USA Swimming Foundation serves as the philanthropic arm of USA Swimming. Whether we’re equipping our children with the life-saving skill of learn-to-swim through our Make a Splash initiative, or providing financial support to our heroes on the U.S. National Team, the USA Swimming Foundation aims to provide the wonderful experience of swimming to kids at all levels across the country.

For more information on the USA Swimming Foundation, please visit usaswimmingfoundation.org.

Join the Swim-a-Thon conversation online, and share with your team!

Facebook: facebook.com/swimfoundation
Twitter: @swimfoundation
Pinterest: pinterest.com/usaswimming
Instagram: instagram.com/usaswimming
How Swim-a-Thon™ Works
TEN EASY STEPS

1. CHOOSE A FUNDRAISING PLATFORM: TRADITIONAL VS. ONLINE
The first step in hosting a successful Swim-a-Thon is deciding which platform is right for your organization.

TRADITIONAL
Traditionally, the USA Swimming Foundation has provided paper pledge materials to participating teams. Swimmers collect pledges and donations using these forms, and collect pledges post-event, if necessary. Paper materials will be provided to your team upon request. Sample materials can be viewed in the “Resources” section of this manual.

ONLINE
Manage your Swim-a-Thon online by registering your Swim-a-Thon with TeamUnify, the official partner of the USA Swimming Foundation’s Swim-a-Thon. You’ll have access to powerful promotional and set-up tools to manage your Swim-a-Thon with ease. Pre-created templates and comprehensive reporting tools make it easier for you to reach the donors you want to reach, monitor the results of your team’s efforts in real-time, and collect donations with the click of a button. To find out more, please contact TeamUnify directly at info@teamunify.com or 888-326-8643.

BOTH
Use the TeamUnify platform and the traditional paper pledge materials together to create a combination that suits your team’s needs!

2. SET THE DATE FOR YOUR SWIM-A-THON
Choose a date when no other activities are planned for your organization. The most successful Swim-a-Thons are planned 3-6 months in advance of the event - giving your team time to build excitement for the event, and allowing your swimmers time to fundraise successfully.
Register Your Swim-a-Thon Online with the USA Swimming Foundation via Your Swim-a-Thon Dashboard

Submitting your online registration to the USA Swimming Foundation is a mandatory step in hosting a Swim-a-Thon or other pledge-based swim event for your club or organization. The Foundation requires that your contract be registered and approved through our Swim-a-Thon registration platform (your Swim-a-Thon Dashboard) at least two months prior to your scheduled Swim-a-Thon date. If your Swim-a-Thon date changes for any reason, you must notify the USA Swimming Foundation so that we may update our records. If the date of your Swim-a-Thon is uncertain, please provide an approximate date and notify us immediately when your date has been finalized.

Host a Kickoff Meeting or Party

Once your signed contract has been submitted to the USA Swimming Foundation, you are ready to get started! If you’ve opted to use a traditional fundraising platform, your supplies should arrive within 2 weeks of submission (pledge envelopes, forms, posters, and pledge charts).

Hosting a kickoff meeting or party is a great way to educate and motivate your swimmers and their parents about Swim-a-Thon, and to get your swimmers excited by telling them about the great prizes they can win for participating in Swim-a-Thon! This is also a good time to develop goals, launch a promotional campaign, and to secure volunteers to support your Swim-a-Thon.

Secure Pledges

Now is the time to start getting pledges and donations for your Swim-a-Thon! You should plan to allow a pledge period of approximately 3-4 weeks in order to give your swimmers time to secure their donations. Check out Appendix A of this manual for some creative, effective ways to maximize your fundraising results!

Host Your Swim-a-Thon

Swim-a-Thon Day is an opportunity to be creative, and to build team spirit within your organization. Whether you choose to set different time limits for different age groups or to have all swimmers do a two-hour timed swim, hosting a Swim-a-Thon is an opportunity to incorporate special activities that your swimmers might not typically experience as part of swim practice—such as picnics, sleepovers, or special games!

Collect Pledges

Collecting pledges is the most important part of a successful Swim-a-Thon—it’s what ensures your team has a financially successful event! In order to make the pledge process successful, it’s a good idea to set a deadline for your swimmers. Pledges should be collected and returned to your organization no later than 2 weeks after the conclusion of your Swim-a-Thon.

Encouraging your swimmers to solicit flat pledges can make the pledge collection process simpler—and it can keep your swimmers from having to approach supporters twice.

Please note: supporters of your Swim-a-Thon should make all checks payable to your team — NOT the USA Swimming Foundation!
FULFILL YOUR SWIM-A-THON CONTRACT WITH THE USA SWIMMING FOUNDATION THROUGH OUR ONLINE REGISTRATION PLATFORM (YOUR SWIM-A-THON DASHBOARD.)

Before the USA Swimming Foundation is able to issue awards for your swimmers, you must submit the following within 60 days after the date of your Swim-a-Thon through our online registration platform (your Swim-a-Thon Dashboard.)

- Electronic credit card payment via your Swim-a-Thon Dashboard OR the printed invoice from your Swim-a-Thon Dashboard and a single check from your team or organization payable to the USA Swimming Foundation. The amount of your payment must equal 5% or more of the gross amount collected from your Swim-a-Thon.
- Electronic Submission of Financial and Award Results (see Appendix B for the Quick Start Guide for Submitting Results)
- Unused supplies (pledge forms, receipt forms and envelopes). Teams wishing to keep their unused materials may do so for $1.00 per packet.

Note: Teams that fail to make payment to the USA Swimming Foundation within 120 days will be considered “not in good standing.” USA Swimming membership may be suspended at that time.

RECEIVE BAG TAGS AND DIGITAL PATCHES!

Congratulations! Your successful Swim-a-Thon is complete and it’s time to reward your athletes! Use your new Swim-a-Thon Dashboard to print participant and sponsor certificates.

The Foundation provides a series of digital “Deck Pass Patches” that recognize the participants and award winners. (See pages 18 and 19 for more info on patches.)

Bag tag awards have been created for participants who swim 100 or 200 lengths. Please note that you should not also request 100 length bag tags for your participants who swam 200 lengths. It should be one or the other.

ALSO, GREAT AWARDS!

Official USA Swimming Foundation Swim-a-Thon prizes will be awarded to participants who raise $400+ as follows:

- $400.00-$599.99: Swim-a-Thon Swim Cap
- $600.00-$799.99: Swim-a-Thon Polar Water Bottle
- $800.00-$1199.99: Swim-a-Thon Long Sleeve Hooded T-Shirt
- $1,200.00+: Swim-a-Thon Backpack

Please note: Awards are not cumulative. An athlete qualifies for the single highest prize for which they are eligible. We are also unable to honor vendor-specific requests.

For more information and to see pictures of the awards, visit usaswimming.org/SATawards.

AWARDS CEREMONY

Hosting an Awards Ceremony is a great way to recognize your athletes and thank them for participating in your Swim-a-Thon® and build excitement and momentum for next year’s event! It’s also a nice way to thank donors, sponsors and volunteers for supporting your team.
Swim-a-Thon™ Completion Checklist

Please remember to submit the following to the USA Swimming Foundation within 60 days of your scheduled Swim-a-Thon:

_____ Electronic payment for 5% (or more) of the gross amount collected from your Swim-a-Thon, OR printed invoice from your Swim-a-Thon Dashboard and ONE check for 5% of the gross amount collected from your Swim-a-Thon made payable to the USA Swimming Foundation. If you would like to donate additional proceeds to the USA Swimming Foundation, please include that amount in your electronic payment or check.

_____ Electronic financial and award results via your Swim-a-Thon Dashboard

_____ Unused Swim-a-Thon materials (return in original, like-new condition only)
   Please submit $1.00 per packet for non-returned pledge forms, receipt forms and envelopes.

Attention TeamUnify/TUMoney Teams: Please follow the Swim-a-Thon finalization process outlined in Appendix B, pages 25 & 26 or the Swim-a-Thon Quick Start Guide.

REMINDER

It is the policy of the USA Swimming Foundation that:

• A team has sixty (60) days to electronically submit their event results and credit card payment to the USA Swimming Foundation. Mail written checks and unused materials (include a copy of your financial report) to the USA Swimming Foundation located at 1 Olympic Plaza, Colorado Springs, CO 80909.

• 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 in their original condition to the USA Swimming Foundation in good condition, or your team will be charged $1.00 per unused packet.

• If your Swim-a-Thon does not take place as originally planned, or there has been a date change, please notify the USA Swimming Foundation immediately.
Frequently Asked Questions

1. CAN WE HOLD A SWIM-A-THON WITHOUT A CONTRACT?
   No! A Swim-a-Thon is a registered trademark owned by the USA Swimming Foundation. Holding a Swim-a-Thon without a contract would be a violation of this trademark.

2. CAN WE HOLD A LAP-A-THON AND NOT PAY 5% TO THE USA SWIMMING FOUNDATION?
   No! Swim-a-Thon is a registered trademark owned by the USA Swimming Foundation. Any activity that resembles a Swim-a-Thon, including a lap-a-thon or other similarly named swimming fundraisers is a violation of this trademark. The USA Swimming Foundation has the right to pursue legal action against any team or club that violates the Swim-a-thon trademark.

3. CAN MY TEAM CONTRIBUTE MORE THAN 5% TO THE USA SWIMMING FOUNDATION?
   Yes! If you are interested in supporting the USA Swimming Foundation’s mission to save lives and build champions beyond your mandatory 5% contribution, you are more than welcome to do so. Your team or group can also hold a Swim-a-Thon as a third-party fundraiser for the USA Swimming Foundation. The Foundation is very grateful for your generous support.

4. IS SWIM-A-THON COVERED BY USA SWIMMING INSURANCE?
   Yes! Any USA Swimming member-club that contracts with the USA Swimming Foundation to conduct a Swim-a-Thon is covered by USA Swimming insurance. If you have any questions, please contact Risk Management Services at 1-800-777-4930.

5. WHO CAN HOST A SWIM-A-THON?
   Anyone can host a Swim-a-Thon. Hosting a Swim-A-Thon is a great way to fundraise for your swim team or club. It’s also an effective tool for summer leagues, high school teams, affinity groups or colleges and universities!
WHEN SOMEONE MAKES A DONATION TO SWIM-A-THON, IS THEIR GIFT TAX-DEDUCTIBLE?
The USA Swimming Foundation is a 501(c)3 nonprofit organization. Contributions made to the USA Swimming Foundation are fully tax deductible to the extent allowed by law. If your organization is a registered 501(c)3 nonprofit organization, and it is not providing goods/services in exchange for donations made to your Swim-a-Thon, the full amount of the donors gift is tax deductible. If your organization is not a registered 501(c)3 nonprofit, only 5% of the donor’s gift is tax deductible. Each participant has the responsibility to inform donors of the extent of their tax deductibility. If you have questions about tax deductibility, please contact current tax lawyers.

CAN MY ORGANIZATION CONDUCT MORE THAN ONE SWIM-A-THON PER YEAR?
Yes. You may hold as many Swim-a-Thons as you like per year. Multiple Swim-a-Thons, however, are not usually as effective as one well-planned and well-coordinated effort.

IF I NEED TO CHANGE THE DATE OF MY SWIM-A-THON, OR IF I NEED ADDITIONAL INFORMATION, WHO CAN I CONTACT FOR ASSISTANCE?
For assistance, please call (719) 866-4578 or send an email to swimathon@usaswimming.org.
APPENDIX A
Fundraising Tools, Promotions, Recognition
HELPFUL HINTS AND IDEAS

WANT TO RAISE TONS OF MONEY FOR YOUR ORGANIZATION? HERE ARE SOME HELPFUL HINTS TO GET YOU STARTED!

SET GOALS!
Athletes are no stranger to goal-oriented activities. Set goals with your team, and show your swimmers and their parents what will be achieved if you are able to reach your fundraising goals.

TRACK PROGRESS!
Included in your materials is a Swim-a-Thon tracking chart. Display this chart before each swim practice, and encourage your swimmers to update their totals daily. This serves as a reminder to keep your swimmers interested, and encourages some friendly competition among your athletes!

INCENTIVIZE, INCENTIVIZE, INCENTIVIZE!
Incentive programs are critical to the success of your Swim-a-Thon. In addition to the prizes provided by the USA Swimming Foundation, most successful Swim-a-Thons offer additional prizes to their athletes, such as team shirts, warmups, parkas, etc. Teams either choose to put a portion of the money raised from Swim-a-Thon back into the program, or solicit prizes and donations from area businesses. Some teams also choose to provide their athletes with special privileges for reaching fundraising milestones - such as “get out” swims, a fun game during practice, or the opportunity to push their coach in the pool. Daily or weekly prizes and/or competition between practice groups will help keep your kids motivated from your kickoff party to the big event!

Special Note Regarding Swim-a-Thon Incentive Programs:
Inspiring and motivating Swim-a-thon participants to achieve certain dollar goals is an important key to conducting a successful Swim-a-thon. Such efforts have seen clubs develop many creative incentive programs over the years. Some of those ideas are mentioned in the previous paragraph.

In their efforts to be creative, some clubs have developed incentive programs that earmark a percentage of the dollars raised above a certain dollar amount to be deposited in individual accounts that are then used to pay entry fees or travel expenses for a specific swimmer or family. Please be aware that this type of incentive program may violate IRS regulations particularly in those cases where the funds are being raised in the name of a non-profit organization. Before implementing any type of incentive program that directs extra dollars to individuals or individual accounts, teams are strongly encouraged to seek professional advice from a CPA or tax attorney.

SAY THANK YOU!
Don’t forget to thank your supporters and donors! This will help them feel connected to your team. Donors who feel appreciated are more likely to continue supporting your organization year after year. Be sure that donors receive thank-you notes from your team, and consider including an individual or team photo to provide that extra touch!

REMEMBER: EVERYONE CAN FUNDRAISE!
Getting your entire team involved in your fundraising effort is essential to a successful Swim-a-Thon. Encourage coaches, parents and others involved with the team to help the Swim-a-Thon effort! It is possible to fundraise without swimming at the event. Encourage parents to solicit donations from friends and co-workers, and to support their kids by helping them to compose and mail letters/emails to friends and family - even if they don’t live in your community.
PUBLICIZE YOUR EVENT!
Send a press release to your local newspaper two weeks before the date of your Swim-a-Thon. Try challenging a local journalist or celebrity to swim 200 laps with your team! Let local television stations know the date of your event, and invite them to attend your event. Consider hosting an “overnight” Swim-a-Thon to attract more media attention, and promote the worthy causes that your Swim-a-Thon is supporting - both your organization and the USA Swimming Foundation!

FUNDRAISE OUTSIDE THE BOX.
When raising money for a Swim-a-Thon, it is a great idea to solicit your “usual suspects”—friends, relatives and co-workers. But it’s also good to think outside of the box to generate additional funds for your team. Ask local businesses to support your team’s efforts - either through a flat donation, by providing prizes for your swimmers, or agreeing to match the funds raised by individual swimmers or a larger group. See if a local grocery store or bank will let you set up a pledge table outside of their business. Or reach out to another local swim club and challenge them to a “Swim-Off.” By creating a friendly rivalry, you’ll not only increase participation, but also funds. Ramp up your Swim-a-Thon by co-hosting it with your competitor, and incorporate fun relays and competitions throughout the day.

ASK!
The only way that people will give money to support your Swim-a-Thon is if you ask them! Write letters and emails asking people to make a donation to your cause, make phone calls to family and friends, and make personal visits to neighbors and local businesses. Send follow-up notes to remind your contacts about your upcoming event, and make it as easy as possible for donors to support you. Remember to include a return envelope with letters, or include a direct link to your fundraising page in emails. Check out the included sample letter/email to get you started! We’ve also included a “Why Support This Swimmer” page, and a “Pledge Per Length” diagram for additional help!
SAMPLE FUNDRAISING SOLICITATION LETTER/EMAIL

PLEASE FEEL FREE TO USE THE FOLLOWING SOLICITATION LETTER TO GARNER SUPPORT FOR YOUR SWIM-A-THON™!

Dear NAME,

On DATE, I will be participating in a Swim-a-Thon to raise funds for [SWIM CLUB NAME] and the USA Swimming Foundation.

What’s a Swim-a-Thon? A Swim-a-Thon is a really fun way to combine something I love—Swimming!—with a wonderful cause. Together with my teammates, I will commit to swimming for either 2 hours or up to 200 lengths of the pool. I’m asking for the support of my friends and family to either make a flat donation to support my effort, or to pledge a certain amount of money per length. I’ve been training hard, and I’m going to do all 200 lengths!

You might be wondering why I’m committed to spending my Saturday swimming laps at the pool. For me, this is a great opportunity to give back to a sport that I love. Swimming has given me a lot - it’s taught me skills like hard work, time management and perseverance. The money I raise will support crucial programs for my swim team, and will allow us to continue working hard for the coming season.

In addition to raising funds for my team, 5% of the money I raise will go back to the USA Swimming Foundation. The Foundation works to strengthen the sport of swimming by saving lives and building champions - in the pool and in life. Whether they’re equipping kids across the country with the lifesaving skill of learn-to-swim through their Make a Splash initiative, or providing financial support to our heroes on the U.S. National Team, the USA Swimming Foundation aims to provide the wonderful experience of swimming to kids at all levels across the country. It’s great to know that I’ll not only be building a stronger team here at home, but I’ll be helping to give kids across the country the same great experience that I’ve had!

I hope that I can count on you to help me achieve my fundraising goal for my upcoming Swim-a-Thon. Please consider mailing back a donation in the enclosed envelope, or check out my fundraising page at [TeamUnify URL HERE].

On behalf of myself, my team and kids across the country who might not otherwise have the opportunity to swim, thank you! Your support will give me the energy I need to complete my 200 laps on [DATE]- and it will truly make a difference for our team and our country!

Thanks again,

NAME
WHY SUPPORT THIS SWIMMER?

Thousands of Americans of all ages are engaged in swimming. The money this swimmer raises will support crucial programs for his or her swim team, and will allow the entire team to continue working hard for the coming season.

In addition to raising funds for the local swim team/club, 5% of the money this swimmer raises will go back to the USA Swimming Foundation. The Foundation works to strengthen the sport of swimming by saving lives and building champions—in the pool and in life. Whether they’re equipping children across the country with the life-saving skill of learn-to-swim through their Make a Splash initiative, or providing financial support to heroes on the U.S. National Team, the USA Swimming Foundation aims to provide the wonderful experience of swimming to kids at all levels across the country. To learn more about the USA Swimming Foundation, visit usaswimmingfoundation.org.

By supporting this swimmer, you’ll not only be building a stronger team at your local swim club, but you’ll be helping to give kids across the country the same great experience in the pool.

Thank you for your donation.

Swim-a-Thon™ is a registered service mark owned by the USA Swimming Foundation, and any use of this term must be with the express consent of the USA Swimming Foundation, 1 Olympic Plaza, Colorado Springs, Colorado 80909-5770.

A portion of your donation may be tax deductible.
This eliminates the swimmer from going door-to-door twice.

Some teams prefer to get a flat pledge from the sponsors which can be collected at that time.

<table>
<thead>
<tr>
<th>PLEDGE CHART</th>
</tr>
</thead>
<tbody>
<tr>
<td>$300.00</td>
</tr>
<tr>
<td>$200.00</td>
</tr>
<tr>
<td>$150.00</td>
</tr>
<tr>
<td>$100.00</td>
</tr>
<tr>
<td>$75.00</td>
</tr>
<tr>
<td>$50.00</td>
</tr>
<tr>
<td>$37.50</td>
</tr>
<tr>
<td>$25.00</td>
</tr>
<tr>
<td>$18.75</td>
</tr>
<tr>
<td>$12.50</td>
</tr>
<tr>
<td>$9.37</td>
</tr>
<tr>
<td>$6.25</td>
</tr>
<tr>
<td>$4.68</td>
</tr>
<tr>
<td>$3.12</td>
</tr>
<tr>
<td>$2.34</td>
</tr>
<tr>
<td>$1.56</td>
</tr>
<tr>
<td>$1.17</td>
</tr>
<tr>
<td>$0.78</td>
</tr>
<tr>
<td>$0.58</td>
</tr>
<tr>
<td>$0.39</td>
</tr>
<tr>
<td>$0.19</td>
</tr>
</tbody>
</table>

PLEDGE PER LENGTH
SAMPLE PRESS RELEASE

USE THE FOLLOWING PRESS RELEASE TEMPLATE FOR YOUR SWIM-A-THON™!

[Insert Team Logo]

FOR IMMEDIATE RELEASE: [Date]

Contact: [Name, Phone Number and Email Address]

[Team Name] to Host Official Swim-a-Thon™ in [City Name] on [Date]

Event will Raise Funds to Support [Team Name] and USA Swimming Foundation

[CITY, State] — The [team name] will be holding an official Swim-a-Thon on [Date] at the [name of pool] in [city and state].

During this Swim-a-Thon, swimmers will have a two-hour period in which to swim a maximum of 200 lengths. Donors are encouraged to support our athletes by pledging to support their efforts—either via a flat donation, or by pledging a certain amount of money per length that the swimmer completes.

The Swim-a-Thon will provide funds to enable our club to [insert personal story here about how your club will use the funds (buy new equipment, provide scholarships for swimmers, cover meet costs, fund athlete travel, etc.)]

In addition to raising funds for the team, 5% of the money raised will go back to the USA Swimming Foundation. The Foundation works to strengthen the sport of swimming by saving lives and building champions—in the pool and in life. Whether they’re equipping kids across the country with the lifesaving skill of learn-to-swim through their Make a Splash initiative, or providing financial support to the heroes on the U.S. National Team, the USA Swimming Foundation aims to provide the wonderful experience of swimming to kids at all levels across the country.

Swim-a-Thon™ is the only pledge-for-length swimming program recognized by the USA Swimming Foundation. Since 1998, Swim-a-Thons have generated more than $74.4 million for swim clubs and swim programs across the country.

Persons interested in sponsoring a swimmer should contact [name of coach or organizer] at [phone number] or visit [Swim-a-Thon fundraising page URL].

About the USA Swimming Foundation: The USA Swimming Foundation serves as the philanthropic arm of USA Swimming. Established in 2004, the Foundation works to strengthen the sport of swimming by saving lives and building champions—in the pool and in life. Whether we’re equipping our children with the life-saving skill of learn-to-swim through our Make a Splash initiative, or providing financial support to our heroes on the U.S. National Team, the USA Swimming Foundation aims to provide the wonderful experience of swimming to kids at all levels across the country. The Foundation also serves as the home for our National and Olympic Team Alumni reunions and regional events. The development efforts of the USA Swimming Foundation aim to establish and endowment to strengthen the future of USA Swimming’s programs and services. For more information on the USA Swimming Foundation, please visit usaswimmingfoundation.org.
SWIM-A-THON CONTEST:

The USA Swimming Foundation is on YOUR team and we are doing all we can to help you raise more money for your club with our 2017 Swim-a-Thon Contest!

Designed to create unparalleled excitement and new levels of athlete participation for your USA Swimming Foundation Swim-a-Thon fundraising event, this contest will give your swimmers the ability to compete with other clubs and teams all across the country for an amazing array of prizes and a chance to win the grand prize - a personal visit to your club by an 2017 National Team athlete!

The Rules Are Simple!

Host a USA Swimming Foundation Swim-a-Thon between December 2016 and November 2017, and you are automatically entered into our 2017 Swim-a-Thon Contest! Not interested? No worries. You can always opt out.

HERE’S HOW IT WORKS: Host a USA Swimming Foundation Swim-a-Thon and earn points for dollars raised. Don’t forget to check out our Official Contest Rules* to learn how you can earn some easy bonus points, and we mean VERY easy. Clubs will compete against each other to get the most points.

HOW DO YOU WIN? If your club has the most points in your category, then you’re a Gold Medal winner! To keep the contest fair, categories are based on the size of your club. The category winners are called Gold Medal winners because who does want to go for the gold?

WHAT DO GOLD MEDAL WINNERS GET? Pretty epic prizes! Including an entry into the Grand Prize drawing, a customized Deck Pass Patch for your club or team, $200 in Visa gift cards AND a gift certificate to a pizza joint to host a really sweet team party!

AND THAT’S NOT ALL! One Gold Medal winner will be randomly drawn, and if your team or club is chosen, then you’ll receive the Grand Prize - a personal visit from a current National Team athlete. But wait...there’s more! As the Grand Prize winner you’ll also receive one free year of licensing fees to Swim Office Team Management, compliments of TeamUnify!

Gold Medal winners will be announced February 8, 2018, and the Grand Prize Winner will be drawn on February 15, 2018.

Visit www.usaswimmingfoundation.org/SAT for Official Contest Rules and start fundraising your way to new levels of athlete participation, excitement and revenue in 2017!
Awarding Deck Pass Patches

Coaches are you looking to reward your swimmers for their Swim-a-Thon accomplishments? Here is how you can give your athletes patches for their participation in the program.

Awarding Swim-a-Thon patch to your athletes:

1. Login to your Deck Pass account via your mobile device.
2. Select the “Coaches Pass” icon. (image #1)
3. Click the “Patches” button on the bottom of the app. (image #2)
4. Click the “Award a Patch to a Swimmer” button. (image #3)
5. Select the “Programs” button. (image #4)
6. Select appropriate Swim-a-Thon patch that you wish to award to your athlete(s). (image #5)
7. Give the patch a name and description, or use the default. Once complete, hit the “next” button. (image #6)
8. Select the swimmer(s) name that should receive the award. The athlete(s) receiving the award will have a checkmark by their name(s).
   a. Note: swimmers must activate their Deck Pass account to receive patches.
9. Click the “yes” button to confirm the patch. (image #7)
10. The new Swim-a-Thon patches have been assigned to your swimmers Deck Pass accounts!
Have your swimmers scan these QR codes with their Deck Pass App!

- **Scratch Maker**: $1200 earned
- **Cash Cow**: $600 earned
- **Dough Roller**: $800 earned
- **Money Machine**: $400 earned
- **Madlin/Moolah**: $200 earned
- **Participant**: Earn your official swimmers patch
- **Donator**: Young swimmers can earn their patches
- **High Point**: Top team fundraiser
- **Century Club**: Those who swim 100 lengths
- **Double Century**: Those who swim 200 lengths

Deck Pass is the official mobile and online app of Swim-A-Thon. Track times, set goals, and follow friends. Don't have Deck Pass? Get it today!
APPENDIX B
Swim-a-Thon Dashboard Quick Start Guides
Swim-a-Thon Dashboard Quick Start Guide – Registering your Swim-a-Thon

Please follow these easy steps to register your Swim-a-Thon through the USA Swimming Foundation’s online registration system. This process replaces the submission of the paper Swim-a-Thon contract. View the Swim-a-Thon Quick Start Guide to see these instructions along with screenshots to assist you.

**REGISTERING YOUR WEBSITE ACCOUNT:**

1. You must register your USA Swimming website account before you can access your Swim-a-Thon dashboard.

2. Login with your existing USA Swimming website account or create a new one if you do not already have one.

3. Navigate to your Swim-a-Thon Dashboard page located here: www.usaswimmingfoundation.org/SATdashboard

4. Request a security code. Select your Club Affiliation, enter your Club Name, State, Nearest City and Email address. LSC Code and Club Code provide additional matching information if your club is a USA Swimming registered club.

   Click on the Request Security Code button.

   Your request will be sent to an SAT administrator at USA Swimming headquarters. The administrator will email a security code to you within a couple of days.

5. Register your security code. Enter the security code that you received in the email from the USA Swimming Swim-a-Thon administrator.

   Click on the Submit Security Code button.

   Your Swim-a-Thon Dashboard will be displayed.

*Note: If you want another individual to have access to your club’s dashboard you can give them the security code and they can sign in with their website login and register the code. There is no need for additional members to request another security code. If you need assistance, please call 719-866-3571.*
Swim-a-Thon Dashboard Quick Start Guide – Registering your Swim-a-Thon

SUBMIT A SWIM-A-TION CONTRACT:

1. To start a new contract click on the Start New Contract button.

2. Fill out and submit the contract. Notice that required fields have an asterisk next to them. You must enter values in these fields.
   Note: you can save the contract and return later to finish filling it out.
   
   Click the SUBMIT CONTRACT button to submit the contract.
   
   You will be presented with a page of legal text and an eSignature form.
   
   Check the ‘I Agree to the terms of this contract’ checkbox and enter your full name in the eSignature box. Click the Submit button.
   
   The Club Dashboard is displayed.
   
   At this point you can see that the Contract Status displays Submitted. The contract will now need to be approved by the USA Swimming Swim-a-Thon Administrator. Once it is approved you will be able to submit your SAT results. You will receive an email letting you know when your contract is approved.

Note: the contract could also be rejected if there is a problem with the information provided.

Once your contract has been approved your dashboard will show the Contract Status as Approved and you will be able to submit results
Swim-a-Thon Dashboard Quick Start Guide – Submitting Results

Follow these easy steps to submit the results for your Swim-a-Thon. This process replaces the submission of the paper USA Swimming Foundation Swim-a-Thon Financial and Award Redemption forms. View the Swim-a-Thon Quick Start Guide, starting on page 6, to see these instructions along with screenshots to assist you.

Once your contract has been approved and you have run your Swim-a-Thon, you are ready to submit your results.

**ENTER RESULTS INFORMATION:**

1. Navigate to your Swim-a-Thon Dashboard page located here: www.usaswimmingfoundation.org/SATdashboard

2. If prompted, log in using your USA Swimming username and password.

3. Click the Submit Results link in the Actions column for your current active Swim-a-Thon. The results entry form will be displayed.

   If needed adjust the Swim-a-Thon date, enter the Total Amount Collected and any other amounts that apply to your Swim-a-Thon. Click the Calc Total button to see the amount that you owe the USA Swimming Foundation. Enter the number of participating swimmers and bag tag amounts if needed.

**ENTER SWIMMERS:**

Swimmers collecting $400.00 or more qualify for prizes. Enter qualifying swimmers on the results entry page.

Enter the Amount Raised and click the Calc Prize button.

You can keep the default prize based on the amount collected or you can select a prize of a lesser value. Select a Size if applicable for the selected prize.

Enter the swimmer’s name and click the Add Swimmer button. The swimmer will be added to the list of swimmers that have qualified for a prize. If you make a mistake you may delete the swimmer and add them again.

At this point you can save your results information and return later to make changes or add additional swimmers or you can submit your results.
Swim-a-Thon Dashboard Quick Start Guide – Submitting Results

SUBMIT RESULTS:

When you submit results there are two options for payment. You can pay on-line using your credit card or you can pay by check.

OPTION 1 - SUBMIT AND PAY ONLINE

• Click on the SUBMIT AND PAY ONLINE NOW button. The shopping cart is displayed.

• Click on the CHECKOUT button. The Checkout page is displayed.

• Enter your address information.
  Note: you can save your address so that you don’t have to enter it every time.

• Click on the PROCEED WITH CHECKOUT button.

• Review your order and click on the PROCEED TO ENTER PAYMENT button.

• The Authorize.net payment form is displayed.

• Enter your Credit Card information and click the Pay Now button.

• Your Receipt will be displayed. Click the click here link to return to your dashboard.

Notice that the Result Status displays Paid and the Swim-A-Thon Status displays Complete.

**Return to your Dashboard to print Participant and Sponsor Certificates for your swimmers. When the Swim-a-Thon administrator at USA Swimming headquarters ships your prizes they will set the status of your Swim-a-Thon to Fulfilled. You will see this status on your dashboard under Swim-a-Thon Status.

OPTION 2 - SUBMIT AND PAY BY CHECK

• Click on the SUBMIT AND PAY BY CHECK button. Your invoice is displayed. You will need to print the invoice and send it in with your check.

Once the USA Swimming Swim-a-Thon administrator receives your payment they will set the status of your Swim-a-thon to Paid.

**Return to your Dashboard to print Participant and Sponsor Certificates for your Swimmers. When the Swim-a-Thon administrator at USA Swimming headquarters ships your prizes they will set the status of your Swim-a-Thon to Fulfilled. You will see this status on your dashboard under Swim-a-Thon Status.
Swim-a-Thon Dashboard Quick Start Guide – Submitting Results

TUMoney: Finalize Swim-A-Thon and submit to USA Swimming Foundation

Once your Swim-A-Thon is complete, you will need to submit a financial report and payment to USA Swimming Foundation.

FINANCIAL REPORT AND PAYMENT

• In the side menu click TUMoney > Event Fundraising Admin.

• Click the Report link to right of your active campaign.

• Click Report Type dropdown and select Swim-A-Thon Financial & Award Redemption Form.

• Click Generate Report. The report will be saved as an Excel spreadsheet to the folder where your browser saves downloads. The filename starts with TumEventRpt followed by a long number and .xls.

• Navigate to the Swim-A-Thon Dashboard in your browser.
Swim-a-Thon Dashboard Quick Start Guide – Submitting Results

FINANCIAL REPORT AND PAYMENT CONTINUED

• If you have a Swim-A-Thon account,
  a. Sign in with your username and password. If you have forgotten or lost your login information, do NOT create a new account. Please call 719-866-3571 for assistance.
  b. Click the Submit Results link in the Actions column of your current, active Swim-a-Thon.
  c. Upload the spreadsheet you generated in step 4 and to make your 5% (or more) contribution to the USA Swimming Foundation.

If you do not have a Swim-A-Thon account, please register your team and submit your Swim-a-Thon results and 5% (or more) contribution by following the steps outlined in the Swim-a-Thon Dashboard Quick Start Guide.

• Alternatively, you may print the spreadsheet, make a check payable to USA Swimming Foundation for 5% (or more) of the gross proceeds from your event and mail both to: USA Swimming Foundation 1 Olympic Plaza Colorado Springs, CO 80909

If you have any questions about the submission and payment process, please email Patty Pannell (ppannell@usaswimming.org) or call Patty at 719-866-3571.
Swim-a-Thon Dashboard

OTHER FEATURES

HOME TAB

VIEW INVOICE
Once you have submitted results the View Invoice link allows you to view and print your invoice at any time.

SWIMMER CERTIFICATE
The Swimmer Certificate link allows you to print certificates to hand out to your participating swimmers.

SPONSOR CERTIFICATE
The Sponsor Certificate link allows you to print certificates to hand out to your sponsors.

LEADERBOARD TAB

The leaderboard shows how you rank among other clubs of a similar size.

CONTACTS TAB

From the Contacts Tab, you can add additional contacts and control whether they will receive email notifications. If you are a USA Swimming registered club you can also see contacts that come from your club’s membership information.

CLUB SETTINGS

NAME
You can change your club’s name

AFFILIATION
You can change your club’s affiliation

SECURITY CODE
You can reset your club’s security code. You may want to do this if someone who has access to your dashboard has left your club and you want to prevent them from having access.

ACCESS
Remove dashboard access for another individual or for yourself.