



## **#DEFEATCANCER POOL SWIM**

Thank you for joining our cause to #DefeatCancer and holding an SAA Pool Swim Fundraiser. Your pool swim fundraiser will save lives by raising much needed money for our beneficiaries that are pioneering new cures for cancer, and providing treatment and prevention. Use this guide to help you through the process of creating and hosting an SAA #DefeatCancer Pool Swim Fundraiser.

### **What Does SAA Provide for a #DefeatCancer Pool Swim?**

#### **We build your website**

We will create and host on swimacrossamerica.org a fundraiser page for your swim; you provide a couple of paragraphs why you are hosting the swim and pictures.

#### **We help you promote**

We promote pool swims to our database of more than 100,000 supporters via our e-newsletters and social media.

#### **We help you send emails**

We provide e-mail messages that you may send to your swimmers encouraging their participation or you provide your contacts and we will e-mail them on your behalf.

#### **We give back to your pool**

We know pool space isn't free. We know you might want to provide donuts, coffee and other stuff to create a fun day of swimming for your pool swim fundraiser. We offer up to 8% of the proceeds donated through your event page or checks mailed to SAA back to your club to help cover costs you incur. Should your club forego the 8%, we will donate that money to our beneficiaries.

#### **We provide Insurance**

If requested, we will provide the facility hosting the Pool Swim Fundraiser a \$1,000,000 certificate of insurance naming the facility as an SAA additional insured. The COI will be good for day of the pool swim fundraiser and your swimmers will be required to sign an SAA waiver.

#### **We provide swag and signage**

We provide SAA branded swim caps for your participants. We provide an SAA branded banner for your facility. We provide fundraising incentives for participants who reach donation levels.

# WHAT NEXT

## DECIDE WHAT TYPE OF SWIM TO HOST

Some swimming clubs have turned a practice into an SAA #DefeatCancer Pool Swim Fundraiser. Others have offered a swim meet, and some a fun relay. You decide what works best for you and your club based on pool availability and number of participants. The SAA headquarters is available to help you brainstorm. Call us at 908-451-3542 or e-mail [craig@swimacrossamerica.org](mailto:craig@swimacrossamerica.org)

### When and Where

You select a pool, you select a format (i.e. practice or relay), and you select a date. If you need help brainstorming, phone us at 908-451-3542.

### Things to Consider

Recruit volunteers to help you.

- Volunteer Coordinator: Someone to help recruit and communicate with swimmers participating in your pool swim.
- Promotional Coordinator: to promote your swim, take pictures and publish them,
- Hospitality Coordinator: if you want to offer donuts & coffee during/after your swim
- Safety Coordinator: communicate with the aquatics director and lifeguards so they are prepared for day of your pool swim

Do you want your SAA pool swim to be private meaning your club only or will it be open to the public/other swim clubs in the area?

People—especially parents—are busy. We recommend you keep your pool swim to no more than two hours.

Set a team fundraising goal. A good goal would be to raise \$5,000 as a team. If time allows, offer an awards recognition of your top fundraisers.

### Tell SAA

We will build and host on [swimacrossamerica.org](http://swimacrossamerica.org) an event and fundraising page for your pool swim fundraiser. You promote the web page to generate fundraising support. We will also send you a banner, swim caps and other items to generate enthusiasm for your SAA Pool Swim Fundraiser. You should include SAASwim and #DefeatCancer in your social media tags.

Our [Facebook](https://www.facebook.com/swimacrossamerica/) page is [www.facebook.com/swimacrossamerica/](https://www.facebook.com/swimacrossamerica/)

Our Twitter handle is @SAASwim

Our Instagram handle is SAASwim

# HOW DO I RECRUIT AND FUNDRAISE

Personalize your SAA event page. Tell readers why you are hosting a pool swim fundraiser. Share your fundraising goal. Once your page is registered on [swimacrossamerica.org](http://swimacrossamerica.org), you can send e-mails to your contacts. You can post it on social media. You can ask others to share the page and support you. Some example SAA #DefeatCancer Pool Swim Fundraisers:

[Sarasota YMCA](#)  
[Cheshire Pool Swim](#)

Swimmers love to create personal fundraising pages online – it makes raising money fun and easy. Direct your team page to register. Send weekly emails to your potential donors. If you have young swimmers, parents need to help so be sure to engage the parents.

Checks are accepted and should be made out to `Swim Across America`. Please note on the check your pool swim fundraiser name. Checks may be mailed individually or as a batch to:

Swim Across America  
11600 N. Community House Drive, Suite 100  
Charlotte, NC 28277

## Swim Across America Incentive Gifts

One week prior to your SAA #DefeatCancer Pool Swim Fundraiser we will ship your banner, swim caps and incentive gifts. We will also send you spreadsheets of your registered participants so you may e-mail them, keep track of their progress, and note their incentive level achievements. You may send your incentive gift requests to [craig@swimacrossamerica.org](mailto:craig@swimacrossamerica.org)

*Please note: we ask for one week lead time to ship your banner, swim caps and incentive gifts.*

## SAA #DefeatCancer Pool Swim Fundraiser Event Day Tips

Arrive 60 minutes before start of the swim to set up; hang banners, blow up balloons, organize tables, refreshments, posters, etc.

Have a place where swimmers can register to swim on event day, sign waivers, and/or submit any check donations they received

Have your incentive awards table close by if you want to hand them out early

Make sure your lifeguards are present and ready to go

Have a `Why I Swim` board for people to sign

Put up the Swim Across America banner we send you or additional posters and banners

If you have multiple swimming options create a timeline poster board and hang by the entrance

If you can play music, do it! It will make the swim fun. If someone with energy can announce, go for it.

If your swim includes kids, have a Sharpie table where they can write on caps and T-shirts and banner.

Have food, water, and refreshments available if possible. Try to get parents or local vendors to donate food or drinks.

Have swimmers invite family and friends to the event to cheer and support them...Adds to the fun

Before everyone jumps in the water – have someone make a short speech. If there are any cancer survivors in your organization see if they would like to do a 25 or 50 yard ‘ceremonial’ swim

Take pictures for the website and email them to [craig@swimacrossamerica.org](mailto:craig@swimacrossamerica.org)

Have fun! Clean up

## **IMPORTANT**

Collect waivers from everyone (swimmers and volunteers). If someone hasn't filled out a waiver, he or she can't participate. We'll add a waiver PDF link to your team fund raising page so participants can sign.