



ATLANTA  
TEAM  
CAPTAIN  
TOOLKIT

**SWIM**  
ACROSS AMERICA  
★ MAKING WAVES TO FIGHT CANCER ★

**Aflac**  
Cancer & Blood  
Disorders Center  
**Children's**  
— Healthcare of Atlanta —



# MAKE WAVES TO FIGHT CANCER

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Hello,

**Thank you for your participation as a Team Captain in Swim Across America's Atlanta Open Water Swim, benefiting the Aflac Cancer and Blood Disorders Center! We all know 2020 was a difficult year, but we are so excited about the opportunity to make a difference by making waves and bringing some positivity to 2021.**

Swim Across America (SAA) Atlanta Open Water Swim at Lake Lanier Olympic Park will unite cancer patients and survivors, Olympians and swimmers of all skill levels on Saturday, October 2nd, 2021. All to make waves to fight cancer! Established in 2013, the Swim Across America Atlanta Open Water has donated more than \$2.31 million to the Aflac Cancer and Blood Disorders Center. Current Swim Across America Atlanta funds support research efforts for 5 young investigators at the Aflac Cancer Center. The intent is to provide career and project support for young, proven physicians in postdoctoral fellowships or who have recently achieved junior faculty positions and are committing their lives to the field of pediatric cancer to provide research with vibrant new ideas. Funding is designed to nurture young scientists in the pursuit of independent hypotheses and to enable them to develop the preliminary data necessary to successfully compete for major research grants.

We know you will be successful with your own fundraising efforts, especially being passionate about why you swim and the impact that Swim Across America has had on cancer research. Whether you are trying to hit a fundraising goal for the first time or attempting to reach WaveMaker status, we are here to help you. This toolkit will provide the ideas and simple techniques to reach your goals. And don't forget, we will have fun along the way!

Through Swim Across America, you are helping us support the critical needs of the Aflac Cancer and Blood Disorders Center and pediatric cancer patients throughout Georgia. Many thanks for your dedication and support!

Gratefully,

Alison Millsaps and Nicole Schwartz  
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## **EVENT DETAILS**

### **Date**

**Saturday, October 2, 2021**

### **Location**

**Lake Lanier Olympic Park  
(Gainesville, GA)**

**To stay up-to-date on event information, 'like' the Swim Across America - Atlanta Facebook Page at [www.facebook.com/saatlanta](https://www.facebook.com/saatlanta) or visit [www.swimacrossamerica.org/Atlanta](http://www.swimacrossamerica.org/Atlanta).**





# EMAIL WRITING TIPS

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**Keep it short.** Create a message that is 1-2 paragraphs. However, if you have a personal story to share that takes more space—include it!

**Be Personal.** Write as if you are addressing a close friend every time you ask someone for money. Pediatric cancer can strike any family, at any time. Let them know this is an important cause, close to your heart.

**Include photos.** Whether you have personal photos to share, or want to introduce your family to SAA, include some photos.

**Explain how the funds are used.** Include facts about SAA and how donations support patients at the Aflac Cancer and Blood Disorders Center. Refer to the key messages on page 6 for suggestions.

**Seek matching gifts.** Many companies offer matching gifts. Remind your network to check if their employer participates in this type of program.

**Give a clear link to your team or personal page.** The website instructions are easy to follow, just take donors directly to your personal fundraising page. Visit [swimacrossamerica.org/atlanta](http://swimacrossamerica.org/atlanta) to create your own page.

**Contact everyone you know.** The larger your list, the more potential for gifts. The next few pages share outreach suggestions.

**Use social media** to spread the word!  
Follow and tag us in your posts.

- Facebook: Swim Across America - Atlanta
- Instagram: @saaatlanta
- SAA Hashtag: #makingwavestofightcancer
- Tag friends to reach their networks!

*Asking your network by email is a great way to raise funds for Swim Across America. Start your messages as soon as possible. Statistics show that it can take 2-3 emails for your friends and family to receive your request and make the time to donate to your team.*



# FUNDRAISING AT WORK

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Many of us spend 40+ hours a week at work, so why not tap into that audience to help support your fundraising efforts? Here are some fun and easy ways to get your company and colleagues involved and raise funds for Swim Across America.

## COMPETITION

Have different departments compete against each other in fundraising “wars”:

**Penny Wars:** Departments are tasked with collecting as many pennies as possible for their jar during a specific timeframe. Other coins can either boost a team’s total or count against them (10 pennies in one team’s jar can be wiped out by the addition of a dime by another team). You make the rules!

**50/50 Raffles:** Sell tickets for the chance to win half of the money collected. The other half goes to your team’s SAA fund.

**Who’s That Baby:** Ask employees to bring in a baby or childhood photo of themselves that they believe no one can identify. Then, hold a contest where you ask for a donation to make a guess as to whose photo is whose. Give winners a donated prize.

**Brown Bag Lunch Day:** Encourage your colleagues to bring their lunch one day and ask them to donate the money they would have spent eating out to SAA!

## WHOLESALE PROFITS

Connect with a local vendor about discounting the purchase of food on a regular basis. Perhaps a local bakery will see you discounted bagels if you buy a few dozen every Friday. Then, sell the bagels at work and donate the profits to SAA. Selling chips, pretzels, candy and granola bars can also raise funds.

## JEANS DAY

Casual Fridays can be more than just casual. Co-workers can make a donation of their choosing (typically \$5-\$10) to wear jeans, favorite sports team jerseys, funny sweaters, hats, etc.



# FUNDRAISING TIPS

## HOW TO RAISE \$150 IN 10 DAYS

1. Create your fundraising page and make your own \$10 donation.....\$10
2. Ask your spouse/partner to donate \$10.....\$20
3. Put a bucket at the register of a local store.....\$30
4. Ask two coworkers to donate \$10.....\$50
5. Ask 3 friends to donate \$10.....\$80
6. Ask 2 relatives to donate \$10.....\$100
7. Ask a neighbor to donate \$10.....\$110
8. Ask 2 people from church to donate \$10.....\$130
9. Ask your boss to donate \$10.....\$140
10. Ask another neighbor to donate \$10.....\$150

The easiest way to fundraise is to use the Swim Across America platform to send out solicitations to friends and family.

We also encourage you to plan your own fundraisers and events in your schools, offices and communities.

Below are ideas that other teams have used:

- Bake sales
- Car washes
- Parents Night Out babysitting events
- School carpool coin collection
- Lemonade stands
- Swim clinics/stroke clinics at club and summer league teams
- Charity swim meets (dedicating a summer league or club meet's proceeds toward SAA)
- Charity Pilates & Yoga classes
- Chick-Fil-A Spirit Nights
- Football game concession stands (proceeds support SAA)
- Top Golf Fundraiser
- Team Breakfasts
- Spirit Nights at local restaurants

## HOW TO RAISE \$500 IN 10 DAYS

1. Create your fundraising page and make your own \$25 donation.....\$25
2. Ask 2 doctors/dentist to donate \$50 each.....\$125
3. Ask 4 relatives to donate \$25 each.....\$225
4. Ask 3 friends to donate \$25.....\$300
5. Ask your boss to donate \$25.....\$325
6. Ask 2 local business owners to donate \$25.....\$375
7. Ask 3 neighbors to donate \$15.....\$420
8. Ask 2 coworkers to donate \$10 each.....\$440
9. Ask 3 people from church to donate \$10.....\$470
10. Ask 3 friends of your parents to donate \$10 ....\$500





# FUNDRAISING MESSAGES

When talking with potential supporters and those who want to know more about Swim Across America's mission and the work at the Aflac Cancer and Blood Disorders Center, please use these key points and the infographic on the following page.

## WHY WE FUNDRAISE FOR RESEARCH AND CLINICAL TRIALS

- The Aflac Cancer Center is one of only 21 COG Phase I hospitals nationwide, which means they can administer new drugs and therapies.
- The Aflac Cancer Center is **#1 in the country** among institutions for volume of therapeutic clinical trial enrollment for Children's Oncology Group studies! **This is significant because a clinical trial is the very best shot for a cure!**
- As one of the largest clinical trial programs in the country, the Aflac Cancer Center offers patients **access to more than 400 clinical trials** including some of the most novel treatment options in the country.
- The Aflac Cancer Center is one of the largest pediatric cancer centers in the country, and newly diagnosed more than **500 patients** with cancer last year.

## WHY WE FUNDRAISE FOR RESEARCH AND CLINICAL TRIALS

### Individual Fundraising Perks

WaveMakers are elite SAA fundraisers and go above and beyond by pledging to raise at least \$1,000. You can sign up for any of the 3 distances. WaveMakers get exclusive gifts, special perks and access to the WaveMaker photo booth on event day. Individuals who raise \$3,000 or more by August 14, 2021 will receive 2 tickets to the Swim Across America VIP dinner on Friday, October 1, 2021 and meet the Olympians.

### Team Fundraising Perks

Teams that raise at least \$10,000 by August 14, 2021 will receive: 10 x 10 tent in the VIP area, team banner, and 20 SAA/team co-branded t-shirts for every \$10,000 they raise. So, if your team raises \$20,000, you will receive 40 t-shirts!

# Thank you for your support!



For questions, please contact:  
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